

# Keisha M. Cutright



Professor of Marketing  
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## ACADEMIC POSITIONS

Fuqua School of Business, Duke University (2016 to present)

The Wharton School, University of Pennsylvania (2011 to 2016)

## EDUCATION

### Duke University, Fuqua School of Business

Ph.D., Marketing, June 2011

“Out of Control: When and Why Consumers Yearn for Boundaries”, advisors: James R. Bettman & Gavan Fitzsimons

### The Ohio State University

Summa Cum Laude, Bachelor of Science in Business Administration, June 2003

## RESEARCH INTERESTS

- Consumer Behavior, Psychological Needs for Order and Structure, Personal Control, Religion, Branding

## JOURNAL PUBLICATIONS

Du, Katherine, Lingrui Zhou & Keisha M. Cutright, “Bunch of Jerks: How Brands Can Benefit by Reappropriating Insults.” Forthcoming at the *Journal of Consumer Psychology*.

Lai, Taylor Ke, Keisha M. Cutright & Gavan J. Fitzsimons, “From believer to buyer: How brands leverage religious values to connect with consumers.” Forthcoming at the *Journal of Consumer Psychology*.

Karatas, Mustafa & Keisha M. Cutright (2023), “Thinking about God Increases Acceptance of Artificial Intelligence in Decision Making.” *Proceedings of the National Academy of Sciences*, 120 (33), 1-10.

Rifkin, Jacqueline, Katherine Du & Keisha M. Cutright (2023), “The Preference for Spontaneity in Entertainment.” *Journal of Consumer Research*, 50 (3), 597-616.

Rifkin, Jacqueline, Kelley Gullo Wight & Keisha M. Cutright (2023), “No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting.” *Journal of Consumer Research*, 50 (2), 343-362.



Cutright, Keisha M. & Eugenia C. Wu (2023), “In and Out of Control: Personal Control and Consumer Behavior.” *Consumer Psychology Review*, 6 (3), 33-51.

Zhou, Lingrui, Katherine Du & Keisha M. Cutright (2022), “Befriending the Enemy: The Effects of Observing Brand-to-Brand Praise on Consumer Evaluations.” *Journal of Marketing*, 86 (4), 57-72.

Grewal, Lauren, Eugenia C. Wu & Keisha M. Cutright (2022), “Loved As-Is: How God Salience Affects the Desire for Self-Improvement Products.” *Journal of Consumer Research*, 49 (1), 154-174.

Cutright, Keisha M., Shalena Srna & Adriana Samper (2019), “Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions.” *Journal of the Association for Consumer Research*, 4 (4), 387-397.

Wu, Eugenia C. & Keisha M. Cutright (2018), “In God’s Hands: How Religion Dampens the Effectiveness of Fear Appeals.” *Journal of Marketing Research*, 55 (1), 119-131.

Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons & Ron Shachar (2014), “Finding Brands and Losing Your Religion?” *Journal of Experimental Psychology: General*, 143 (6), 2209-2222.

Cutright, Keisha M. & Adriana Samper (2014), “Doing it the Hard Way: How Low Control Drives Preferences for High Effort Products and Services.” *Journal of Consumer Research*, 41 (3), 730-745.

Yang, Lin, Keisha M. Cutright, Tanya L. Chartrand & Gavan J. Fitzsimons (2014), “Distinctively Different: Exposure to Multiple Brands in Low Elaboration Settings.” *Journal of Consumer Research*, 40 (5), 973-992.

Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons (2013), “Putting Brands in their Place: How a Lack of Control Keeps Brands Contained.” *Journal of Marketing Research*, 50 (3), 365-377.

Cutright, Keisha M. (2012), “The Beauty of Boundaries: When and Why We Seek Structure in Consumption.” *Journal of Consumer Research*, 38 (5), 775-790.

Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay & Gavan J. Fitzsimons (2011), “When Your World Must Be Defended: Choosing Products to Justify the System.” *Journal of Consumer Research*, 38 (1), 62-77.

Banfield, Jillian C., Aaron C. Kay, Keisha M. Cutright, Eugenia C. Wu, & Gavan J. Fitzsimons (2011), “A Person by Situation Account of Motivated System Defense,” *Social Psychological and Personality Science*, 2(2), 212-219.

Wu, Eugenia C., Keisha M. Cutright & Gavan J. Fitzsimons (2011), “How Asking “Who Am I?” Affects What Consumers Buy: The Influence of Self-Discovery on Consumption.” *Journal of Marketing Research*, 48 (2), 296-307.

Shachar, Ron, Tulin Erdem, Keisha M. Cutright, & Gavan J. Fitzsimons (2011), “Brands: The Opiate of the Nonreligious Masses?” *Marketing Science*, 30 (1), 92-110

Cavanaugh, Lisa A., Keisha M. Cutright, Mary Frances Luce & James R. Bettman (2011), “Hope, Pride, and Processing During Optimal and Nonoptimal Times of Day.” *Emotion*, 11 (1), 38-46.

## **OTHER PUBLICATIONS**



Wu, Eugenia C. and Keisha M. Cutright (2023), “Religion and Consumer Psychology”, in *The Cambridge Handbook of Consumer Psychology* (2<sup>nd</sup> edition), ed. Catherine Lamberton, Derek Rucker, and Stephen Spiller. Cambridge: Cambridge University Press.

Cutright, Keisha M., Katherine Du, and Lingrui Zhou (2022), “When Praising the Competition Benefits Your Brand, it can Boost Your Image — and Your Profits,” *Harvard Business Review* (Online).

Bruce, Norris I., Keisha M. Cutright, Renée Richardson Gosline, Jacquelyn S. Thomas, and Tiffany Barnett White (2020), “How Business Schools Can Help Corporate America Fight Racism,” *Harvard Business Review* (Online).

Cutright, Keisha M., Adriana Samper & Gavan J. Fitzsimons (2013), “We are What We Buy?” in *The Routledge Companion to Identity and Consumption*, ed. Ayalla Ruvio and Russell Belk. New York: Routledge, 91-98.

## **SELECTED RESEARCH IN PROGRESS**

Oba, Demi, Lingrui Zhou, Holly Howe & Keisha Cutright, “The Dark Side of Consumer Engagement: Why Brands Are Better Off When Consumers Ignore Requests for Engagement.”

Huynh, Denny, Lingrui Zhou, Keisha M. Cutright & Eugenia C. Wu, “Limiting Those Who Have it All: Consumers Give Less Versatile Gifts to Unconstrained Recipients.”

Trillo, Megan, Lingrui Zhou & Keisha M. Cutright, “How Brand Purpose Affects Quality Assessments and Purchase Intentions.”

Rifkin, Jacqueline, Katherine Du & Keisha M. Cutright, “Spontaneous vs. Planned Apologies.”

Rifkin, Jacqueline, Francesca Valsesia & Keisha M. Cutright, “The Same Thing Happened to Me: Exploring Divergent Outcomes of Experience Ubiquity.”

## **SELECTED HONORS & AWARDS**

- Marketing Science Institute Scholar, 2023
- Finalist, 2022 AMA Erin Anderson Award
- Early Career Award, Association for Consumer Research, 2019
- AMA-Sheth Consortium Distinguished Faculty Fellow, 2019, 2020, 2022
- Advertising Education Foundation, Visiting Professor, 2019
- Marketing Science Institute Young Scholar, 2015
- Dean’s Research Grant, Wharton, “Antecedents of Control”, 2015
- Poets & Quants Selection: “World’s Best 40 B-School Professors under the Age of 40”, 2015
- Dorinda and Mark Winkelman Distinguished Scholar, 2014-2015
- Wharton Excellence in Teaching Award, Undergraduate Division 2012-2013
- Wharton Excellence in Teaching Award, Undergraduate Division 2011-2012
- Society for Marketing Advances, Dissertation Proposal Winner, 2010
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2009
- American Marketing Association Foundation, Valuing Diversity Scholarship, 2008
- Duke University Endowment Minority Fellowship, 2006-2011
- Ohio State University, Board of Trustees Award for Scholarship & Leadership, 2003
- Ohio State University, Full Academic ‘Distinction’ Scholarship, 1999-2003
- Ohio State University, Fisher College of Business, Pace Setters Award, 2004



- Ohio State University, President's Leadership Award, 2001

## ***INVITED TALKS***

2025: Monash University, Southern Methodist University, University of Florida

2023: University of Cincinnati, Harvard University

2022: University of Miami, University of British Columbia, University of Michigan, Indian Institute of Management (Bangalore), University of Texas El Paso

2021: London Business School, University of California Riverside, Rutgers University, University of Texas at Austin

2020: University of Albany

2019: Psychology of Religion and Spirituality workshop at the Society for Personality and Social Psychology Convention, Hong Kong Polytechnic University

2018: UCLA, University of South Carolina, North Carolina State University

2017: University of Southern California, Northwestern University, Marketing Science Institute: Immersion 2017

2016: University of Alberta Marketing

2015: Arizona State University, University of Houston, Procter and Gamble, Duke University

2014: Marketing Science Institute's (MSI) "Brands in the Balance: Managing Continuity and Change" Conference; General Mills (Eastern Business Center); Wharton's "BizTalks" research forum, University of Pittsburgh, Temple University, University of Minnesota, University of Utah, Brigham Young University

2013: Four Schools Conference (Wharton, Columbia, New York University, Yale); Research Scholars Program (Wharton)

2012: Cornell University

2011: Marketing in Israel 11 Conference, Wharton Decision Processes Seminar

2010: The Ohio State University, Dartmouth College, New York University, Columbia University, University of Pennsylvania, Indiana University, Stanford University, University of California- Los Angeles, Northwestern University, University of Miami, University of Maryland, Harvard University, Boston College

## ***SERVICE TO UNIVERSITY***

- Fuqua, Strategic Planning Committee (2024-2025)
- Duke Alumni Board of Directors, Faculty Advisor (2024-)
- Duke University, Provost Advisory Committee for Duke Kunshan University (2024-)
- Fuqua, Curriculum Committee (2024-)



- Duke University, Ad hoc committee for DKU undergraduate education (2024)
- Fuqua, Assurance of Learning Committee (2023-2024)
- Duke University, Academic Council (2020-present)
- Duke University, Executive Committee for Academic Council (2021-2023; Vice chair 2022-2023)
- Duke University, Board of Trustees Graduate & Professional Education and Research Committee (GPER) (2022-2023)
- Duke University, University Priorities Committee (2022-2023)
- Duke University, Search committee for Provost (2022-2023)
- Fuqua, Dean's Review Committee (2022)
- Duke University, Academic Council Chair Nomination Committee (2022)
- Duke University, Board of Trustees Strategic Education Steering Committee (2021-2022)
- Fuqua, Faculty Advisory Council (2016-2019; 2021-2022)
- Fuqua, Marketing Area PhD Coordinator (2019-2022)
- Duke University, Academic Programs Committee (2017-2021)
- Duke University, Interdisciplinary Priorities Committee (2020-2021)
- Duke University, Name, Image and Likeness Working Group (2021-2022)
- Duke University, Office of the Vice Provost for Faculty Advancement Advisory Committee (2020-2022)
- Fuqua, Summer Seminar Speaker Series, co-organizer (2020)
- Duke University, Reimagining Doctoral Education (RiDE) Implementation Committee (2019-2020)
- Fuqua, Strategic Planning Committee (2018-2019)
- Wharton, Interdisciplinary Decision Processes Seminar Co-Organizer (2014-2015)
- Wharton, Family Support Committee (2015-2016)
- Wharton, Marketing Curriculum Committee (2015-2016)
- The Wharton School Faculty Survey Committee member (2013-2014)
- Wharton, Marketing Department Rookie Recruiting Committee member (2013)
- Wharton, Faculty Coordinator for the Marketing Colloquia, Marketing Camp, and Wroe Alderson Lecture (2012-2013)
- Wharton, Dean's Award for Excellence Selection Committee (2013)

## ***SERVICE TO FIELD***

### ***Editorial Work***

- Guest Editor
  - *Journal of the Association for Consumer Research* (2024)
- Associate Editor
  - *Journal of Marketing Research* (2020-present)
  - *Journal of Consumer Psychology* (2021-2024)
- Editorial Review Boards:
  - *Journal of Consumer Research* (2016-2024)
  - *Journal of Marketing Research* (2014-2019)
  - *Journal of Marketing* (2018- present)
    - Guest Associate Editor (2020)
  - *Journal of Consumer Psychology* (2019 – 2020)
- Ad-hoc Reviewing:
  - *Organizational Behavior and Human Decision Processes*
  - *Journal of Personality and Social Psychology*
  - *Psychological Bulletin*
  - *Journal of Consumer Psychology*
  - *Journal of Experimental Social Psychology*
  - *Journal of the Association for Consumer Research*
  - *Political Psychology*



- *International Journal of Research in Marketing*
- Association for Consumer Research Conference
- Society for Consumer Psychology Conference
- Marketing Science Institute's Clayton Doctoral Dissertation Committee

### ***Association Leadership***

- Journal of the Association for Consumer Research, Policy Board member (2021-2023) & chair (2023)
- Society for Consumer Psychology, DEI Committee chair (2019), co-chair (2020-2024)
- Association for Consumer Research Early Career Workshop co-chair (2023)
- Association for Consumer Research Itamar Simonson Mentoring Award Nomination Committee (2023)
- The Tenure Project Conference Senior Planning committee (2022)
- Association for Consumer Research Doctoral Symposium Co-Chair (2019)
- American Marketing Association Conference Co-Chair, Summer (2019)
- Association for Consumer Research Early Career Award committee (2020)

### ***CONFERENCE PRESENTATIONS***

- Du, Katherine, Lingrui Zhou & Keisha M. Cutright, "Taking It Back: How Brands Can Benefit by Reappropriating Insults." Nazarbayev University Graduate School of Business and Fuqua School of Business Symposium on Marketing and Economics, May 2023.
- Zhou, Lingrui, Katherine Du & Keisha M. Cutright, "Befriending the Enemy: The Effects of Observing Brand-to-Brand Praise on Consumer Evaluations." The Future of Branding Conference, December 2019.
- Cutright, Keisha M., Shalena Srna & Adriana Samper, "Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions." Association for Consumer Research, October 2017.
- Wu, Eugenia and Keisha M. Cutright, "In God's Hands: How Religion Dampens the Effectiveness of Fear Appeals." Association for Consumer Research, October 2016.
- Cutright, Keisha M., Gavan J. Fitzsimons & James R. Bettman, "Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption." Society for Consumer Psychology, February 2015.
- Cutright, Keisha M., Gavan J. Fitzsimons & James R. Bettman, "Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption." Association for Consumer Research, October 2014.
- Wu, Eugenia and Keisha M. Cutright, "In God's Hands: How Religion Dampens the Effectiveness of Fear Appeals." Society for Consumer Psychology, March 2014.
- Cutright, Keisha M. and Adriana Samper, "Doing it the Hard Way: How Low Control Drives Product Preferences." Society for Consumer Psychology, March 2014.
- Cutright, Keisha M. and Adriana Samper, "Doing it the Hard Way: How Low Control Drives Product Preferences." Association for Consumer Research, October 2013.
- Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar, "Finding Brands and Losing Your Religion?" Association for Consumer Research, October 2012.
- Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons, "Putting Brands in their Place: How the Need for Structure Keeps Brands Contained." Society for Consumer Psychology, February 2012.



- Cutright, Keisha M., "The Beauty of Boundaries: When and Why We Seek Structure in Consumption." Association for Consumer Research, October 2011.
- Shachar, Ron, Tülin Erdem, Keisha M. Cutright & Gavan J. Fitzsimons, "Brands: The Opiate of the Non-Religious Masses?" Society for Consumer Psychology, February 2011.
- Cutright, Keisha M., Linyun W. Yang, Tanya L. Chartrand & Gavan J. Fitzsimons, "When Opposites Attract: Exposure to Multiple Brands in Low Persuasion Knowledge Settings." Association for Consumer Research, October 2010.
- Wu, Eugenia C., Keisha M. Cutright & Gavan J. Fitzsimons, "How Asking "Who Am I?" Affects What You Buy: The Influence of Self-Discovery on Consumption." Society for Consumer Psychology, February 2010.
- Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay & Gavan J. Fitzsimons, "When Your World Must Be Defended: Consuming to Justify the System." Association for Consumer Research Annual Conference, October 2009.  
Session co-chair: "Consuming in Self-Defense: Consumer Responses to Self-Threat"
- Cavanaugh, Lisa A., Keisha M. Cutright, Mary Frances Luce & James R. Bettman, "Hope, Pride, and Processing During Optimal and Nonoptimal Times of Day." Association for Consumer Research Annual Conference, October 2009.
- Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay & Gavan J. Fitzsimons, "When Your World Must Be Defended: Consuming to Justify the System." Society for Consumer Psychology Annual Conference, February 2009.  
Session co-chair: "Shaken to the Core: Consumer Response When Beliefs are Threatened"
- Shachar, Ron, Tülin Erdem, Keisha M. Cutright & Gavan J. Fitzsimons, "Brands: The Opiate of the Non-Religious Masses?" Association for Consumer Research Annual Conference (working paper session), October 2008.
- Shachar, Ron, Tülin Erdem, Keisha M. Cutright & Gavan J. Fitzsimons, "Brands: The Opiate of the Non-Religious Masses?" INFORMS Marketing Science Conference, June 2008.

## **TEACHING & ADVISING**

### **Courses Taught**

- **At Fuqua School of Business**
  - Leading Business in a Complex World (2024-present)
  - Marketing Management, MBA (2020-present)
  - Strategic Brand Management, MBA (2017-2020), Executive MBA (2018-2020)
- **At The Wharton School (2011- 2016)**
  - Consumer Behavior, Undergraduates
  - Strategic Marketing Essentials program, Executive Education
- **Instructor (2011)**
  - "Mission and Marketing" program led by Duke Divinity School with church leaders from across the U.S.
- **Instructor (July 2009)**



- Grow Your Venture, Executive Education Program in Johannesburg, South Africa (partnership between Duke University and University of the Witwatersrand)

#### **Doctoral Thesis Advisor**

- Denny Huynh (Marketing, Duke, completed 2025, co-advisor with Tanya Chartrand)
- Jacqueline Rifkin (Marketing, Duke, completed 2020, co-advisor with Jim Bettman)
- Lingrui Zhou (Marketing, Duke, completed 2023, co-advisor with Tanya Chartrand)

#### **Doctoral Thesis Committees**

- Demi Oba (Marketing, Duke, completed 2025)
- Katherine Du (Marketing, Duke, completed 2019)
- Sarah Memmi (Marketing, Duke, completed 2020)
- Gabby Cudjoe Wilkes (Doctor of Ministry, completed 2022)
- Holly Howe (Marketing, Duke, completed 2022)
- Luis Perez-Abreu (Marketing, Duke, completed 2024)

### ***INDUSTRY EXPERIENCE***

#### **Procter & Gamble,**

Assistant Brand Manager, 2003-2006  
Intern, 1999-2002