

SHREYANS GOENKA

sg746@cornell.edu | Cell No: (+1) 347-387-0215 | www.shreyansgoenka.com
301C Sage Hall, Ithaca, NY 14853

EDUCATION

Ph.D. in Marketing (Consumer Behavior), 2020
Cornell University, S.C. Johnson Graduate School of Management
Committee: Manoj Thomas (chair), Stijn van Osselaer, Thomas Gilovich, and Soo Kim

B.A. in Economics & Psychology, 2012
University of Pennsylvania, College of Arts & Sciences
Summa cum laude with Distinction in Psychology | Thesis Advisor - Paul Rozin

ACADEMIC POSITIONS

Virginia Tech, Pamplin College of Business
Assistant Professor of Marketing, 2020 – Present

RESEARCH OVERVIEW

My research explores **Consumer Morality** – the influence of moral beliefs on consumption preferences and economic patterns. I demonstrate the implications of understanding morality for positioning strategies, prosocial initiatives, and policy making.

JOURNAL PUBLICATIONS

Goenka, Shreyans and Manoj Thomas (2020), “The Malleable Morality of Conspicuous Consumption,” *Journal of Personality and Social Psychology*

Goenka, Shreyans and Stijn M.J. van Osselaer (2019), “Charities can Increase the Effectiveness of Donation Appeals by Using a Morally Congruent Positive Emotion,” *Journal of Consumer Research*

RESEARCH IN PROGRESS

Goenka, Shreyans and Stijn M.J. van Osselaer, “Morality of Commercial Bodily Markets,” *manuscript in preparation*

Goenka, Shreyans and Manoj Thomas, “Morality Alters the Pursuit of Sensory Pleasure,” *manuscript in preparation*

- ACR-Sheth dissertation award (honorable mention), 2019

Goenka, Shreyans and Manoj Thomas, “Moral Objections to Accepting Welfare Benefits,”
manuscript in preparation

Sirwani, Deepak, Shreyans Goenka and Manoj Thomas, “The Influence of Morality on Saving,”
manuscript in preparation

Goenka, Shreyans and Jialie Chen, “Organic Sales after the Paris Announcement,” *data collection*

HONORS/AWARDS

- ACR-Sheth Dissertation Award (honorable mention), 2019
- Fellow, AMA-Sheth Doctoral Consortium, 2018
- Bartholomew Family Ph.D. Scholarship Award, 2017 & 2018
Award winner is chosen by department faculty based on Ph.D. research progress
- John P. Sabini Award for Excellence in Undergraduate Research, 2012
Thesis completed under Dr. Paul Rozin
- Summa Cum Laude, University of Pennsylvania, 2012
- Psychology Department Honors, University of Pennsylvania, 2012
- Psi Chi Honor Society in Psychology, 2012
- Dean’s List, University of Pennsylvania, 2009-2011

INVITED TALKS

Kellogg, Northwestern University, Oct 2019

McDonough, Georgetown University, Oct 2019

Pamplin, Virginia Tech, Sept 2019

Anderson, UCLA, Sept 2019

Mendoza, University of Notre Dame, Sept 2019

Kelley, Indiana University, Sept 2019

CONFERENCE PRESENTATIONS

** indicates presenter*

Goenka, Shreyans* and Manoj Thomas, “The Malleable Morality of Conspicuous Consumption,”
Society for Consumer Psychology, Savannah, February 2019

Goenka, Shreyans* and Stijn M.J. van Osselaer, “Comparing the Effects of Compassion vs.
Gratitude on Prosocial Preferences,” *Society for Consumer Psychology, Savannah, February 2019*

Goenka, Shreyans* and Soo Kim, “How Gratitude Promotes Equanimity but Not Apathy,” *Society
for Consumer Psychology Boutique Conference, New York City, June 2017*

Goenka, Shreyans* and Manoj Thomas, “How Gratitude Affects Preferences,” *Society for Consumer Psychology, San Francisco, February 2017*

Goenka, Shreyans* and Manoj Thomas, “How Gratitude Affects Preferences,” *Symposium on meaning and alienation in consumption, Munich, January 2017*

Goenka, Shreyans* and Manoj Thomas, “Assimilating Consummatory Behaviors & Contrasting Instrumental Behaviors,” *Society for Consumer Psychology, St. Pete’s Beach, February 2016*

TEACHING EXPERIENCE

Cornell University

Marketing Management, Fall 2017

Introductory course for undergraduates and non-MBA masters students

Course Rating 4.48/5.00; Instructor Rating 4.58/5.00

SERVICE TO FIELD

Johnson Journal Club Coordinator, 2016-17

JCR Trainee Reviewer, 2016, 2017, 2020

Ad-hoc Conference Reviewer

Association for Consumer Research

Society for Consumer Psychology

INDUSTRY EXPERIENCE

- Senior Manager, Oriental Carbon & Chemical Ltd. 2008-2014
Family-Owned Business New Delhi, India
- Marketing Manager, DIVA Restaurants, 2013-2014
New Delhi, India
- Marketing Manager, Savory Restaurants, 2012-2013
Manhattan, NY

REFERENCES

Manoj Thomas

Associate Professor of Marketing
Cornell University
S.C. Johnson Graduate School of Management
Phone: 607.255.7207
Email: manojthomas@cornell.edu

Thomas D. Gilovich

Professor of Psychology
Cornell University
College of Arts & Sciences
Phone: 607.255.6432
Email: tom.gilovich@cornell.edu

Stijn M.J. van Osselaer

Professor of Marketing and Associate Dean for
Academic Affairs
Cornell University
S.C. Johnson Graduate School of Management
Phone: 607.255.0112
Email: stijn.vanosselaer@cornell.edu