

SHREYANS GOENKA

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U.S. Permanent Resident (Green Card Holder)

ACADEMIC POSITIONS

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

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

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,” *revision invited (2nd Round) at Journal of Marketing*

Goenka, Shreyans and Manoj Thomas, “Moral Objections to Accepting Welfare Benefits,” *under review*

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

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

Sirwani, Deepak, Shreyans Goenka and Manoj Thomas, “The Influence of Morality on Saving,” *data collection*

“Trust in AI across the political spectrum”, with Angela Yi, *data collection*

“Population Density and Valuation of Life”, with Myojoong Kim, *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

Oct 2019 Kellogg, Northwestern University
Oct 2019 McDonough, Georgetown University
Sept 2019 Pamplin, Virginia Tech
Sept 2019 Anderson, UCLA
Sept 2019 Mendoza, University of Notre Dame
Sept 2019 Kelley, Indiana University

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

Virginia Tech

Fall 2020, Consumer Behavior (Instructor Rating 5.78/6.00)

Cornell University

Fall 2017, Intro Marketing Management (Instructor Rating 4.58/5.00)

SERVICE

Undergraduate Research Program Coordinator, 2020

Member of LGBTQ+ Faculty Caucus 2020 – Present

JCR Trainee Reviewer, 2016, 2017, 2020

Johnson Journal Club Coordinator, 2016-17

Ad-hoc Reviewer

Association for Consumer Research

Society for Consumer Psychology

National Science Foundation (NSF)

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