

## SHREYANS GOENKA

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### ACADEMIC POSITIONS

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

### EDUCATION

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Ph.D. in Marketing (Consumer Behavior), 2020  
Cornell University, S.C. Johnson Graduate School of Management

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 INTERESTS

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Morality, Political Identity, Low-Income Consumers

### JOURNAL PUBLICATIONS

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Goenka, Shreyans and Stijn M.J. van Osselaer, “Why is it Wrong to Sell Your Body? Understanding Liberals’ vs. Conservatives’ Moral Objections to Bodily Markets,” *Journal of Marketing* (forthcoming)

Goenka, Shreyans and Manoj Thomas (2020), “The Malleable Morality of Conspicuous Consumption,” *Journal of Personality and Social Psychology*  
▪ Featured in SPSP’s Character & Context Blog

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*  
▪ Featured in behavioraleconomics.com

### RESEARCH IN PROGRESS

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Goenka, Shreyans and Manoj Thomas, “Are Conservatives Less Likely Than Liberals to Accept Welfare? The Psychology of Welfare Politics,” revision invited at *Journal of Association of Consumer Research*

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

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

“Trust in AI across the Political Spectrum”, with Angela Yi, *data collection*

“Firm size and Moral Perceptions”, with Frank May & Beatriz Eugenia Lopez, *data collection*

“Communicating Price to Low-Income Consumers”, with Manoj Thomas, *data collection*

## **HONORS/AWARDS**

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- ACR-Sheth Dissertation Award (honorable mention), 2019
- Fellow, AMA-Sheth Doctoral Consortium, 2018
- Bartholomew Family Ph.D. Scholarship Award, 2017 & 2018
- John P. Sabini Award for Excellence in Undergraduate Research, 2012
- 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**

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Aug 2021 NUS Business School  
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**

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\* *indicates presenter*

Goenka, Shreyans\* and Manoj Thomas, “Are Conservatives Less Likely Than Liberals to Accept Welfare? The Psychology of Welfare Politics,” *Association for Consumer Research, October 2021 (virtual)*

Goenka, Shreyans\* and Stijn M.J. van Osselaer, “Why is it Wrong to Sell Your Body? Understanding Liberals’ vs. Conservatives’ Moral Objections to Bodily Markets,” *Association for Consumer Research, October 2021 (virtual)*

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**

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Virginia Tech

Fall 2020, Consumer Behavior (Instructor Rating 5.71/6.00)

Cornell University

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

## **SERVICE**

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Service to University (VTech)

Member of LGBTQ+ Faculty Caucus, 2020 – Present

Coordinator of Diversity, Equity, and Inclusion Committee, 2021-Present

Undergraduate Research Program Coordinator, 2020-21

Doctoral Student Advising

Myojoong Kim (committee member)

Yandou Lu (committee member)

Angela Yi (committee member)

Service to Field

Reviewer for National Science Foundation

Reviewer for Journal Association of Consumer Research

Ad-Hoc Reviewer for ACR, SCP, & EMAC Conferences

## **INDUSTRY EXPERIENCE**

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- 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