

SHREYANS GOENKA

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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

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

Morality, Political Identity, Low-Income Consumers

JOURNAL PUBLICATIONS

Goenka, Shreyans and Manoj Thomas (2022), “Are Conservatives Less Likely than Liberals to Accept Welfare? The Psychology of Welfare Politics,” *Journal of the Association for Consumer Research*

- Attention score in the top 5% of all research outputs scored by Altmetric
- Select Media Coverage: Cornell Chronicle, VT Daily News, Science Mag, Eureka Alert, Mirage News.

Goenka, Shreyans and Stijn M.J. van Osselaer (2022), “Why is it Wrong to Sell Your Body? Understanding Liberals’ vs. Conservatives’ Moral Objections to Bodily Markets,” *Journal of Marketing*

- Attention score in the top 5% of all research outputs scored by Altmetric
- Select Media Coverage: ScienceBlog, Newswise, ScienceNews, Eureka Alert, Mirage, Phys.org, Cornell Chronicle, Reddit Science Thread.

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 Rajesh Bagchi, “Price Partitioning for Socio-Moral Surcharges,” *invited revision (2nd round) at Journal of Consumer Research*

Goenka, Shreyans and Manoj Thomas “Morality of Sensory Pleasure,” *invited revision (2nd round) at Journal of Personality and Social Psychology*

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

Yi, Angela, Shreyans Goenka, and Mario Pandelaere, “Partisan Media Bias and AI”, *under review*

“Firm size and Moral Perceptions”, with Frank May & Beatriz Eugenia Lopez, *manuscript in preparation*

“Justifying Price Increases”, with Rajesh Bagchi, *data collection*

“Advertising Price to Low-Income Consumers”, with Manoj Thomas, Manasi Dev, and Lulu Lucia Akaki, *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
- 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

Nov 2021 Pamplin Marketing Advisory Board, Virginia Tech

Sept 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

* *indicates presenter*

Goenka, Shreyans* and Manoj Thomas, "Are Conservatives Less Likely Than Liberals to Accept Welfare? The Psychology of Welfare Politics," *Society for Consumer Psychology*, March 2022 (virtual)

Goenka, Shreyans* and Manoj Thomas, "The Moral Suppression of Sensory Consumption," *Society for Consumer Psychology*, March 2022 (virtual)

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

Virginia Tech

Fall 2021, Consumer Behavior (Instructor Rating 5.72/6.00)

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

Cornell University

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

DEIB INITIATIVES

Chair of Marketing Department's DEIB Committee, 2021-Present

Implemented several initiatives to promote diversity, equity, inclusion, and belonging for marketing students, including:

- Helped faculty diversify course materials and improve inclusive measures in their respective courses.
- Launched a mentoring program to connect faculty with students from different backgrounds (URM, LGBTQ, First Generation, etc.)
- Coordinated events and mixers to allow a chance for under-represented students to interact with faculty.

Member of LGBTQ+ Faculty Caucus, 2020 – Present

Helped advocate for inclusive policies and diversity initiatives at the university level.

SERVICE

Editorial Service:

Co-Editor for *Journal of Association of Consumer Research*, Morality and Consumption Issue
(to be published in January 2025)

Ad hoc reviewer for the following journals:

Journal of Marketing Research
Journal of Consumer Psychology
Journal of Association of Consumer Research
Marketing Letters
Social Psychological and Personality Science

Program committee member/reviewer for the following conferences and grants:

ACR, SCP, EMAC Conferences
National Science Foundation Grant
ACR-Sheth Dissertation Grant

Service to University (VTech)

Recruiting Committee, 2020
Undergraduate Research Program Coordinator, 2020-21

Doctoral Student Advising

Myojoong Kim (committee member)
Yandou Lu (committee member)
Angela Yi (committee member)
Beatriz Lopez (committee member)
Ivon Rodriguez (committee member)

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