

# SHREYANS GOENKA

shreyans.goenka@vt.edu | Cell No: (+1) 347-387-0215 | [www.shreyansgoenka.com](http://www.shreyansgoenka.com)

## 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

---

- 1) Goenka, Shreyans and Manoj Thomas (forthcoming), “When is Sensory Consumption Immoral?” *Journal of Personality and Social Psychology*
  - ACR-Sheth dissertation award (honorable mention), 2019
- 2) 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.
- 3) 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.
- 4) Goenka, Shreyans and Manoj Thomas (2020), “The Malleable Morality of Conspicuous Consumption,” *Journal of Personality and Social Psychology*

- 5) 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 (2<sup>nd</sup> round) at Journal of Consumer Research*

Bonetti, Beatriz L., Shreyans Goenka, and Frank May, “Firm size and Moral Perceptions,” *under review*

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

- Helped faculty diversify course materials and implement equitable policies.
- Launched a mentoring program to connect URM students with faculty.
- Coordinated DEIB-focused events and mixers.

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

Program committee member/reviewer for:

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