

## 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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- 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 Stijn M.J. van Osselaer (2023), “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.
- 3) 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.
- 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**

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Goenka, Shreyans and Rajesh Bagchi, “Price Partitioning for Socio-Moral Surcharges,” *under 2<sup>nd</sup> round review at Journal of Consumer Research*

- Winner, Best Competitive Paper, SCP Conference, 2023

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

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

Goenka, Shreyans, Manoj Thomas, Manasi Dev, Lulu Lucia Akaki, “Advertising Price to Low-Income Consumers,” *manuscript in preparation*

Sen, Sankar, CB Bhattacharya, and Shreyans Goenka, “Firm as a Moral Person,” *manuscript in preparation*

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

“Product Moral Attributes,” with Frank May, *data collection*

## **HONORS/AWARDS**

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- Winner, Best Competitive Paper, SCP Conference, 2023
- Pamplin Certificate of Teaching Award, 2023
- 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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Feb 2023 Smith, University of Maryland

Feb 2023 Fuqua, Duke University

Nov 2021 Pamplin Marketing Advisory Board, Virginia Tech  
Sep 2021 NUS Business School  
Oct 2019 Kellogg, Northwestern University  
Oct 2019 McDonough, Georgetown University  
Sep 2019 Pamplin, Virginia Tech  
Sep 2019 Anderson, UCLA  
Sep 2019 Mendoza, University of Notre Dame  
Sep 2019 Kelley, Indiana University

## **CONFERENCE PRESENTATIONS**

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### Socio-Moral Surcharges

- *Society for Consumer Psychology*, March 2023

### Are Conservatives Less Likely Than Liberals to Accept Welfare?

- *Society for Consumer Psychology*, March 2022 (virtual)
- *Association for Consumer Research*, October 2021 (virtual)

### The Moral Suppression of Sensory Consumption

- *Society for Consumer Psychology*, March 2022 (virtual)

### Liberal' vs. Conservatives Objections to Bodily Markets

- *Association for Consumer Research*, October 2021 (virtual)

### The Malleable Morality of Conspicuous Consumption

- *Society for Consumer Psychology*, February 2019

### Moral Emotions & Donations

- *Society for Consumer Psychology*, February 2019

### Gratitude & Consumption Preferences

- *Society for Consumer Psychology*, February 2017
- *Symposium for Meaning & Alienation*, January 2017

## **TEACHING EXPERIENCE**

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### Virginia Tech

Fall 2022, Consumer Behavior (Instructor Rating 5.76/6.00)

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

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

*Awarded Pamplin Certificate of Teaching Excellence in 2023*

### Cornell University

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

## **DEIB SERVICE**

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Co-Chair of Pamplin Community Committee, 2022-Present

- Coordinated school-wide DEIB efforts
- Proposed new school-wide policies to implement DEIB

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**

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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 Marketing*, *Journal of Consumer Psychology*, *Journal of Association for 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**

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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