

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, Behavioral Pricing

JOURNAL PUBLICATIONS

† Graduate student

- 1) Bonetti, Beatriz L.†, Shreyans Goenka, and Frank May (forthcoming), “The Effect of Firm Size on Perceived Product Healthiness,” *Marketing Letters*
- 2) Yi, Angela†, Shreyans Goenka, and Mario Pandelaere (forthcoming), “Partisan Media Sentiment towards Artificial Intelligence,” *Social Psychological and Personality Science*
- 3) Goenka, Shreyans and Manoj Thomas (2023), “When is Sensory Consumption Immoral?” *Journal of Personality and Social Psychology*
 - ACR-Sheth dissertation award (honorable mention), 2019
- 4) 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*
 - Featured in JM Buzz Podcast
 - 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.

- 5) 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.
- 6) Goenka, Shreyans and Manoj Thomas (2020), “The Malleable Morality of Conspicuous Consumption,” *Journal of Personality and Social Psychology*
- 7) 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 (3rd round) at Journal of Consumer Research*

- Winner, Best Competitive Paper, SCP Conference, 2023

Goenka, Shreyans and Rajesh Bagchi, “Justifying Price Increases with Labor and Material Costs,” *invited revision (2nd round) at Journal of Marketing*

Goenka, Shreyans, Manoj Thomas, Manasi Dev, Lucia Lulu Akaki, Naomi Kioi, Rida Parkar, Sanyam Vijay, and Shimul Chaudhuri, “Advertising Price to Low-Income Consumers,” *under review*

“Acceptance of Public Commodities” with Andy Li and Amna Kirmani, *data collection*

“Absolute vs. Percentage Framing” with Gayoung Park and Rajesh Bagchi, *data collection*

“Utility from Moral Externalities” with Rajesh Bagchi, *data collection*

HONORS/AWARDS

- 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

Aug 2023 University of Pittsburgh Sustainability Camp
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

CONFERENCES

Symposium Participation

Enhancing Well-Being by Reducing Consumption, *Society for Consumer Psychology*, March 2023

Paper Presentations

Socio-Moral Surcharges

- *Association for Consumer Research*, October 2023
- *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

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

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

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, 2023

Undergraduate Research Program Coordinator, 2020-21

Doctoral Student Advising

Myojoong Kim (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