

# Deepak Sirwani

PhD Candidate, Cornell University

Ithaca, New York

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## EDUCATION

CORNELL UNIVERSITY, SC JOHNSON GRADUATE SCHOOL OF MANAGEMENT

Ithaca, NY

PhD, Marketing

2024

INDIAN INSTITUTE OF TECHNOLOGY (IIT)

Kharagpur, India

BTech (BS), Electrical Engineering Honours

2012

## SELECTED WORKING PAPERS

**Deepak Sirwani**, Srishti Kumar, and Manoj Thomas. "Fooled by Stars: Perceptual Biases in Judgments of Numeric Ratings." *Under Review at Journal of Marketing Research*.

**Deepak Sirwani** and Suzanne Shu. "Perceptual Time Dilation: How Computational Ease Influences Time Perception in Lab and Field Settings." *Under Review at Journal of Marketing Research*.

**Deepak Sirwani** and Manoj Thomas. "Xbox from Xbox, Gucci from Gucci: The Influence of Store-Product Fit on Consumer Store Preferences." *Under Review at Journal of Consumer Psychology*

## SELECTED RESEARCH IN PROGRESS

**Deepak Sirwani** with Unal Murat and Manoj Thomas. "The Economics of Digital Collectibles: Unraveling Key Valuation Factors in the Non-Fungible Token (NFT) Ecosystem" (*Manuscript in Preparation*)

**Deepak Sirwani** with Manoj Thomas. "Less is More, or Bigger is Better? Individual Differences in the Aesthetic Preference for Size." (*Data Collection*)

**Deepak Sirwani** with Emily N. Garbinsky and Stijn M.J. van Osselaer. "Heartfelt Choices: Is Love Timeless?" (*Data Collection*)

## HONORS AND AWARDS

SCP Doctoral Scholarship - Columbia Business School 2023

Fellow - Marketing Strategy Doctoral Consortium 2022

Special Service Award - Society for Consumer Psychology Annual Meeting 2022

Bartholomew Family Charitable Fund PhD Scholarship 2021

SC Johnson Doctoral Fellowship 2018-2023

All India Rank 747 (Top 0.2%) - IIT Joint Entrance Examination 2008

All India Rank 504 (Top 0.1%) - All India Engineering Entrance Examination 2008

All India Rank 81 - National Science Olympiad 2008

Semi-Finalist (Top 309) - National Standard Exam for International Physics Olympiad 2007

## CONFERENCE PRESENTATIONS

\* Indicates Chaired Symposia.

**Deepak Sirwani\***, Srishti Kumar, and Manoj Thomas (October 2023), "Fooled by Stars: Perceptual Biases in Judgments of Numeric Ratings.", Special Session: The Multifaceted Impact of Numerical Framing: Exploring Consumer Behavior in Ratings, Advertising, and Communication Contexts, *Association for Consumer Research*, Seattle, WA.

**Deepak Sirwani** and Suzzane Shu (October 2023), "Perceptual Time Dilation: How Computational Ease Influences Time Perception in Lab and Field Settings.", Special Session: The Downstream Consequences of Sharing and Receiving Temporal Information, *Association for Consumer Research*, Seattle, WA.

**Deepak Sirwani\***, Srishti Kumar, and Manoj Thomas (March 2023), "Fooled by Stars: Perceptual Biases in Judgments of Numeric Ratings.", Special Session: Novel Insights about Numerical Cognition in Consumer Behavior, *Society for Consumer Psychology Annual Meeting*, San Juan, Puerto Rico.

**Deepak Sirwani** and Suzanne Shu (March 2023), "The Year/Length Effect in Time Perception: Evidence from the Lab and the Field.", *Society for Consumer Psychology Annual Meeting*, Competitive Paper, San Juan, Puerto Rico.

**Deepak Sirwani** and Manoj Thomas (October 2022), "Xbox from Xbox, Apple from Apple: How Store-Product Match Influences Store Choice.", *Association for Consumer Research*, Competitive Paper, Denver, CO.

**Deepak Sirwani** and Manoj Thomas (June 2022), "Coach from Coach, Apple from Apple: How the Feeling of Coherence Affects Store Choice.", *Marketing Strategy Consortium*, Mays Business School, Texas A&M University, College Station, TX.

**Deepak Sirwani** and Manoj Thomas (March 2022), "The Feeling of Coherence: When and Why Shoppers Switch to Brand's Official Stores.", *Society for Consumer Psychology Annual Meeting*, Working Paper, Virtual.

## INDUSTRY EXPERIENCE

### OYO HOTELS & HOMES

NCR, India

*Founding Team Member - Startup Scaling to 43,000+ Hotels in 80+ Countries*

Region Head - Operations and Revenue

2016-2017

National Legal and Compliance Head

2016-2017

Head of Partnerships

2014-2016

### UNTEDLEX - INTELLECTUAL PROPERTY SOLUTIONS

Bengaluru, India

*Consultant at the Intersection of Technology and Law*

Senior Associate - Financial Consultant

2013-2014

Associate - Technology Consultant

2012-2013

## TEACHING AND RESEARCH EXPERIENCE

### INSTRUCTOR, CORNELL UNIVERSITY

Intro Marketing Management (Instructor Rating 4.63/5, School Average 4.32) 2020-2022

### TEACHING ASSISTANT, CORNELL UNIVERSITY

Marketing Management (MBA, Khaled Boughanmi) 2020  
Marketing Management (MBA, Kaitlin Woolley) 2019  
Marketing Management (MBA, Vishal Narayan) 2019

### RESEARCH, INDIAN INSTITUTE OF MANAGEMENT (IIM) BANGALORE

Research Associate, Decision Sciences with Prof. Kanchan Mukherjee 2017-2018

### MENTORSHIP, CORNELL UNIVERSITY

Lena Kim (PhD Student, Marketing) 2022-Present

## SERVICE

*Journal of Consumer Research* Trainee Reviewer 2021  
*Society for Consumer Psychology* Conference Reviewer 2022

## PROFESSIONAL AFFILIATIONS

Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association  
Society for Judgment and Decision Making

## SELECTED COURSEWORK AND WORKSHOPS

### STATISTICS AND RESEARCH METHODS

Mediation, Moderation, and Conditional Process Analysis (Workshop, Andrew F. Hayes)  
Quantitative Methods 1 (Based on R, Felix Thoemmes)  
Quantitative Methods 2 (Based on R, Felix Thoemmes)  
Doctoral Seminar in Quantitative Models: Choice Modeling and Diffusion (Sachin Gupta)

### MARKETING AND BEHAVIORAL SCIENCES

Advanced Social Psychology (Tom Gilovich)  
Doctoral Seminar on the Self in Consumption (Stijn M.J. van Osselaer)  
Doctoral Seminar in Behavioral Decision Research (J. Edward Russo)  
Behavioral Economics (Ted O'Donoghue)  
Doctoral Proseminar in Marketing (Vithala Rao)  
Doctoral Seminar on Cognitive Perspectives (Manoj Thomas)  
Doctoral Seminar on Memory and Learning (Kathryn LaTour)

## SKILLS

COMPUTATIONAL: R, Python, Qualtrics

LANGUAGES: Fluent in English, Hindi, and Sindhi

## REFERENCES

### **Prof. Manoj Thomas**

Professor of Marketing

SC Johnson Graduate School of Management

SC Johnson College of Business

Cornell University

Ithaca, New York

✉ [manojthomas@cornell.edu](mailto:manojthomas@cornell.edu)

### **Prof. Suzanne Shu**

John S. Dyson Professor in Marketing

Charles H. Dyson School of Applied Economics  
and Management

SC Johnson College of Business

Cornell University

Ithaca, New York

✉ [sbs78@cornell.edu](mailto:sbs78@cornell.edu)

### **Prof. Stijn M.J. van Osselaer**

SC Johnson Professor of Marketing

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