Deepak Sirwani

PhD Candidate, Cornell University
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EDUCATION

CORNELL UNIVERSITY, SC JOHNSON COLLEGE OF BUSINESS *Ithaca, NY*

   PhD, Marketing 2024

INDIAN INSTITUTE OF TECHNOLOGY (IIT) *Kharagpur, India*

   Bachelor of Technology, Electrical Engineering (Hons.) 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, Apple from Apple: How the Feeling of Fit Affects Store Choice." *Under Review* at *Journal of Consumer Psychology*

SELECTED RESEARCH IN PROGRESS

Deepak Sirwani, Manoj Thomas, and Unal Murat. "The Role of Unique Identifiers in Speculative Valuations of NFTs: Evidence from the Lab and the Field" *(archival data analysed)*

Deepak Sirwani, Emily N. Garbinsky, and Stijn M.J. van Osselaer. "Heartfelt Choices: Is Love Timeless?" *(data collection)*

Deepak Sirwani, Manoj Thomas, and Suzanne Shu. "Concreteness and Ownership in Financial Decision Making" *(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 (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	2013-2014

TEACHING AND RESEARCH EXPERIENCE

INSTRUCTOR, CORNELL UNIVERSITY

Intro Marketing Management (Instructor Rating 4.63/5)	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 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'Donaghue)
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