

# Deepak Sirwani

PhD Candidate, Cornell University  
Ithaca, New York

✉ [ds2344@cornell.edu](mailto:ds2344@cornell.edu) ☎ +1 551 263 5735 🌐 [deepaksirwani.com](https://deepaksirwani.com) | Updated: Jun. 17, 2023

## 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

## RESEARCH INTERESTS

Digital Marketing | Numerical Cognition | Time Perception | Emerging Technologies

## WORKING PAPERS

Abstracts appended at the end

**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." *Revision invited for 2<sup>nd</sup> round 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*.

## 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." *Work in Progress*.

**Deepak Sirwani** with Emily N. Garbinsky and Stijn M.J. van Osselaer. "Heartfelt Choices: Is Love Timeless?" *Work in Progress*.

## 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
<i>Founding Team Member - Startup Scaling to 43,000+ Hotels in 80+ Countries</i>	
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

## WORKING PAPER ABSTRACTS

**Deepak Sirwani**, Srishti Kumar, and Manoj Thomas. “Fooled by Stars: Perceptual Biases in Judgments of Numeric Ratings.”

*-Under Review at Journal of Marketing Research.*

Numerical ratings are frequently used to inform evaluative judgments of products and services. This research shows that the type of perceptual symbol used to communicate ratings can bias people’s evaluative judgments. People tend to overestimate the magnitude of ratings when graphical symbols are used (e.g., image of three and a half stars) and underestimate the magnitudes when Arabic numerals are used (e.g., 3.5). These biases are only observed for fractional ratings, not for round ratings. The overestimation bias in graphic ratings is caused by the visual completion of incomplete images, leading people to anchor on rounded-up numbers. In contrast, the underestimation bias in Arabic numeral ratings is caused by left-digit anchoring, leading people to anchor on rounded-down numbers. As a result, retailers who use stars or circles for ratings may have an unfair advantage, as their ratings might be perceived to be higher than they are. Conversely, retailers using Arabic numeral ratings may be at a disadvantage, as their ratings may be underestimated. Our findings highlight the significance of perceptual processes in numerical cognition and demonstrate that the type of perceptual symbol used to communicate ratings can materially influence consumers’ quality perceptions and willingness to pay.

Working Paper: <https://cornell.box.com/s/p4n2b8i5wk2cj3iblfmoq3s7hvhbnvqt>

Data, Code, Pre-Registrations, and Materials: <https://bit.ly/3YgBJs1>

**Deepak Sirwani** and Suzanne Shu. “Perceptual Time Dilation: How Computational Ease Influences Time Perception in Lab and Field Settings.”

*-Revision invited for 2<sup>nd</sup> round review at Journal of Marketing Research.*

This research examines the impact of time distance descriptions on consumers’ time perceptions. Through five experiments (total  $n = 4,403$ ) and an analysis of an auction dataset ( $n = 29,983$ ), the authors demonstrate that time is perceived as more distant when depicted by its length (e.g., 10 years later/ago) rather than its boundary year (e.g., 2033 or 2013). Importantly, these variations in time descriptions affect consumers’ financial investment and product evaluations. For example, a real-world whiskey auction dataset revealed that whiskeys marketed with length (vs. end-year) framing commanded higher prices. Time intervals represented by their length (vs. end-year) were perceived as longer, a finding consistent for both past and future time. As a result, participants displayed more impatience during intertemporal tradeoffs when the future was depicted using the length (vs. end-year) format. Furthermore, participants found it easier and faster to assess the subjective duration of an interval when expressed using the length (vs. end-year) framing. The length/end-year framing effect arises because individuals misattribute the ease of computation to subjective time distance judgment. In sum, these studies demonstrate that time intervals feel longer when described using length (vs. end-year), and this phenomenon shapes consumers’ intertemporal choices, financial decisions, and product evaluations.

Working Paper: <https://cornell.box.com/s/zm9otewqwukc603dm6xsfb35ny7r1ddl>

Data, Code, Pre-Registrations, and Materials: <http://bit.ly/3GXehUX>

**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.*

As more companies establish online direct-to-consumer (DTC) stores, a key question arises: Should these DTC stores adopt the corporate brand (e.g., Microsoft.com) or a product brand name (e.g., Xbox.com)? This research investigates how DTC store naming influences consumers' DTC store preference over marketplace platforms such as Amazon. Three pre-registered laboratory studies (N=1,852) demonstrate that consumers prefer a DTC store over other retailers when the store's name matches the product brand, a phenomenon referred to as the store-product brand matching effect. For instance, when purchasing an Xbox console, consumers prefer the DTC store over marketplace stores such as Amazon.com and Bestbuy.com when the store is Xbox.com rather than Microsoft.com, despite knowing that Microsoft owns the Xbox brand. Importantly, this effect is driven by the feeling of store-product fit, as DTC stores that match the product brand name elicit a stronger sense of fit. Furthermore, the store-product brand matching effect is amplified for hedonic purchases, as shoppers exhibit higher reliance on feelings in such transactions. These findings have implications for multi-brand companies' DTC store naming decisions. While combining multiple brands under one DTC store may streamline operations, distinct brand-named stores may enhance DTC sales by leveraging the store-product brand matching effect.

Working Paper: <https://cornell.box.com/s/32m69bv7gv99me3d989n5dcijrlmlxot>  
Data, Code, Pre-Registrations, and Materials: <https://bit.ly/3UKXZZs>

## REFERENCES

### **Prof. Manoj Thomas**

Nakashimato 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  
SC Johnson Graduate School of Management  
SC Johnson College of Business  
Cornell University  
Ithaca, New York  
✉ [stijn.vanosselaer@cornell.edu](mailto:stijn.vanosselaer@cornell.edu)

### **Prof. Felix Thoenmes**

Associate Professor  
Department Chair  
Department of Psychology  
Cornell University  
Ithaca, New York  
✉ [fjt36@cornell.edu](mailto:fjt36@cornell.edu)