

# Deepak Sirwani

Vancouver, British Columbia

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## EMPLOYMENT

THE UNIVERSITY OF BRITISH COLUMBIA, SAUDER SCHOOL OF BUSINESS

Vancouver, BC

Assistant Professor, Marketing & Behavioural Science Division

2024 onwards

## EDUCATION

CORNELL UNIVERSITY, SC JOHNSON GRADUATE SCHOOL OF MANAGEMENT

Ithaca, NY

PhD, Marketing

2024

CORNELL UNIVERSITY, SC JOHNSON GRADUATE SCHOOL OF MANAGEMENT

Ithaca, NY

Master of Science, Management

2023

INDIAN INSTITUTE OF TECHNOLOGY (IIT)

Kharagpur, India

BTech (BS), Electrical Engineering Honours

2012

## RESEARCH INTERESTS

Numerical Cognition | Time Perception | Moral Psychology | Decision Making

## WORKING PAPERS [Titles Redacted]

**Deepak Sirwani**, Srishti Kumar, and Manoj Thomas. "Rating Judgments" *Revision invited for 3<sup>rd</sup> round review at Journal of Marketing Research.*

**Deepak Sirwani** and Suzanne Shu. "Time Perception" *Revision invited for 3<sup>rd</sup> round review at Journal of Marketing Research.*

**Deepak Sirwani** and Manoj Thomas. "Store Choice Preference" *Preparing for submission at Journal of Marketing.*

## RESEARCH IN PROGRESS [Titles Redacted]

"Magnitude Preference" with Manoj Thomas. *Work in Progress.*

"Morality of Magnitude" with Manoj Thomas. *Work in Progress.*

"Morality and Time" with Manoj Thomas. *Work in Progress.*

"Time and Food Waste" with Shangwen Yi and Yann Cornil. *Work in Progress.*

"Time Perception" with Tatiana Sokolova. *Work in Progress.*

## HONORS, AWARDS, AND GRANTS

Winner of UBC Sauder CCBS Climate Grant Competition	2024
Byron E. Grote Johnson Professional Scholarship	2023
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

## INVITED TALKS

2023 - The University of British Columbia (UBC), New York University (NYU), The Ohio State University (OSU), Florida State University, Imperial College London, University of Cincinnati, National University of Singapore (NUS), The University of Hong Kong (HKU), The Hong Kong Polytechnic University (PolyU), University of Utah.

## 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

## **SKILLS**

COMPUTATIONAL: R, Python, Qualtrics

LANGUAGES: Fluent in English, Hindi, and Sindhi