Deepak Sirwani

Vancouver, British Columbia

✉ deepak.sirwani@sauder.ubc.ca ☎ +1 236 990 6034 🌐 deepaksirwani.com | *Updated:* Jul. 20, 2025

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

PUBLICATIONS

Deepak Sirwani, Srishti Kumar, and Manoj Thomas. (2025) "Overestimating Stars, Underestimating Numbers: The Hidden Impact of Rating Formats" *Journal of Marketing Research*.

Media Coverage:
The Conversation
CBC News
CBC Radio Interview
UBC News
Yahoo News
Global News
CTV News
Insights at UBC Sauder
Newsreel
Cornell Chronicle
Newsy Today

WORKING PAPERS [Titles Redacted]

Deepak Sirwani, Tatiana Sokolova, and Suzanne Shu. (2025) "Time Perception 1" *Submitted for 4ᵗʰ Round Review at Journal of Marketing Research.*

"Time Perception 2" with Tatiana Sokolova and Maximilian Gaerth - *3ʳᵈ Revision Invited at Journal of Marketing Research.*

RESEARCH IN PROGRESS [Titles Redacted]

"Rating Judgments 1" with Suyeon Cho and Manoj Thomas - *Work in Progress.*

"Rating Judgments 2" - *Work in Progress.*

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

HONORS, AWARDS, AND GRANTS

Winner of SSHRC Insight Development Grant	2025
Winner of UBC Sauder Dhillon Centre Climate Solutions Grant	2025
Winner of Climate Research Seed Funding	2025
Winner of UBC Hampton New Faculty Grant	2024
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

The University of British Columbia (UBC)	2023
New York University (NYU)	2023
The Ohio State University (OSU)	2023
Florida State University	2023
Imperial College London	2023
University of Utah	2023
University of Cincinnati	2023
National University of Singapore (NUS)	2023
The University of Hong Kong (HKU)	2023
The Hong Kong Polytechnic University (PolyU)	2023
Tilburg University	Could not attend
FGV EBAPE - Brazilian School of Public and Business Administration	Could not attend

Frankfurt School of Finance & Management   Could not attend
Indian School of Business (ISB)   Could not attend

CONFERENCE PRESENTATIONS

* Indicates Chaired Symposia

Deepak Sirwani and Suzzane Shu (February 2025), "When 'Year' Feels Near: The Year-Length Effect on Consumer Evaluations", *Society for Consumer Psychology Annual Meeting*, Competitive Paper, Las Vegas, Nevada.

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

PRE-DOCTORAL AND DOCTORAL TEACHING & 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)   2022-2024

SERVICE

Journal of Consumer Research - Reviewer
Journal of Marketing - Reviewer
Society for Consumer Psychology - Conference Reviewer
Society for Judgment and Decision Making - Conference Reviewer

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