

# Deepak Sirwani

PhD Candidate, Cornell University

Ithaca, New York

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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

Digital Marketing | Numerical Cognition | Time Perception | Emerging Technologies (NFT, AI)

## WORKING PAPERS

**Deepak Sirwani**, Srishti Kumar, and Manoj Thomas. "Fooled by Stars: Misestimations in Judgments of Numeric Ratings." *Under 2<sup>nd</sup> round 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." *Preparing for resubmission at Journal of Marketing*.

## RESEARCH IN PROGRESS

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

"Less is More, or Bigger is Better? Individual Differences in the Aesthetic Preference for Size" with Manoj Thomas. *Work in Progress*.

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

“Time Framing and Food Waste” with Shangwen Yi and Yann Cornil. *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
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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
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MENTORSHIP, CORNELL UNIVERSITY

Lena Kim (PhD Student, Marketing)	2022-Present
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## 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**

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

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**Prof. Felix Thoemmes**

Associate Professor  
Department Chair  
Department of Psychology  
Cornell University  
Ithaca, New York

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