

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 | Emerging Technologies (NFT, AI) | Digital Marketing

WORKING PAPERS [Titles Redacted]

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

Deepak Sirwani and Suzanne Shu. "Time Perception" *Revision invited for 2nd 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]

"Non-Fungible Token (NFT) Ecosystem" with Murat Unal and Manoj Thomas. *Manuscript in Preparation.*

"Magnitude Preference" 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.*

"Love and Time" with Emily Garbinsky and Stijn van Ossealaer *Work in Progress.*

“Goal Framing” with Kaitlin Woolley *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

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
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Prof. Suzanne Shu

John S. Dyson Professor in Marketing
Charles H. Dyson School of Applied Economics
and Management
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Prof. Felix Thoemmes
Associate Professor
Department Chair
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