

Sandip Roy

The University of Connecticut
Graduate School of Business | 2100 Hillside Road, Storrs, CT 06269
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Education

- University of Connecticut (Storrs, CT)**
Ph.D. in Business Administration (Marketing) 2025 (Expected)
- California State University, Fresno (Fresno, CA)**
Master of Business Administration 2016
Graduated with Honors
Thesis: *The Impact of Gender, Personality and Previous Use on Attitude Towards the Sharing Economy and Future Use of the Services*
- Bachelor of Science in Business Administration 2013
Minor: Creative Writing
Second Minor: English (Critical Theory)

Conferences and Papers

- Roy, S. & Porter, McDowell III. (2020).** *Would you Pay More to Feel at Home: Price, Host Involvement and Personality Factors as Determinants of Consumer Motivation for Using Sharing Economy Services.* Accepted to be presented in Chicago, IL in March 2020 at the Spring conference of the Marketing Management Association.
- Roy, S. & Bommer, W.H. (2017).** *Student Personality and Consumer Behavior in the Sharing Economy.* Paper presented at the annual conference of the National Business and Economics Society in Puerto Vallarta, Mexico, in March 2017.

Research Interests

Consumer Behavior; Social Identity, Political Identity, Intergroup Relations, Risk Taking

Research Experience

- Research Assistant, University of Connecticut**
Cinthia Saturnino (Fall 2020)
Kelly Herd (Spring 2021; Fall 2021)
Robin Coulter (Spring 2022)

Nicholas Lurie (Fall 2022)
Debanjan Mitra (Spring 2023)

Behavioral Lab Coordinator
Spring 2021

Teaching Experience

Teaching Associate (Instructor of Record)
California State University, Fresno (Fall 2015; Spring 2016)

Teaching Assistant, University of Connecticut
Nicholas Lurie – MKTG 3260 (Fall 2021, Spring 2022)
Vishal Narayan – MKTH 5895 MBA Course (Fall 2022)

Instructor of Record, University of Connecticut
MKTG 3101 (Spring 2023)

Awards and Recognitions

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| School of Business Named Scholarship University of Connecticut | Fall 2020 |
| Distinguished International Scholar Nominee California State University, Fresno | 2016 |
| Dean's Gold Medal Nominee California State University, Fresno | 2016 |

Memberships

American Marketing Association
Society for Consumer Psychology
Association for Consumer Research
Beta Gamma Sigma Business Honor Society

Professional Experience

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| Jaunty Designs, LLC Co-Founder/Principal Officer | 2016-2018 |
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Non-Profit

Administrative Director

2016-2020

California Arts Academy

Marketing Manager

2014-15