

Sandip Roy

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

University of Connecticut

Ph.D. in Business Administration (Marketing) 2026 (Expected)
Dissertation Committee: Dr. Nicholas H. Lurie (Chair), Dr. Danielle Brick,
Dr. Selin Malkoc (Ohio State)

California State University, Fresno

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*

Advisor: Dr. William Bommer

Bachelor of Science in Business Administration 2013

Minors: Creative Writing, Critical Theory

RESEARCH PROGRAM

My research broadly focuses on consumer social identity and its effects on intergroup relations and consumption behavior. My dissertation research is focused on understanding how political identity affects consumer behavior and intergroup relations. In a separate research stream, I investigate how macroeconomic trends (e.g., inflation) affect consumer sentiments. By examining how political and economic forces affect consumer behavior, I seek to add to marketing theory and practice as well as public policy.

SELECTED RESEARCH IN PROGRESS (*principal investigator)

- **Roy, Sandip*** and Nicholas Lurie, “Dating Across the Political Divide: Asymmetry in the Dating Behavior of Democrats and Republicans,” preparing for submission.
- Mitra, Debanjan*, **Sandip Roy** and Shervin Teherani, “Satisfaction as the Le Chatelier Enforcer: How Consumer Sentiment on the Economy Stimulates and Attenuates Spending Growth,” preparing for submission.

- **Roy, Sandip***, Nicholas Lurie, and Selin Malkoc, “The Impatient Conservative: Political Identity Differentially affects Expedite and Delay Decisions,” (data collection in progress; 4 studies completed)
- **Roy, Sandip*** and Nicholas Lurie “The Effect of Political Identity Salience on Magical Thinking and Consumer Behavior,” (data collection in progress; 3 studies completed)
- **Roy, Sandip*** and Robin Coulter, “The Unintended Consequences of a Fresh Start,” (data collection in progress; 2 studies completed).

CONFERENCE PRESENTATIONS (*Presenting Author)

- Mitra, D., **Roy, Sandip*** and Shervin Teherani (2024), “Satisfaction as the Le Chatelier Enforcer: How Consumer Sentiment on the Economy Stimulates and Attenuates Spending Growth,” American Marketing Association Winter Conference, St. Petersburg, FL.
- **Roy, S.*** and Robin Coulter (2023), “Moving On: Implications of ‘Fresh Start’ And ‘Clean Slate’ Metaphors,” Association of Consumer Research, Seattle, WA.
- **Roy, S.*** and McDowell Porter 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,” Marketing Management Association Spring Conference, Chicago, IL.
- **Roy, S.*** and William H. Bommer (2017), “Student Personality and Consumer Behavior in the Sharing Economy,” National Business and Economics Society Annual Conference, Puerto Vallarta, Mexico.

RESEARCH EXPERIENCE

- **Behavioral Lab Manager**
University of Connecticut (Spring 2021)
- **Research Assistant, University of Connecticut**
Dr. Nicholas Lurie (Fall 2024, Spring 2024)
Dr. Danielle Brick (Fall 2023)
Dr. Debanjan Mitra (Spring 2023)
Dr. Nicholas Lurie (Fall 2022)
Dr. Robin Coulter (Spring 2022)
Dr. Kelly Herd (Fall 2021, Spring 2021)
Dr. Cinthia Sartornino (Fall 2020)

TEACHING EXPERIENCE

- **Instructor of Record, University of Connecticut**
Introduction to Marketing Management
Fall 2023 (SET: **4.8/5**; Course Average: 4.1/5; University Average 4.1/5)
Spring 2023 (SET: **4.2/5**; Course Average: 4.0/5; University Average 4.1/5)
- **Teaching Assistant, University of Connecticut**
Marketing Strategy (Fall 2024)
Marketing Research (Spring 2024)
Marketing Research (Fall 2021, Spring 2022)
Social Media Marketing and Analytics – MBA Course (Fall 2022)
Consumer Behavior (Spring 2021)
- **Instructor of Record, California State University, Fresno**
Introduction to Information Systems (Fall 2015, Spring 2016)

GRANTS, FELLOWSHIPS AND AWARDS

- **University of Connecticut**
AMA-Sheath Foundation Doctoral Consortium Fellow, Manchester, U.K. (2024)
Michael and Patricia Balfe Scholarship (2020)
Predoctoral Fellowship (2020)
Business School PhD Program Fellowship (2020-2023)
Dean's Doctoral Dissertation Fellowship (2023)
Dean's Doctoral Travel Grant Award (2023)
School of Business Named Scholarship (2020-2023)
- **California State University, Fresno**
Distinguished International Scholar (2016)
Dean's Gold Medal (2016)

SERVICE TO THE UNIVERSITY

- **Ph.D. Speaker Series (University of Connecticut)**
Organizer (Spring 2024)
- **University Senate**
Member of Executive Committee (2022-23)
Senator (2022)

- **Graduate Student Senate**

President (2023)

Treasurer (2022)

MEMBERSHIPS

American Marketing Association

Society for Consumer Psychology

Association for Consumer Research

Beta Gamma Sigma Business Honor Society

REFERENCES

Dr. Nicholas H. Lurie (Chair)

Voya Financial Professor of Marketing

School of Business, University of Connecticut

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Dr. Danielle Brick

Assistant Professor of Marketing

School of Business, University of Connecticut

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Dr. Selin A. Malkoc

FCOB Distinguished Professor of Marketing

Ohio State University

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