

Sandip Roy
The University of Connecticut
School of Business
sandip.roy@uconn.edu | www.sandipr.com

EDUCATION

University of Connecticut

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

California State University, Fresno

Master of Business Administration 2016
Bachelor of Science in Business Administration 2013
Minors: Creative Writing, Critical Theory

RESEARCH INTERESTS

Political Ideology; Intergroup Relations; Interpersonal Relations; Social Identity; Morality.

TEACHING INTERESTS

Marketing Strategy, Consumer Behavior, Research Methods, Digital Marketing, and a special interest in teaching political ideology and marketing.

MANUSCRIPT UNDER REVIEW

Roy, Sandip, Nicholas H. Lurie, Danielle J. Brick, and Selin A. Malkoc. "Democrats Are Less Open to Relationships with Members of the Opposite Party." Under review at *Nature Communications*.

RESEARCH IN PROGRESS (*principal investigator)

Roy, Sandip* and Danielle J. Brick, "Partner Responses to Morally Decoupling Company Transgressions," data collection in progress; 4 studies completed.

Roy, Sandip* and Nicholas H. Lurie, "Binding versus Individualizing Brand Misbehavior: Political Orientation Affects Moral Decoupling," data collection in progress, six studies completed.

Mitra, Debanjan*, **Sandip Roy**, and Shervin Tehrani, "Satisfaction as the Le Chatelier Enforcer: How Consumer Sentiment on the Economy Stimulates and Attenuates Spending Growth," Data collection complete, 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 Robin Coulter, “The Unintended Consequences of a Fresh Start: A Moral Hazard?” data collection in progress; 2 studies completed.

CONFERENCE PRESENTATIONS (*presenting author)

Mitra, D., **Roy, Sandip*** and Shervin Tehrani (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’s 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

Danielle Brick (Spring 2025, Fall 2023)

Nicholas Lurie (Fall 2022, Fall 2024, Spring 2024)

Debanjan Mitra (Spring 2023)

Robin Coulter (Spring 2022)

Kelly Herd (Fall 2021, Spring 2021)

Cinthia Sartornino (Fall 2020)

TEACHING EXPERIENCE

Instructor of Record, University of Connecticut

Introduction to Marketing Management

Spring 2025 (SET: 4.8/5; Course Average: 4.2/5; University Average 4.1/5)

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 - Capstone (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)

AWARDS, GRANTS, AND FELLOWSHIPS

Awards

AMA-Sheth Foundation Doctoral Consortium Fellow, Manchester, U.K. (2024)

Marketing PhD Student Teaching Award (2023-24), University of Connecticut

Fellowships and Grants

University of Connecticut

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, Runner Up (2016)

PROFESSIONAL EXPERIENCE

Non-Profit Management

President/Chief Administrator (2016-2020)

Jaunty Designs, LLC

Co-Founder/CEO (2015-2018)

California Arts Academy

Marketing Director (2013-2015)

RESEARCH SKILLS

LIWC-22, R-Programming, SPSS, Qualtrics, Conjoint Analysis.

DOCTORAL COURSEWORK

Proseminar in Consumer Behavior	Nicholas Lurie
Experimental Methods in Social Psychology	Felicia Pratto
Research Methods in Marketing	Robin Coulter
Quantitative Methods in Psych Research	Christopher Rhoads
Research in Marketing Strategy	Debanjan Mitra
Quantitative Applications in Marketing Research	Joseph Pancras
Cross-Cultural Psychology	Nairan Ramirez-Esparza
Social-Cultural Aspects of Consumer Behavior	Robin Coulter
Political Behavior	Robert Lupton
Methods of Education Research (HLM and SEM)	Christopher Rhoads
Advanced Social Psychology	Kimberly Chaney
Attitude Organization, and Change	Blair Johnson
Multivariate Analysis in Marketing	Debanjan Mitra
Qualitative Research in Sociology	Nancy Naples
Social Psychology of Stigma	Diane Quinn
Tools to Analyze Language	Alexandra Paxton
Intergroup Relations	Felicia Pratto

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.

REFERENCES (*primary references)

Nicholas H. Lurie*

Voya Financial Professor of Marketing
School of Business, University of Connecticut
2100 Hillside Rd, Storrs, CT 06269
nicholas.lurie@uconn.edu

Danielle J. Brick*

Assistant Professor of Marketing
School of Business, University of Connecticut
2100 Hillside Rd, Storrs, CT 06269
danielle.brick@uconn.edu

Selin A. Malkoc*

FCOB Distinguished Professor of Marketing
Ohio State University
510 Fisher Hall, 2100 Neil Ave, Columbus, OH 43210
malkoc.5@osu.edu

Debanjan Mitra

Voya Financial Professor of Marketing
School of Business, University of Connecticut
2100 Hillside Rd, Storrs, CT 06269
debanjan.mitra@uconn.edu

Robin A. Coulter

Department Head
School of Business, University of Connecticut
2100 Hillside Rd, Storrs, CT 06269
robin.coulter@uconn.edu

SELECTED ABSTRACTS

Democrats Are Less Open to Relationships with Members of the Opposite Party

Roy, Lurie, Brick, and Malkoc

Under Review at Nature Communications

Political polarization is growing in the U.S. and is largely driven by an increase in partisan animus, characterized by negative feelings towards members of the opposite party. Political polarization leads to segregation along party lines in social relationships, including romantic relationships, casual relationships, and friendships. However, it is unclear whether high levels of animus are equally associated with members of both political parties. Using PEW survey data, as well as eleven correlational and experimental studies (total $N = 3,943$), we show that Democrats are less open than Republicans to relationships (i.e., long- and short-term romantic relationships, friendships, or a teammate for a class project) with members of the opposite party and are more likely to use political party as a filter in a dating context. This finding contrasts with Democrats' greater openness to social relationships with people who are of a different race or ethnicity. We find that asymmetry in partisan animus is driven by Democrats' greater belief that party affiliation is indicative of one's values, personality, and lifestyle, and that providing counter-stereotypical information can reduce partisan animus. Taken together, we show a robust asymmetry in partisan animus, where Democrats are consistently less open to social relationships with Republicans (than vice versa), while remaining more open to relationships with racial or ethnic outgroups.

Satisfaction as the Le Chatelier Enforcer: How Consumer Sentiment on the Economy Stimulates and Attenuates Spending Growth

Mitra, Roy, and Tehrani

Preparing for Submission

Macroeconomic theories contend that consumers' economic outlook is the central determinant of consumption. In contrast, marketing theory establishes the primacy of consumers' prior satisfaction with an offering in driving consumption. On its face, the two judgments – expectations of the economy and satisfaction with the economy's offerings, though both made by consumers, pertain to different aspects, different natures of comparison, and other reference periods. Yet, using data spanning 23 years, we find that increases in consumers' outlook for the one-year-ahead economy result in a significant decline in their eventual satisfaction with offerings during that year. This relationship is both Granger-causal and economically meaningful. Building on expectancy disconfirmation, we theorize that lower satisfaction may result from a decrease in actual quality or an increase in expected quality of offerings during periods when consumers hold high economic expectations. We derive testable propositions from

aggregate data and find indirect support for the notion that consumers' quality expectations drive the negative relationship. Using lab studies, we find direct support for the idea that individual consumers' higher (lower) economic outlook raises (depresses) their quality expectations. We conclude by discussing the implications of our findings.

Binding versus Individualizing Brand Misbehavior: Political Orientation Affects Moral Decoupling

Roy and Lurie

Data Collection Ongoing

Prior research shows that conservatives and liberals rely on different foundations when making moral judgments. We propose that this affects when they are willing to decouple a brand's ethical violations from their purchase intentions of the brand. Across six studies, we find that political orientation systematically predicts when consumers are willing to overlook different types of brand misconduct. Conservatives are more likely to decouple and maintain purchase intentions when companies violate individualizing moral foundations (e.g., mistreating employees). In contrast, liberals are more likely to decouple when companies violate binding foundations (e.g., disrespecting the national flag). These effects are driven by differences in moral decoupling, revealing an ideological asymmetry in how consumers reconcile brand performance with moral failure.

Partner Responses to Morally Decoupling Company Transgressions

Roy and Brick

Data Collection Ongoing

We examine how consumers evaluate moral decoupling by a romantic partner, in which the partner separates a brand's moral violations from attitudes towards that brand. Across four studies, we find that partner evaluations depend on the interaction between the observer's political identity and the type of moral violation. Liberals feel more negatively toward a partner who decouples when the violation involves individualizing moral foundations (e.g., harming immigrants). In contrast, conservatives feel more negatively toward a partner who decouples a binding foundation violation (e.g., disrespecting the police). These results demonstrate that political and moral identities not only influence consumer judgments but also impact interpersonal evaluations, extending research on moral decoupling to close relationships. Planned studies examine the downstream consequences of this effect for shared consumption in romantic contexts.