

RAFAY A. SIDDIQUI

rasiddiqui@scu.edu

ACADEMIC POSITIONS

Assistant Professor of Marketing, Santa Clara University	2021-present
Assistant Professor of Marketing, Hong Kong Polytechnic University	2016-2021

EDUCATION

The University of South Carolina <i>PhD in Business Administration (Marketing)</i>	2011-2016
The University of Alabama <i>Masters of Business Administration</i> <i>Concentration: Strategic Management & Marketing</i>	2008-2010
Lahore University of Management Sciences <i>Bachelors of Science (Honors)</i> <i>Major: Economics, Minors: Social Sciences and Mathematics</i>	2004-2008

RESEARCH INTERESTS

Consumer Judgment and Decision Making, particularly related to time: Time Perception, Time Scarcity/Affluence, Task-Completion Times, Patience, and Self-Control

PUBLICATIONS

Siddiqui, Rafay A., Christopher Ling and Frank May (2020), "Reminders of One's Middle Name Result in Decreased Indulgence," *Journal of Consumer Psychology*, doi:10.1002/jcpy.1153.

Siddiqui, Rafay A., Ashwani Monga and Eva Buechel (2018), "When Intertemporal Rewards Are Hedonic, Larger Units of Wait Time Boost Patience," *Journal of Consumer Psychology*, 28(4), 612-628.

Siddiqui, Rafay A., Frank May, and Ashwani Monga (2017), "Time Window as a Self-Control Denominator: Shorter Windows Shift Preference toward Virtues and Longer Windows toward Vices," *Journal of Consumer Research*, 43(6), 932-949

Siddiqui, Rafay A., Frank May, and Ashwani Monga (2014), "Reversals of Task Duration Estimates: Thinking How rather than Why Shrinks Duration Estimates for Simple Tasks, but Elongates Estimates for Complex Tasks," *Journal of Experimental Social Psychology*, 50 (January), 184-189.

BOOK CHAPTERS

“Time”, Invited book chapter in *APA Handbook of Consumer Psychology* with Ashwani Monga and Ozum Zor (*forthcoming*).

CONFERENCE PRESENTATIONS (* denotes presenter)

Li, Ruouou*, Rafay A. Siddiqui and Ashwani Monga (2021), “Been There, Done That: Virtual Reality Promotes Patience,” To be presented at Association for Consumer Research.

Huang, Liang*, Rafay A. Siddiqui and Anastasiya Pocheptsova Ghosh (2019), “The Impact of Pain of Payment on Variety Seeking Behavior,” Presented at Association for Consumer Research, Atlanta, Georgia.

Siddiqui, Rafay A. *, and Seung Hwan (Mark) Lee (2019), “The Impact of Virtual Reality Experiences on Time Perception and Patience,” Presented at Marketing Science, Rome, Italy.

Siddiqui, Rafay A. *, and Seung Hwan (Mark) Lee (2019), “Virtual Reality Experiences Decrease Time Pressure and Increase Patience,” Presented at Society for Consumer Psychology, Savannah, Georgia.

Huang, Liang, Rafay A. Siddiqui* and Anastasiya Pocheptsova Ghosh (2018), “The Effect of Payment Method on Consumer Variety Seeking,” (poster) Presented at Society for Judgment and Decision Making, New Orleans, Louisiana.

Siddiqui, Rafay A. *, Jane Park and Frank May (2018), “The Effect of Future Focus on Self-Control is Moderated by Self-Efficacy,” Presented at Association for Consumer Research, Dallas, Texas.

Siddiqui, Rafay A. *, Ashwani Monga and Eva Buechel (2017), “Time Units and Patience,” Presented at Association for Consumer Research, San Diego, California.

Zor, Ozum*, Rafay A. Siddiqui and Ashwani Monga (2017), “The Effect of Free Shipping on Consumer Patience,” (poster) Presented at Association for Consumer Research, San Diego, California.

Huang, Liang*, Rafay A. Siddiqui and Anastasiya Pocheptsova Ghosh (2017), “The Impact of Pain of Payment on Variety Seeking Behavior,” Presented at Association for Consumer Research, San Diego, California.

Siddiqui, Rafay A. *, Ashwani Monga and Eva Buechel (2016), “Time Units and Patience,” Presented at Society for Consumer Psychology, St. Pete Beach, Florida.

Siddiqui, Rafay A. *, Frank May, and Ashwani Monga (2015), “Timely Vices and Virtues,” Presented at Association for Consumer Research, New Orleans, Louisiana.

Siddiqui, Rafay A. *, Frank May, and Ashwani Monga (2014), “Virtue vs. Vice: The Effect of Time Window on Preference,” Presented at Southeast Marketing Symposium, Fayetteville, Arkansas.

Siddiqui, Rafay A. *, Frank May, and Ashwani Monga (2013), "When Why=Short Duration and How=Long Duration: The Moderating Role of Task Complexity," (poster) Presented at Association for Consumer Research, Chicago, Illinois.

Siddiqui, Rafay A. *, Frank May, and Ashwani Monga (2013), "When Abstract=Near and Concrete=Far: The Interactive Effects of Construal Level and Complexity on Temporal Perceptions," (poster) Presented at Society for Consumer Psychology, San Antonio, Texas.

INVITED TALKS

Santa Clara University, Santa Clara, CA (2020)
University of the Thai Chamber of Commerce, Bangkok, Thailand (2018)
Koc University, Istanbul, Turkey (2015)
University at Buffalo, Buffalo, NY (2015)
University of Maryland, College Park, MD (2015)
National University of Singapore, Singapore (2015)
NEOMA Business School, Paris, France (2015)
Hong Kong Polytechnic University, Hong Kong (2015)

DOCTORAL STUDENT ADVISING

Dissertation Co-Chair

Yijie Wang (Hong Kong Polytechnic, in progress)

Qualifying Committee

Flora Song (Hong Kong Polytechnic, *placement: University of Liverpool*)
Chloe Huang (Hong Kong Polytechnic, in progress)
Katie Xu (Hong Kong Polytechnic, in progress)

SERVICE

Ad-hoc Reviewer

Journal of Consumer Research
Journal of Consumer Psychology

Conferences

Program Committee – Association for Consumer Research (2019)
Reviewer – Association for Consumer Research, Society for Consumer Psychology

Other Reviews

Society for Consumer Psychology Dissertation Proposal Competition
Mary Kay Dissertation Competition - Academy of Marketing Science

HONORS, GRANTS AND AWARDS

PolyU Departmental Research Grant Recipient (2016, 2017, 2019)
TRSM-FB PolyU Joint Research Grant Recipient (2016)
AMA-Sheth Doctoral Consortium Fellow (2015)
Moore School of Business Research Grant Recipient (2013, 2014)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)