

## CURRICULUM VITAE

SHRUTI KOLEY  
9/25/2023

### Education

PhD	2018	Marketing, Texas A&M University
MBA	2011	MBA, Indian Institute of Management, Mumbai
B.Tech	2008	BTech, Civil Engineering, College of Engineering Pune, India

### Employment

Assistant Professor, Portland State University	<i>September 2019 - present</i>
Post-Doctoral Fellow, Darden School of Business	<i>July 2018 – July 2019</i>
Product Manager, Bharti Airtel Limited	<i>July 2011 – July 2012</i>
Assistant Engineer, Tata Consulting Engineers	<i>July 2008 – June 2009</i>

### Dissertation

The Distressed Consumer: Essays on the Effect of Negative Emotions on Consumer Decision-Making, 05/07/2018, Chair, Caleb Warren and Suresh Ramanathan

### Refereed Publications

1. Warren, Caleb, Todd Pezzuti, and **Shruti Koley**, "Is Being Emotionally Inexpressive Cool?" *Journal of Consumer Psychology* (2018).
2. **Koley, Shruti** and Brandon Reich, "Bought but never used: How and when unused utility reduces subsequent spending" *Psychology & Marketing* (2023).

### Works in Progress

1. **Koley, Shruti**, "How Anger and Anxiety Influence Choice in Self-Control Dilemmas," submitted for Round 2 Review at *Journal of Public Policy and Marketing*.
2. **Koley, Shruti**, "Emotions and Self-control: A Review Through the Lens of Goal Based Model of Choice", submitted for Round 1 Review at *Marketing Letters*.
3. **Koley, Shruti**, Caleb Warren, and Suresh Ramanathan, "When Does Anxiety Increase Attempts to Spend Time and Money Efficiently?" target *Organizational Behavior and Human Decision Processes*.

4. **Koley, Shruti**, Christina Kan and Chiraag Mittal, "Losing Possessions and Subsequent Spending" target *Journal of Consumer Psychology*.
5. **Koley, Shruti** and Amaradri Mukherjee, "Service Failure and Consumer Anger: Dominance Related Incentives help in Service Recovery," target *Journal of Retailing*.
6. **Koley, Shruti** and Brandon Reich, "Unused Products and Ownership Avoidance."

#### Presentations at Professional Meetings

##### "Losing Possessions and Subsequent Spending"

- 1) **ACR** Conference, Paris, October 2020 (Poster)
- 2) **SCP** Boutique Conference on Scarcity, Luxury, and Inequality, Hawaii, July 2022 (Presentation)

##### "The Effect of Unused Products on Subsequent Consumption"

- 1) **SCP** Annual Winter Conference, March 2022 (Presentation)

##### "When Does Anxiety Increase Attempts to Spend Time and Money Efficiently?"

- 2) **Northwest Marketing Symposium**, Portland, Oregon, May 2018 (Presentation)
- 3) **SCP** Annual Winter Conference, San Francisco, California, February 2017 (Special Session Paper)
- 4) **ACR** North American Conference, Berlin, Germany, October 2016 (Poster)
- 5) **SJDM** (Society for Judgment and Decision Making), Boston, Massachusetts, November 2016 (Poster)
- 6) **SCP** Annual Winter Conference, St. Petersburg, Florida, February 2016 (Poster)

##### "How Anger Influences Choice: Signaling Dominance through Consumption"

- 7) **Northwest Marketing Symposium**, Portland, Oregon, May 2019 (Presentation)
- 8) **SCP** Annual Winter Conference, Savannah, Georgia, February 2019 (Chair of Special Session; Special Session Paper)
- 9) **SJDM** (Society for Judgment and Decision Making), New Orleans, Louisiana, November 2018 (Poster)

##### "How Anger and Anxiety Influence Choice in Self-Control Dilemmas"

- 1) **SCP** Annual Winter Conference, San Francisco, California, February 2017 (Special Session Paper)
- 2) **ACR** North American Conference, Berlin, Germany, October 2016 (Special Session Paper)
- 3) **SCP** Annual Winter Conference, Miami, Florida, March 2014 (Poster)

##### "Is Concealing Emotional Expression Cool?"

- 4) **ACR** North American Conference, Baltimore, Maryland, October 2014 (Competitive Paper)

## Teaching, Mentoring, and Curricular Achievements

At *Portland State University*

### **Marketing Research**

- Student evaluation ratings: 3.4 / 5.0 (fall 2019, section 1)
- Student evaluation ratings: 4.6 / 5.0 (fall 2019, section 2)
- Student evaluation ratings: 3.3 / 5.0 (spring remote 2020)
- Student evaluation ratings: 3.1 / 5.0 (fall remote 2020)
- Student evaluation ratings: 3.9 / 5.0 (winter remote 2021, section 1)
- Student evaluation ratings: 4.7 / 5.0 (winter remote 2021, section 2)
- Student evaluation ratings: 4.1 / 5.0 (fall hybrid 2021)
- Student evaluation ratings: 4.4 / 5.0 (winter 2022)
- Student evaluation ratings: 4.2 / 5.0 (winter 2022 remote)
- Student evaluation ratings: 4.2 / 5.0 (fall 2022 remote)
- Student evaluation ratings: 4.6 / 5.0 (winter 2023 remote)
- Student evaluation ratings: 4.6 / 5.0 (winter 2023 hybrid)

### **Digital Media Analytics**

- Student evaluation ratings: 4.9 / 5.0 (winter 2021 remote)
- Student evaluation ratings: 3.3 / 5.0 (fall 2021 hybrid)
- Student evaluation ratings: 4.3 / 5.0 (fall 2022 remote)
- Student evaluation ratings: 4.4 / 5.0 (winter 2023 remote)
- Student evaluation ratings: 4.8 / 5.0 (summer 2023 remote)

At *Texas A&M University*

### **Advertising and Marketing Communications**

- Student evaluation ratings: 4.6 / 5.0

## Significant Professional Development Activities

### Ad Hoc Reviewing

Reviewer, Journal of Academy of Marketing Science	2021-22
Reviewer, Journal of Business Research	2021-22
Reviewer, Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing	2021
Trainee Reviewer, Journal of Consumer Research.	2014-2019
Reviewer, Association for Consumer Research.	2016-2022
Reviewer, Society for Consumer Psychology.	2015-2022

### Other Service

Manager, Behavioral Lab, Mays Business School.	2017
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### Honors, Grants, and Fellowships

1. University of Houston Doctoral Symposium Fellow (Presenter), 2016
2. Robert Mittelstaedt Doctoral Symposium Fellow (Presenter), 2017
3. Mays Research Grant for the research on the 'Effects of Negative Emotions on Consumption' in 2017 and 2018
4. PSU Scholarly Engagement Grant for research in 2021-22; 2023-24

### Governance and Other Professionally Related Service Governance Activities for the University, College, Department

Recruitment Committee to Hire Assistant Professor in Marketing	2021-22
Member, Diversity and Inclusion Committee	2019-23

### Memberships in Professional Societies

Association for Consumer Research (ACR)  
Society of Consumer Psychology (SCP)  
American Marketing Association (AMA)