



**CONFERENCE PRESENTATIONS (\* denotes presenter)**

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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**

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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)

## **HONORS, GRANTS AND AWARDS**

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

## **SERVICE**

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### **Journal Reviewer**

Journal of Consumer Research  
Journal of Consumer Psychology

### **Conferences and other Reviews**

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

## **TEACHING EXPERIENCE**

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Consumer Behavior (two sections, undergraduate), Hong Kong Polytechnic University, Faculty of Business, Fall 2018. Average Instructor rating: 4.5/5.0

Consumer Behavior (two sections, undergraduate), Hong Kong Polytechnic University, Faculty of Business, Fall 2017. Average Instructor rating: 4.5/5.0

Consumer Behavior (two sections, undergraduate), Hong Kong Polytechnic University, Faculty of Business, Fall 2016. Average Instructor rating: 4.5/5.0

Marketing Research (two sections, undergraduate), University of South Carolina, Moore School of Business, Spring 2016. Average Instructor rating: 4.4/5.0

Marketing Research (undergraduate), University of South Carolina, Moore School of Business, Spring 2015. Instructor rating: 4.0/5.0

Marketing Research (undergraduate), University of South Carolina, Moore School of Business, Fall 2013. Instructor rating: 4.5/5.0

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
Society for Judgment and Decision Making (SJDM)