

RAFAY A. SIDDIQUI

rafay.siddiqui@polyu.edu.hk

ACADEMIC POSITIONS

Assistant Professor of Marketing, Hong Kong Polytechnic University July 2016 to present

EDUCATION

The University of South Carolina
PhD in Business Administration (Marketing) 2011-2016

The University of Alabama
Masters of Business Administration 2008-2010
Concentration: Strategic Management & Marketing

Lahore University of Management Sciences
Bachelors of Science (Honors) 2004-2008
Major: Economics, Minors: Social Sciences and Mathematics

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 (forthcoming), "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.

WORK UNDER REVIEW

Siddiqui, Rafay A., Frank May and Jane Park, “The Effect of Future Focus on Self-Control is Moderated by Self-Efficacy,” Revising for 2nd Round Review at *Journal of Consumer Research*.

Huang, Liang, Rafay A. Siddiqui and Anastasiya Pocheptsova Ghosh, “The Impact of Pain of Payment on Variety Seeking Behavior,” Revising for Resubmission at *Journal of Consumer Research*.

May, Frank and Rafay A. Siddiqui, “Time Affluence and Self-Control,” Revising for 3rd Round Review at *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS (* denotes presenter)

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

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

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)

SERVICE

Ad-hoc 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

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

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)