

## RAFAY A. SIDDIQUI

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[rasiddiqui@scu.edu](mailto:rasiddiqui@scu.edu)

### ACADEMIC POSITIONS

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

### EDUCATION

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

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

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

### RESEARCH INTERESTS

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

### PUBLICATIONS

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Huang, Liang, Rafay A. Siddiqui and Anastasiya Pocheptsova Ghosh (2023), "More of the Same: Painful Payment Methods decrease Variety Seeking", *Marketing Letters*, (October), 1-13.

Monga, Ashwani, Ozum Zor and Rafay A. Siddiqui (2022), "The Role of Time in Consumer Psychology," In L.R. Kahle, T.M. Lowrey & J. Huber, *APA Handbook of Consumer Psychology*, 413-328. American Psychological Association. doi:10.1037/0000262-017.

Siddiqui, Rafay A., Christopher Ling and Frank May (2020), "Reminders of One's Middle Name Result in Decreased Indulgence," *Journal of Consumer Psychology*, 30(4), 680-687.

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.

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

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Siddiqui, Rafay A.\* (2023), "Virtual Reality Promotes Patience," Presented at Leavey School of Business Research Seminar Series.

Li, Ruouou\*, Rafay A. Siddiqui and Ashwani Monga (2022), "Using Virtual Reality: A Hedonic-Utilitarian Assymetry," Presented at Society for Consumer Psychology, virtual.

Li, Ruouou\*, Rafay A. Siddiqui and Ashwani Monga (2022), "Using Virtual Reality: A Hedonic-Utilitarian Assymetry," Presented at American Marketing Association, Las Vegas, NV.

Li, Ruouou\*, Rafay A. Siddiqui and Ashwani Monga (2021), "Been There, Done That: Virtual Reality Promotes Patience," Presented at Association for Consumer Research, virtual.

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.

## **SERVICE**

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### **Departmental and School Service at Santa Clara University**

Co-manager, Marketing Department Subject Pool, Summer 2022 – Present  
Co-director, Consumer Behavior Lab, Summer 2022-Present  
Coordinator, Marketing Research Seminar Series, Fall 2022-Spring 2023  
Undergraduate Leadership Team, Fall 2021 – Summer 2023  
Hiring Committee, Summer 2022 – Spring 2023

### **Ad-hoc Reviewer**

Journal of Consumer Research  
Journal of Consumer Psychology  
Journal of Marketing Research  
Frontiers in 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**

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Leavey School of Business Research Grant (Spring 2023, Fall 2023)  
University Research Grant, Santa Clara University (Spring 2022)  
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)

## **INVITED TALKS**

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

## **DOCTORAL STUDENT ADVISING**

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### **Dissertation Co-Chair**

Yijie Wang (Hong Kong Polytechnic, *placement: University of Warwick*)

### **Qualifying Committee**

Flora Song (Hong Kong Polytechnic, *placement: University of Liverpool*)

Chloe Huang (Hong Kong Polytechnic, *placement: Newcastle University*)

Katie Xu (Hong Kong Polytechnic, *placement: Monash University*)

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)