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Shilpa Madan

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ACADEMIC POSITIONS

Assistant Professor of Marketing, July 2023 —
Lee Kong Chian School of Business
Singapore Management University

Fellow, Longevity Societies and Economies Institute, 2026—
Singapore Management University

Fellow, Social Mobility Foundation, 2024 — 2026
Lee Kuan Yew School of Public Policy
National University of Singapore

Assistant Professor of Marketing, 2020 — 2023
Pamplin College of Business, Virginia Tech

Adjunct Post-Doctoral Scholar, 2018 — 2020
Graduate School of Business, Columbia University

INDUSTRY EXPERIENCE

Global Marketing Manager, Unilever Asia, Singapore

Senior Brand Manager, Unilever India

Area Sales Manager, Castrol / BP India

EDUCATION

Ph.D. (Marketing & International Business)
Nanyang Business School; Nanyang Technological University, Singapore

MBA (Marketing)
Indian Institute of Technology, Bombay
Top student in the graduating class

Bachelor of Technology (Information Technology)
GGS Indraprastha University, Delhi, India.
Top student in the graduating class

HONORS, AWARDS, AND GRANTS

2026 Dean's Teaching Honor List, Academic Year 2025-26

2026 Outstanding Reviewer, Academy of Management, Managerial and Organizational Cognition Division

2026 Singapore Ministry of Education, Academic Research Fund Tier 2 2026-29, Co-PI
S$ 641,732 (US$ 505,000)

2026 Outstanding Reviewer, Journal of Consumer Psychology
2026 Best Paper Award, AMA Winter Conference, Sustainability and Social Responsibility
2025 Singapore Ministry of Education, Academic Research Fund Tier 1, S$ 41,900 (US$ 32,300)
2025 Diana Koh Social Transformation Grant 2025, SGD 9,800 (USD 7,700)
2025 Dean's Teaching Honor List, Academic Year 2024-25
2024 Best Paper Award Winner at the 13th EMCB Conference
2024 Social Mobility Foundation Grant, National University of Singapore, S$ 45,030 (US$ 33,350)
2024 Dean's Teaching Honor List, Academic Year 2023-24
2023 Singapore Ministry of Education, Academic Research Fund Tier 1, SG$ 40,100 (US$ 30,000)
2023 Faculty Fellow, NASMEI-Great Lakes Doctoral Consortium
2023 ASEAN Business Research Initiative Grant, S$ 8,000 (US$ 6,000)
2023 Early Career Faculty Fellow, Leeds University Marketing Camp
2022 Best Talk Award, Society for Consumer Psychology Conference, Sustainability and Well-being track
2022 Privacy, Security, & Trust Pillar Grant, Pamplin College of Business, US$ 7,350
2021 Advertising Educational Foundation (AEF) Visiting Professor Program Fellow
2021 Privacy, Security, & Trust Pillar Grant, Pamplin College of Business, US$ 7,240
2020 Faculty Fellow, NASMEI Doctoral Consortium
2020 Provost's Faculty Mentoring Grant, Virginia Tech, US$ 1,500
2020 Young Scholar Data Blitz Winner, Advances in Cultural Psychology Preconference SPSP
2020 Research Prize in Public Interest Communication Finalist
2019 S. Tamer Cavusgil Award for the best article in Journal of International Marketing Finalist
2018 NBS PhD Program representative for the University commencement
2018 Commendable Graduate Researcher, Nanyang Business School 2018
2017 Best Research Paper, Asia Pacific Business Sustainability Conference
2017 Excellent Graduate Student Teacher, Nanyang Business School, 2016-17
2017 3 Minute Thesis NTU Winner
2015 Global Case Writing Scholarship from the Case Center, UK, US$ 1,500
2014 Marketing Department Small Research Grant NBS, S$ 4,950 (US$ 4,000)
2013 Doctoral Fellowship in Marketing & International Business (2013-17)
2005 Gold Medalist, IIT Bombay as the top student in the graduating class
2004 Samsika Marketing Award for the Best Marketing Student in the MBA cohort
2003 Gold Medalist, GGS Indraprastha University as the top student in the graduating class

JOURNAL PUBLICATIONS (*: equal first authorship; ϒ: student co-author)

Madan, Shilpa, Aparna Labroo, Constantine Katsikeas (forthcoming), "Gaming the Marketplace: Consumer Opportunism and Beliefs about Societal Hierarchy," ***Journal of Marketing Research***

Madan, Shilpa and Krishna Savani (2025), "Why Stressed Candidates Make Better Cross- Cultural Hires," ***MIT Sloan Management Review***, Fall issue

Sheetal, Abhishek, **Shilpa Madan**, Rui-Ling Lee, Krishna Savani (2025), "What values best distinguish the world's cultures? The machine learning-based cultural values inventory," ***PNAS Nexus***

- Top 25% of all research outputs scored by Altmetric

Madan, Shilpa, Krishna Savani, and Gita V. Johar (2025), "Over-reliance on aesthetics? The appearance-reveals-character lay theory increases consumers' devaluation of unattractive produce," ***International Journal of Research in Marketing***

- Select coverage: ResearchPod

Madan, Shilpa, Krishna Savani, Pranjal Mehta, Desiree Phua, Ying-Yi Hong, and Michael Morris (2025), "Stress Reactivity and Sociocultural Learning: More Stress-Reactive Individuals are Quicker at Learning Sociocultural Norms from Experiential Feedback," ***Journal of Personality and Social Psychology***

- Select coverage: Health Medicine Network, Research@SMU
- Op-ed: Straits Times
- Top 5% of all research outputs scored by Altmetric

Madan, Shilpa and Gayoung Park[ϒ] (2024), "Predicting Personality or Prejudice: Facial Inference in the Age of Artificial Intelligence," ***Current Opinion in Psychology***

Madan, Shilpa, Anyi Ma, Neeraj Pandey[ϒ], Aneeta Rattan, and Krishna Savani (2023), "Support for Increasing the Minimum Wage: Role of Fixed-Growth Mindsets," ***Journal of Experimental Psychology: General***

- Select coverage: Harvard Business Review, Research at SMU
- Top 5% of all research outputs scored by Altmetric

Madan, Shilpa, Krishna Savani, and Constantine Katsikeas (2023), "Privacy please: Power distance shapes consumers' responses to data breaches,**" *Journal of International Business Studies***

Constantine, Katsikeas and **Shilpa Madan** (2023), "Best Practices in Scale Deployment: Maximizing Relevance to Cross-Cultural and Marketing Strategy Research," in Commentaries on Scale use and abuse: Towards best practices in the deployment of scales. ***Journal of Consumer Psychology***

Madan, Shilpa, Gita V. Johar, Jonah Berger, Pierre Chandon, Rajesh Chandy, Rebecca Hamilton, Leslie K. John et al (2023). "Reaching for rigor and relevance: better marketing research for a better world," ***Marketing Letters***

- Lead article in the issue
- Top 25% of all research outputs scored by Altmetric

Madan, Shilpa, Shankha Basu, Sharon Ng, and Krishna Savani (2022), "The Breadth of Normative Standards: Consequences for Consumers, Brands, and Organizations," ***Organizational Behavior and Human Decision Processes***

- Young Scholar winner at the Advances in Cultural Psychology Pre-conference at SPSP 2020
- Select coverage: CityPerspectives
- Top 25% of all research outputs scored by Altmetric

Madan, Shilpa, Krishna Savani, and Gita Johar (2022), "How you look is who you are: The Appearance Reveals Character Lay Theory Increases Support for Facial Profiling," ***Journal of Personality and Social Psychology***

- Select coverage: Character & Context, Roanoke Times, NewsCentral, eJourno, VT Daily, Pamplin Pulse
- Top 5% of all research outputs scored by Altmetric

Nankadewa, Kevin*,ϒ, **Shilpa Madan***, Krishna Savani, and Hazel Markus (2021), "The Salience of Choice Fuels Independence: Implications for Self-perception, Cognition, and Behavior," ***Proceedings of the National Academy of Sciences***

- Select coverage: Harvard Business Review, Science Daily, Mirage News, Medical XPress, VT Daily, Pamplin Pulse
- Featured in Feel Good Productivity, New York Times Bestselling Book
- Top 5% of all research outputs scored by Altmetric

Madan, Shilpa, Kevin Nanakdewaϒ, Krishna Savani, and Hazel Markus (2020), "Salience of Choice: Good for the Individual, Not So Much for the Society," ***Current Directions in Psychological Science***

- Media coverage: Psychology Today
- Top 25% of all research outputs scored by Altmetric

Madan, Shilpa, Shankha Basu, Aneeta Rattan, and Krishna Savani (2019), "Support for Resettling Refugees: Role of Fixed-Growth Mindsets," ***Psychological Science***

- Media coverage: Behavioral Scientist, LBS Review, Qrius, Rotman Management Magazine
- Top 5% of all research outputs scored by Altmetric
- Research Prize in Public Interest Communication 2020 Finalist
- Taught in the doctoral seminar at the Kellogg School, Northwestern University.

Madan, Shilpa, Shankha Basu, Sharon Ng, and Elison Lim (2018), "Influence of Culture on the Pursuit of Beauty: Evidence from Five Countries," ***Journal of International Marketing***

- Media coverage: WARC, Networks@Leeds
- S. Tamer Cavusgil Award for the best article of the year in Journal of International Marketing Finalist
- In the Top 25% of all research outputs scored by Altmetric

BOOK CHAPTERS AND CASES

Madan, Shilpa (2019), "The Future of Luxury in Asia: Financial Optimism and the Preference for Experiences" in Essence of Luxury Volume 2 eds. Srinivas Reddy & Jin K. Han, Singapore Management University Press: Singapore.

Madan, Shilpa, Shankha Basu, Elison Lim, and Sharon Ng (2017), "The Appeal of Beauty and Physical Attractiveness: An Indian Perspective" in Understanding Indian Consumers eds. Durairaj Maheswaran & Thomas Puliyel, Oxford University Press: India.

Pragya Mathur, **Shilpa Madan**, and Berna Besar (2017), "Consumer Mindsets" in Understanding Indian Consumers eds. Durairaj Maheswaran & Thomas Puliyel, Oxford University Press: India.

Madan, Shilpa and Sonjaya Gaur (2016), Magic Water Saver: Driving Sustainability at the Bottom of the Pyramid. The Case Center, UK.
- Case Center Global Case Writing Scholarship

Atanu Ghosh, **Shilpa Madan**, and Harvinder Mahey (2007). The India Business and Information Technologies (BIT) Survey. In Uday Karmarkar and Vandana Mangal (Eds.), The Business and Information Technologies Project – A Global Study of Business Practice. World Scientific Publishing Company: New Jersey, NJ

Industry/ Practitioner Oriented Publications

Madan, Shilpa, Anyi Ma, Aneeta Rattan, and Krishna Savani (2023), "A Growth Mindset Can Boost Support for Increasing the Minimum Wage," **Harvard Business Review**.

Madan, Shilpa, Krishna Savani, and Gita Johar (2022), "Entering Dystopia: Should Your Face be the Key to Your Fate?," **Character & Context**.

Madan, Shilpa, Kevin Nanakdewa, Krishna Savani, and Hazel Markus (2021), "What Makes Employees Feel Empowered to Speak Up," **Harvard Business Review**.

Johar, Gita**, Shilpa Madan,** and K. Ganesh (2020), "Scaling Big in India: Leveraging Behavioral Science to Help Feed Millions," **Stanford Social Innovation Review.**

Coverage: Ideas at Work and Virginia Tech Marketing Spotlight

Madan, Shilpa, Shankha Basu, Aneeta Rattan, and Krishna Savani (2019) "Why Are Americans So Divided on Refugee Policy?," **Behavioral Scientist.**

Madan, Shilpa and Shankha Basu, (2018) "How Culture Affects Asia's Pursuit of Beauty," **WARC.**

Madan, Shilpa (2017), "Warm Weather Leads to Safe Choices," **WARC.**

Madan, Shilpa (2016), "Asia's Tryst with Beauty Subscription Boxes," **Tech In Asia**.

Op-Eds

Madan, Shilpa (2026, May), "Outside your comfort zone in social situations? Don't suppress the stress," The Straits Times.

Madan, Shilpa (2025, November), "The slow satisfaction of making a picture come alive, bead by bead," The Straits Times.

Select Media Mentions

Channel News Asia, South China Morning Post, Straits Times, Channel News Asia, Campaign Live, Channel News Asia, Straits Times, Channel News Asia, BBC, HubSpot, Straits Times, Japan Times, BBC

Teaching Experience

Singapore Management University

Fall 2023-2025 Integrated Marketing Communications — A Brand Perspective
Fall 2023, 2026, PhD Pro Seminar in Marketing

Virginia Tech

Spring 2021-23, Marketing Communications

Kellogg School of Management

Spring 2020, Introduction to Marketing (EMBA), Teaching Assistant

Columbia Business School

Spring 2020, Spring 2019, Innovate Using Design Thinking (MBA & EMBA), Teaching Assistant

Nanyang Business School

Fall 2017, Introduction to Marketing
Excellent Graduate Student Teacher Award

Invited Talks/Panels

2026 Singapore Rising Scholars Conference
2025 Indian Institute of Management, Ahmedabad
2025 Behavioral Sciences Initiative
2025 Singapore Management University Sustainability Peak Seminar
2025 Indian Institute of Foreign Trade
2024 Axis Bank, India
2024 Lee Kuan Yew School of Public Policy, National University of Singapore
2024 Bayes Business School, City, University of London (EPIC Research Symposium)
2024 APACR Bali (Invited roundtable panelist)
2024 University of Hyderabad
2024 Indian Institute of Technology, Madras
2023 Great Lakes Institute of Management (NASMEI Doctoral Consortium)
2023 Leeds University Marketing Camp
2023 Stony Brook University
2023 Academy of International Business
2023 Peking University
2023 Virginia Tech
2023 ESADE
2023 Grenoble Ecole de Management
2022 INSEAD

2022 Hongkong University of Science and Technology
2022 Singapore Management University
2022 Indian Institute of Technology, Madras
2022 Commonwealth Cyber Initiative
2022 Virginia Tech (Executive Business Research Program)
2022 Hongkong University of Science and Technology (Doctoral Seminar)
2022 Virginia Tech (Asian Cultural Engagement Center)
2022 Virginia Tech (Security, Privacy, and Trust Pillar)
2021 Indian Institute of Management, Vizag
2021 Virginia Tech (Marketing Advisory Board)
2021 Delhi Technological University
2021 Virginia Tech (Deans' Forum)
2020 Kellogg School of Management (Doctoral Seminar)
2020 Virginia Tech (Executive Business Research Program)
2020 Columbia Business School (MBA)
2019 IIM Ahmedabad
2019 Columbia Business School (Doctoral Seminar)
2019 Virginia Tech
2019 HEC Lausanne
2019 Tulane University
2019 IESE Business School
2019 Lehigh University
2019 Fordham University
2019 George Mason University
2019 Villanova University
2019 Yeshiva University
2019 Columbia Business School (EMBA)
2018 Institute on Asian Consumer Insight

INDUSTRY EXPERIENCE

Unilever Asia Pvt Ltd, Singapore, Asia and India (2007 – 2013)

Global Marketing Manager

Led innovation development for the second largest benefit platform for Lux, leading a cross cultural team of R&D, Supply Chain, and Agency creatives to deliver projects across US, India, China, South East Asia, and North America delivering strong turnover and share growth.

Senior Brand Manager – Laundry

Delivered market share gain, top-line growth, profitability and brand health measures on Wheel, India's largest laundry brand with a turnover of USD 380 million

National Trade Category Manager

Developed and executed solutions for customers/channels/geographies based on shopper, customer and channel insights across laundry and household care brands including Surf, Rin, Wheel, Comfort, Vim and Domex

Castrol India Ltd, India (2004 – 2007)

Area Sales Manager

Delivered growth on an annual turnover of USD 64 million with quality execution of marketing and demand generation activities

HONORS AND AWARDS (NON-ACADEMIC)

- Global laundry category award for transformational work on Wheel 2010
- Chairman's HUL enterprise award for outstanding performance of laundry category 2008
- Asia Africa Central and Eastern Europe vitality award for category performance 2008
- Marketing Director's award for excellent performance of household care category 2008
- Sales director's award for outstanding competitive growth in East India 2007

POPULAR PRESS PUBLICATIONS

Shilpa Madan (2018, January), "Eat less or Exercise More? Our Intuitive Theories and the Burden of Weight", Mint (a Wall Street Journal Publication)

Shilpa Madan (2018, January), "Swachh Bharat and the Power of Norms", Mint

Shilpa Madan (2017, November), "The Warmth of Winter: What We Feel Shapes How We Think", Mint

Shilpa Madan (2017, May), "The Secret of Happiness Is In What You Do, Not What You Buy", Mint

Shilpa Madan (2017, January), "Those Good Old Days and the Power of Nostalgia", Mint

Shilpa Madan (2016, October), "The Social Psychology of Overeating", Mint

Shilpa Madan (2016, September), "On Psychology and Why it Pays to be Body Positive", Mint

Shilpa Madan (2016, August), "Asia's Obsession with all Things Beautiful", Mint

OUTREACH SEMINARS

Johar, Gita and **Shilpa Madan** (2021, December)**.** Better Marketing for a Better World ProSeminar on Responsible Consumption. In association with The Wheeler Institute at the London Business School.

CHAIRED CONFERENCE SYMPOSIA AND PANELS (ϒ: student collaborator)

Johar, Gita and **Shilpa Madan** (2025, October)**.** Bridging Divides through Better Marketing for a Better World Knowledge Forum. North America Association for Consumer Research Conference, Washington D.C.

Johar, Gita and **Shilpa Madan** (2025)**.** Enhancing Consumers' Lives through Better Marketing for a Better World. Society for Consumer Psychology Conference, Las Vegas, Nevada.

Madan, Shilpa and Daniela Cristian (2024). Pursuing Excellence in Consumer Research: Wisdom from Varied Perspectives. Association for Consumer Research, Asia Pacific Conference, Bali, Indonesia.

Medvedev, Danila[Y] and **Shilpa Madan** (2024). Computational Cultural Psychology: New Approaches to Understanding Cultural Variation. Society for Personality and Social Psychology (SPSP) Conference, San Diego, CA (scheduled)

Madan, Shilpa and Michael Morris (2022). Psychology and Public Policy: Novel Insights for the Greater Good. Society for Personality and Social Psychology (SPSP) Conference, San Francisco, CA.

Johar, Gita and **Shilpa Madan** (2021)**.** What the World Needs Now**:** Better Marketing for a Better World Knowledge Forum. North America Association for Consumer Research Conference (virtual due to Covid-19).

Madan, Shilpa, and Aparna Labroo (2020). Small Actions, Big Difference: Consumer Research for a Better World. North America Association for Consumer Research Conference (virtual due to Covid-19).

Madan, Shilpa, and Gita Johar (2020). The Wisdom of Lay Theories. North America Association for Consumer Research Conference (virtual due to Covid-19).

Zou, Xi **and Shilpa Madan** (2019). Dynamic Conceptualization and Influences of Social Norms Across Cultures. Society for Personality and Social Psychology (SPSP) Conference, Portland, OR.

SELECT CONFERENCE PRESENTATIONS (*DENOTES PRESENTER)

Sheetal, Abhishek, **Shilpa Madan*,** Rui Ling, and Krishna Savani (2026). A Machine Learning Approach to Understanding Cultural Differences**.** Society for Consumer Psychology Conference, San Diego, CA.

Madan, Shilpa*, Kevin Nanakdewa, Jinyan Xiang, and Krishna Savani (2026). Choice and Environment. American Marketing Association Winter Conference, Madrid, Spain.

Sheetal, Abhishek, **Shilpa Madan*,** Rui Ling, and Krishna Savani (2026). A Machine Learning Approach to Understanding Cultural Differences**.** American Marketing Association Winter Conference, Madrid, Spain.

De Kerwiler, Gwarlann, Mario Pandelaere, and **Shilpa Madan*** (2025). Glass Ceiling Beliefs and Consumers' Responses to Sexualized Advertising. Society for Consumer Psychology, Nevada.

Sheetal, Abhishek, **Shilpa Madan*,** Rui Ling, and Krishna Savani (2024). A Machine Learning Approach to Understanding Cultural Differences**.** Association for Consumer Research, Asia Pacific Conference, Bali, Indonesia.

Madan, Shilpa*, Krishna Savani, Desiree Phua, Ying-yi Hong, and Michael Morris (2024). Learning New Cultures. International Association for Conflict Management, Singapore.

Sheetal, Abhishek, **Shilpa Madan*,** Rui Ling, and Krishna Savani (2024). A Machine Learning Approach to Understanding Cultural Differences**.** Society for Personality and Social Psychology (SPSP) Conference, San Diego, CA.

Madan, Shilpa*, Kevin Nanakdewa, Jinyan Xiang, and Krishna Savani (2023). Choice and Environment. Association for Consumer Research Annual Conference, Seattle, WA.

Madan, Shilpa*, Kevin Nanakdewa, Jinyan Xiang, and Krishna Savani (2023). Choice and Environment. APA Division 34 Conference on Promoting a Healthy and Sustainable Future (virtual)

Madan, Shilpa*, Shankha Basu, Sharon Ng, and Krishna Savani (2023). What's in a Norm: Role of Culture and Relational Mindset. Society for Consumer Psychology's Annual Conference, San Juan, PR.

Madan, Shilpa*, Krishna Savani, and Gita Johar (2023). Reducing Food Waste. Society for Consumer Psychology's Annual Conference, San Juan, PR.

Madan, Shilpa*, Krishna Savani, and Michael Morris (2023). Learning New Cultures. Advances in Cultural Psychology Pre-conference at the Society for Personality and Social Psychology (SPSP) Conference, Atlanta, GA.

Madan, Shilpa*, Krishna Savani, and Gita Johar (2022, June). Reducing Food Waste. APA Division 34 Conference on Promoting a Healthy and Sustainable Future (virtual)

Madan, Shilpa, Krishna Savani, and Gita Johar* (2022, June). Reducing Food Waste. Behavioral Insights into Business for Social Good Conference. British Columbia, Canada.

Madan, Shilpa*, Kevin Nanakdewa, Jinyan Xiang, and Krishna Savani (2022, March). Choice and Environment. Society for Consumer Psychology's Annual Conference (virtual due to Covid-19)

- Best Talk Award at the Society for Consumer Psychology Annual Conference 2022 (Sustainability and Well-being track)

Madan, Shilpa* and Mario Pandalaere (2021, September). [Title Redacted]. Society for Consumer Psychology's Numerical Markers Conference. Tucson, AZ.

Madan, Shilpa*, Krishna Savani, Steve Su, and Michael Morris (2021, February). Lay Beliefs and Environmental Taxes. Happiness and Well-Being Pre-conference at the Society for Personality and Social Psychology (SPSP) Conference (virtual due to Covid-19).

Madan, Shilpa*, Krishna Savani, Steve Su, and Michael Morris (2020, October). It Ain't Easy Bein' Green: Role of Lay Beliefs of Money and Happiness. North America Association for Consumer Research Conference (virtual due to Covid-19).

Madan, Shilpa*, Krishna Savani, and Gita Johar (2020, October). Reducing Food Waste. North America Association for Consumer Research Conference (virtual due to Covid-19).

Madan, Shilpa, Krishna Savani, and Gita Johar* (2020, May). Going Back to The Future: Lay Beliefs of Physiognomy Predict Support for Facial Profiling. Four School Marketing Conference 2020, New York (virtual due to Covid-19)

Madan, Shilpa*, Shankha Basu, Elison Lim, Sharon Ng, and Krishna Savani (2020, February). What's in a Norm: Role of Culture and Relational Mindset. Advances in Cultural Psychology Pre-conference at the Society for Personality and Social Psychology (SPSP) Conference, New Orleans, LA.

- Recipient of young scholar data blitz award

Madan, Shilpa, Kevin Nanakdewa*, and Krishna Savani (2020, February). Choosing to Make a Difference: Choice and Environmental Support. Society for Personality and Social Psychology (SPSP) Conference, New Orleans, LA.

Madan, Shilpa*, Krishna Savani, Steve Su, and Michael Morris (2020, February). Lay beliefs and Environmental Taxes. Sustainability Pre-conference at the Society for Personality and Social Psychology (SPSP) Conference, New Orleans, LA.

Madan, Shilpa* and Krishna Savani (2019, October). (No) Privacy Please: Power Distance Beliefs and Acceptance of Privacy Breaches. North American Association for Consumer Research Conference, Atlanta, GA.

Madan, Shilpa*, Krishna Savani, Steve Su, and Michael Morris (2019, June). Lay beliefs and Environmental Taxes. AMA Marketing & Public Policy Conference, Washington D.C.

Madan, Shilpa*, Krishna Savani, Steve Su, and Michael Morris (2019, March). Lay beliefs and Environmental Taxes. Society for Consumer Psychology Conference, Savannah, GA.

Madan, Shilpa*, Shankha Basu, Elison Lim, Sharon Ng, and Krishna Savani (2018, July). What's in a Norm: Role of Culture and Relational Mindset. Yale China India Insights Conference, Singapore.

Madan, Shilpa*, Elison Lim, and Sharon Ng (2018, June). To Have or To Do: The Role of Implicit Theories. Paper presented at the European Association for Consumer Research Conference, Ghent, Belgium.

Madan, Shilpa*, Shankha Basu, Aneeta Rattan, Krishna Savani (2018, March). Support for Resettling Refugees: Role of Fixed-Growth Mindsets. Society for Personality and Social Psychology Conference, Atlanta, Georgia.

Madan, Shilpa*, Krishna Savani, Abhishek Sheetal, and Mohit Wadhawan (2018, May). Financial Optimism and the Preference for Experiences: The Future of Luxury in Asia. SMU LVMH Luxury Research Conference, Singapore.

Madan, Shilpa* and Sonjaya Gaur (2018, May). I Deserve Something Special – Feeling Creative and the Preference for Conspicuous Consumption. Mystique of Luxury Brands Conference, Singapore.

Madan, Shilpa*, Elison Lim, and Sharon Ng (2016, Oct). Happiness from Experiences: It's All In The Mind(set). North America Association for Consumer Research Conference, Berlin, Germany.

Madan, Shilpa, Shankha Basu*, Elison Lim, and Sharon Ng (2016, August). Impact of Culture on the Pursuit of Beauty. AMA Summer Educators' Conference, Atlanta, Georgia.

Madan, Shilpa*, Shankha Basu, Elison Lim, and Sharon Ng (2016, June). Impact of Culture on the Pursuit of Beauty. SMU LVMH Asia Luxury Research Conference, Singapore.

Madan, Shilpa, Shankha Basu*, Elison Lim, and Sharon Ng (2016, May). Impact of Culture on the Pursuit of Beauty. Theory + Practice in Marketing Conference, Houston, Texas.

Madan, Shilpa, Shankha Basu*, Elison Lim, and Sharon Ng (2015, June). Pursuit of Beauty: The Cultural Divide. Asia Pacific Advances in Consumer Research Conference, HK, China.

Madan, Shilpa and Elison Lim* (2015, June). When Keeping It Simple Isn't Stupid: The Cost of Olfactory Complexity. Asia Pacific Advances in Consumer Research Conference, HK, China.

Madan, Shilpa, Shankha Basu*, Elison Lim, and Sharon Ng (2015, Feb). Pursuit of Beauty – The Cultural Divide. Society of Consumer Psychology (SCP) Conference, AZ, USA.

SERVICE

- **Singapore Management University**
  - Grant Reviewer, 2025—
  - Behavioral Lab Co-Ordinator, 2024—2026
  - PhD Qualifying Exam Reviewer, 2024—
  - Faculty recruitment, 2023—
  - Undergraduate Student Admissions, 2023—
  - IAC Learning Journey Jakarta Delegate, 2023

- **Virginia Tech**
  - Marketing Speaker Series Organizer, 2022-23
  - Undergraduate Research Program Co-ordinator, 2022-23
  - Doctoral Students Brown Bag Organizer, 2021-2022
  - Graduate Programs Committee, 2020-23
  - Faculty Search Committee, 2020-2021; 2022-23
  - GBAC Behavioral Lab Design Committee, 2020-21
  - Future Faculty Development Program Search Committee, 2020

- **Doctoral Student Mentoring**
  - Jinyan Xiang (Co-chair)
  - Gayoung Park (Committee member)

- **Service to the Field**
  - **Editorial Review Board**
    - Journal of the Academy of Marketing Science, 2025—
    - Journal of Consumer Psychology, 2024—
    - Marketing Letters, 2023—
  - **Program Committee/Review Board**
    - Society for Personality and Social Psychology 2027
    - Association for Consumer Research 2025
    - Society for Consumer Psychology 2022
  - **Ad-hoc reviewer**
    - Journal of Marketing Research
    - Journal of Marketing
    - Journal of Personality and Social Psychology
    - Journal of the Association for Consumer Research
    - Journal of International Marketing
    - International Journal of Research in Marketing
    - Organizational Behavior and Human Decision Processes
    - Personality and Social Psychology Bulletin

- Social Science and Medicine
- Asian Journal of Social Psychology
- Frontiers of Psychology
- Journal of Nonverbal Behavior
- Asian Case Research Journal
- SCP Dissertation Proposal Competition
- MSI Alden G. Clayton Dissertation Award
- AMA EBSCO RRBM Award for Responsible Research in Marketing
- Society for Consumer Psychology Conference
- Asia Pacific Association for Consumer Research Conference
- European Association for Consumer Research Conference
- North America Association for Consumer Research Conference
- European Marketing Academy Conference
- AMA Marketing and Public Policy Conference
- Society for Personality and Social Psychology Conference
- International Association for Conflict Management Conference
- Australia and New Zealand Marketing Academy Conference
- Academy of Management Conference

PROFESSIONAL DEVELOPMENT

- Understanding Stereotypes and Fostering Dignity, Singapore Management University
- Mental Health First Aid Certification, National Council for Mental Wellbeing
- Storytelling for Scientists, Center for Communicating Science, Virginia Tech
- Teaching Online, Virginia Tech
- Collaborative Learning Seminar Series, Columbia University
- Advanced Certificate in Adult Learning & Assessment, Ministry of Manpower, Singapore
- Writing Effective Cases, IMD & Nanyang Business School

PROFESSIONAL AFFILIATIONS

Association for Consumer Research, Society for Consumer Psychology, Society for Personality and Social Psychology.