

# Shilpa Madan

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## ACADEMIC POSITIONS

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

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

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Global Marketing Manager, Unilever Asia, Singapore, 2011-2013

Senior Brand Manager, Unilever India, 2007-2011

Area Sales Manager, Castrol / BP India, 2004-2007

## EDUCATION

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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

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- Singapore Ministry of Education, Academic Research Fund Tier 1 Grant, SGD 40,100 (USD 29,200)
- Faculty Fellow, NASMEI-Great Lakes Doctoral Consortium 2023
- ASEAN Business Research Initiative Grant 2023-24, US\$ 6,000
- Early Career Faculty Fellow, Leeds University Marketing Camp 2023
- Best Talk Award at the *Society for Consumer Psychology Annual Conference 2022* for the Sustainability and Well-being track.
- Privacy, Security, & Trust Pillar Grant, Pamplin College of Business 2022, USD 7,350
- Advertising Educational Foundation (AEF) Visiting Professor Program Fellow 2021

- Privacy, Security, & Trust Pillar Grant, Pamplin College of Business 2021, USD 7,240
- Faculty Fellow, NASMEI Doctoral Consortium 2020
- Provost's Faculty Mentoring Grant, Virginia Tech, 2020-22, USD 1,500
- Young Scholar Data Blitz Winner, Advances in Cultural Psychology Preconference SPSP 2020
- Research Prize in Public Interest Communication 2020 Finalist
- S. Tamer Cavusgil Award for the best article in Journal of International Marketing 2019 Finalist
- Invited participant at the AMA Marketing and Public Policy Pre-conference 2019
- NBS PhD Program representative for the University commencement 2018
- Commendable Graduate Researcher, Nanyang Business School 2018
- Best Research Paper, Asia Pacific Business Sustainability Conference 2017
- Excellent Graduate Student Teacher, Nanyang Business School, 2016-17
- 3 Minute Thesis NTU Winner 2017
- Global Case Writing Scholarship from the Case Center, UK 2015, USD 1,500
- Marketing Department Small Research Grant NBS 2014, SGD 4,950 (USD 4,000)
- Doctoral Fellowship in Marketing & International Business (2013-2017)
- Gold Medalist, IIT Bombay as the top student in the graduating class
- Samsika Marketing Award for the Best Marketing Student in the MBA cohort
- Gold Medalist, GGS Indraprastha University as the top student in the graduating class

### **JOURNAL PUBLICATIONS** (\*: equal first authorship; †: student co-author)

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**Madan, Shilpa**, Anyi Ma, Neeraj Pandey<sup>†</sup>, Aneeta Rattan, and Krishna Savani (in-press), "Support for Increasing the Minimum Wage: Role of Fixed-Growth Mindsets" **Journal of Experimental Psychology: General**

**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**.

- Based on the insights from the Knowledge Forum on "Better Marketing for a Better World" at the North American Association for Consumer Research Conference 2021

**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 data blitz winner at the Advances in Cultural Psychology Pre-conference at SPSP 2020.

**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 Media coverage: NewsCentral, eJourno, VT Daily, Pamplin Pulse, Roanoke Times

Nankadewa, Kevin\*,<sup>Y</sup>, **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 Media coverage: Science Daily, Mirage News, Medical XPress, VT Daily, Pamplin Pulse
- Top 5% of all research outputs scored by Altmetric

**Madan, Shilpa**, Kevin Nanakdewa<sup>Y</sup>, 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 10% 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
- Paper 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

## **BOOK CHAPTERS AND CASES**

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**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 Puliyeel, Oxford University Press: India.

Pragya Mathur, **Shilpa Madan**, and Berna Besar (2017), "Consumer Mindsets" in [Understanding Indian Consumers](#) eds. Durairaj Maheswaran & Thomas Puliyeel, 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

## **PRACTITIONER ORIENTED PUBLICATIONS**

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**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** et al. (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, May), "[Warm Weather Leads to Safe Choices](#)", WARC

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

## **TEACHING EXPERIENCE**

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### **Virginia Tech**

Spring 2021-23, *Marketing Communications* (Class size: 150-160, Student evaluation: 5.75/6)

### **Kellogg School of Management**

Spring 2020, *Introduction to Marketing* (EMBA, Class size: 55), Teaching Assistant

### **Columbia Business School**

Spring 2020, Spring 2019, *Innovate Using Design Thinking* (MBA & EMBA, Class size(s), 45 & 48), Teaching Assistant

### **Nanyang Business School**

Fall 2017, *Introduction to Marketing* (Class size: 60), Student evaluation: 4.62/5  
Excellent Graduate Student Teacher Award

## **INVITED TALKS**

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2023 Great Lakes NASMEI Doctoral Consortium (scheduled)

2023 Leeds University Marketing Camp  
2023 Stony Brook University  
2023 Academy of International Business  
2023 Peking University  
2023 Virginia Tech, AI in Marketing  
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 Executive Business Research Program (BXBR), Virginia Tech  
2022 Hongkong University of Science and Technology (Doctoral Seminar)  
2022 Asian Cultural Engagement Center, Virginia Tech  
2022 Security, Privacy, and Trust Pillar, Virginia Tech  
2021 Indian Institute of Management, Vizag  
2021 Virginia Tech (Marketing Advisory Board)  
2021 Delhi Technological University  
2021 Virginia Tech (Deans' Forum, Covid in Context)  
2020 Kellogg School of Management (Doctoral Seminar)  
2020 Executive Business Research Program (BXBR), Virginia Tech  
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  
2016 Nanyang Business School

## **INDUSTRY EXPERIENCE**

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### **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)**

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- 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**

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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**

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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 (Y: student collaborator)**

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Medvedev, Danila<sup>r</sup> and **Shilpa Madan** (2024, February). *Computational Cultural Psychology: New Approaches to Understanding Cultural Variation*. Society for Personality and Social Psychology (SPSP) Conference, San Diego, CA.

**Madan, Shilpa** and Michael Morris (2022, February). *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, October). *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, October). *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, October). *The Wisdom of Lay Theories*. North America Association for Consumer Research Conference (virtual due to Covid-19).

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

### **SELECT CONFERENCE PRESENTATIONS (\*DENOTES PRESENTER)**

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Sheetal, Abhishek, **Shilpa Madan\***, Rui Ling, and Krishna Savani (2024, scheduled). *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, scheduled). *Choice and Environment*. Association for Consumer Research Annual Conference, Seattle, WA.

**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, scheduled). *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**

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- **To 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**
  - Marketing Letters, 2023–
- **Program Committee Member**
  - Society for Consumer Psychology 2022
- **Ad-hoc reviewer**
  - Journal of Marketing Research
  - Journal of Marketing
  - Journal of Consumer Psychology
  - Journal of Personality and Social Psychology

- Journal of the Association for Consumer Research
- Journal of International Marketing
- Personality and Social Psychology Bulletin
- Social Science and Medicine
- Asian Journal of Social Psychology
- Frontiers of Psychology
- Asian Case Research Journal
- SCP Dissertation Proposal Competition
- MSI Alden G. Clayton Dissertation Award
- 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

### **PROFESSIONAL DEVELOPMENT**

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- 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**

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