

Sina Esteky

3031 Farmer School of Business
Miami University
800 E. High Street
Oxford, OH 45056

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Phone: +1 (513) 529-9745
Email: estekys@miamioh.edu
Website: www.esteky.com

Academic and Research Appointments

Assistant Professor of Marketing

Farmer School of Business, Miami University, Oxford, OH, May 2017 – present

Affiliated Faculty Member

Department of Emerging Technology in Business + Design, Miami University, Oxford, OH,
August 2019 – present

Research Associate

Ross School of Business, University of Michigan, Ann Arbor, MI, September 2015 – April
2017

Research Consultant

Perkins + Will/ University of California San Francisco, San Francisco, CA, January 2016 –
April 2016

Research Consultant, Research & Development Associate

Walt Disney Imagineering Research & Development/ Carnegie Mellon University,
Pittsburgh, PA, June 2014 – April 2016

Graduate Student Research Assistant

University of Michigan, Ann Arbor, MI, January 2010 – April 2015

Research Associate

University of Witwatersrand, Johannesburg, South Africa, June 2007 – August 2007

Education

Dual Ph.D. in Business Administration (*Marketing*) and Architecture (*Design Studies*)

University of Michigan, Ann Arbor, MI. April 2017

Master of Science in Architecture (*Design Studies*); Minor in Psychology

University of Michigan, Ann Arbor, MI. December 2013

Bachelor of Science in Architectural Engineering

Shahid Beheshti University, Tehran, Iran. April 2009

Research Interests

Consumer Psychology, Effects of Physical and Virtual Environments, Social Influences on Consumption, Branding, Sensory Marketing

Refereed Journal Publications

Esteky, Sina, Jean D. Wineman, and David B. Wooten (2018), “The Influence of Physical Elevation in Buildings on Risk Preferences: Evidence from a Pilot and Four Field Studies”. *Journal of Consumer Psychology*. 28 (July), 487 - 494.

- Covered by several media outlets such as the Wall Street Journal, CNBC, NPR, LA Times, Chicago Tribune, Fortune Magazine, Houston Chronicle, The Atlantic, Bloomberg, Yahoo! Finance, MSN, International Business Times, Marketwatch, Salon, EurekaAlert, Science Daily, Phys, The Conversation, and over 100 international news outlets such as Wired (Italy, Japan), Entrepreneur (Philippines), CBC (Canada), Mirror (UK), Cosmopolitan (Philippines), HLN (Belgium), Yahoo! (Japan), and The Times (India).
- Top 5% of all research outputs scored by Altmetric and among the highest-scoring outputs from this journal (#16 of 554).
- 5-Year Impact Factor: 5.66
- Financial Times Top 50 Journal.
- Ranked 19th out of 84 journals in the JCR category Psychology, Applied.
- Ranked 63rd out of 152 journals in the JCR category Business.

Esteky, Sina, David B. Wooten, and Maarten W. Bos (2020), “Illuminating Illumination: Understanding the Influence of Lighting on Socially Conscious Behaviors”. *Journal of Environmental Psychology*. 68 (April), 101405.

- 5-Year Impact Factor: 7.87
- Ranked 12th out of 138 journals in the JCR category Psychology, Multidisciplinary.
- Ranked 13th out of 124 journals in the JCR category Environmental Studies.

Esteky, Sina (2021), “Chirping Birds and Barking Dogs: The Interactive Effect of Ambient Sensory Cue Source and Valence on Consumers’ Choice of Natural Products”. *Journal of Retailing and Consumer Services*. 61 (July), 102513.

- 5-Year Impact Factor: 7.69
- Ranked 32nd out of 153 journals in the JCR category Business.

Esteky, Sina, and Hossein Kalati † (2021), “The Placebo Effect of Academia: How Branding Higher Education Institutions Affects Student Learning Outcomes”. Forthcoming at the *Journal of Marketing for Higher Education*.

- 5-Year Impact Factor: 4.72
- Ranked 101st out of 153 journals in the JCR category Business.
- Ranked 69th out of 264 journals in the JCR category Education & Educational Research.

† Graduate Student

Manuscripts Under Review and Working Papers (Please contact for actual titles)

Esteky, Sina, “Spatial location and Consumer Risk Preferences”. Revising for second round review at the *Journal of Marketing Research*.

Johnson, Jeff, Scott Friend, and **Sina Esteky**, “The Reward–Theft Parity Effect”. Revising for second round review at *Business Ethics*.

Rahimian Mashhadi, Mahya, **Sina Esteky**, and Marjorie Beeghly, “Preteens’ Engagement with Interactive Technology”. Manuscript under review at the *European Journal of Developmental Psychology*.

Esteky, Sina, “Vertical Positioning and Persuasion”. Manuscript under review at the *International Journal of Advertising*.

Selected Research in Progress

Esteky, Sina, and Saman Jamshidi, “Navigation in the Retail Context: An Integrative Review of the Literature”.

Esteky, Sina, “Extended Realities and Construal Level”.

Esteky, Sina, “The Influence of Architectural Typology on Consumer Behavior”.

Esteky, Sina, “The Laterality of Velocity and Temperature: The Role of Design Conventions in Consumer Judgment and Decision-Making”.

Esteky, Sina, “The Restorative Effect of Nature on Consumer Behavior”.

Esteky, Sina, “Apparel and Creativity”.

Esteky, Sina, “Spatially Interrupted Consumption”.

Esteky, Sina, “Stuck in the Middle: The Geopolitics of Conservatism”.

Esteky, Sina, “Judging a Book by its Cover: The Effects of Retail Facades on Customer Expectations and Satisfaction”.

Esteky, Sina, “Replicability in Behavioral Studies: The Neglected Influence of Physical Antecedents in Lab Environments”.

Honors and Awards

Professional Grant, Hybrid Instructional Training (eLearning), Miami University, 2019

Alumni Teaching Scholar, Miami University, 2018-2019

Faculty Summer Research Grant, Farmer School of Business, Miami University, 2017, 2018, 2019, 2020, 2021

Research Grant - Rackham Summer Research Grant, University of Michigan (\$3,200), 2016

Research Grant - Rackham Graduate Student Research Grant, University of Michigan (\$3,000), 2015

Travel Fellowship – Ross School of Business, University of Michigan (\$2,000, \$2,000), 2015, 2016

Travel Grant - Rackham Conference Travel Grant, University of Michigan (\$800, \$1,300, \$1,050), 2014, 2015, 2016

Fellowship Award - Doctor of Architecture Fellowship, Taubman College of Architecture and Urban Planning, University of Michigan (\$3,500, \$4,700), 2011, 2015

Scholarship - Milton G. Kendrick and Josephine H. Kendrick Award for Excellence in Business Research. Ross School of Business, University of Michigan (\$3,500), 2014

Research Grant - Young Researcher Grant, Walt Disney Company (\$5,000), 2014

Scholarship - Thomas A. Languis Scholarship in Architecture and Law, University of Michigan (\$4,000), 2013

Scholarship - Victoria J. Lentz Memorial Scholarship. Taubman College of Architecture and Urban Planning, University of Michigan (\$7,000), 2012

Fellowship Award – Strategic Research and Training in Health Care, Technology, & Place, Canadian Institutes of Health Research (\$25,000), 2011

Fellowship Award - Schulich Graduate Fellowship. (\$25,000), 2011

Fellowship Award - William Wayne Caudill Graduate Student Fellowship. (\$24,000), 2011

Scholarship - “Better Cities for People with Disabilities” Scholarship. (\$500), 2010

Award - for Overall Achievement, Leadership and Excellence in Academic Research, Shahid Beheshti University, 2008

Travel Fellowship - The Rockefeller Foundation & Center for Sustainable Urban Development at Columbia University, (\$2,500), 2007

Dean’s Award - School of Architecture & Urban Planning, Shahid Beheshti University, (Awarded to the top 10% of incoming students), 2004

Ranked 771st out of 600,000 applicants (Top 0.1%) in the Iranian Nationwide Undergraduate Admission Exam (Mathematics & Physics Division), 2004

Peer-reviewed Conference Proceedings

Esteky, Sina, and Amar Cheema, “*Risk on the Edge: The Effect of Socio-spatial Location on Consumer Preferences*”. Association for Consumer Research Conference, October 2020, Paris, France (Virtual).

Esteky, Sina, and Amar Cheema, “*Risk on the Edge: The Effect of Socio-spatial Location on Consumer Preferences*”. Society for Consumer Psychology Conference, March 2020, Huntington Beach, CA.

Esteky, Sina, and Hossein Kalati, “*The Placebo Effect of Academia: How Branding Higher Education Institutions Affects Student Learning Outcomes*”, November 2019, Lilly Conference, Oxford, OH.

Jessie J. Wang, **Sina Esteky**, Ashok K. Lalwani and Xingbo Li, “*Power Distance Belief and Consumers’ Preference for Brand Logo Size*”. Association for Consumer Research Conference, October 2019, Atlanta, GA.

Jessie J. Wang, **Sina Esteky**, Ashok K. Lalwani and Xingbo Li, “*Power Distance Belief and Consumers’ Preference for Brand Logo Size*”. Yale China India Insights Conference, September 2019, MIT Sloan School of Management, Cambridge, MA.

Esteky, Sina, “*Chirping Birds and Freshly-Cut Grass: The Role of Incidental Sensory Cues on Pro-Environmental Purchases*”. Association for Consumer Research Conference, October 2016, Berlin, Germany.

Esteky, Sina, David B. Wooten, and Maarten W. Bos, “*Shedding Light on the Influence of Illumination on Social Behavior*”. Association for Consumer Research Conference, October 2016, Berlin, Germany.

- Esteky, Sina.** “*The Influence of Elevation on Risk-taking*” - Transatlantic Doctoral Conference, London Business School, May 2015, London, UK.
- Esteky, Sina** and Maarten W. Bos. “*The Influence of Illumination on Egotism and Social Signaling*”. 27th Annual Convention - Association for Psychological Science, May 2015, New York, NY.
- Esteky, Sina.** “*The Effects of Sensory Cues on Sustainable Decision-Making and Pro-Environmental Purchases*”. Academy of Neuroscience for Architecture Conference, September 2014, La Jolla, CA.
- Esteky, Sina.** “*The Effects of Physical Elevation on Risk-taking Behavior*”. Society for Consumer Psychology Conference, March 2014, Miami, FL.
- Esteky, Sina.** “*Investigating the Effects of Sensory Cues on Sustainable Decision-making and Pro-environmental Purchases*”. Society for Consumer Psychology Conference, March 2014, Miami, FL.
- Esteky, Sina.** “*Rehabilitating Slums by Utilizing Social and Green Architecture*” - Architectural Research Conference Series, Shahid Beheshti University, November 2008, Tehran, Iran.
- Esteky, Sina.** “*Neuro-Architecture and Scientifically Equipping the Architectural Pedagogy and Design Process*”, The Oxford Conference 2008, University of Oxford, July 2008. Oxford, UK.
- Esteky, Sina.** “*A New Paradigm: The Informational and Scientific Emergence of the Built Environment*”, International Conference on Information & Knowledge Engineering, July 2008. Las Vegas, NV, CSREA Press.
- Esteky, Sina** and Anna Rubbo. “*The Binary Education and Skill-training Model: A Growth Strategy for Social Entrepreneurship and Community-based Education*”, Global Studio, University of Witwatersrand, August 2007, Johannesburg, South Africa.

Invited Presentations

- Esteky, Sina.** “*Illuminating Illumination: Shedding Light on the Influence of Illumination on Social Behaviors*” - Invited Talk, PhD Research Camp, Ross School of Business, University of Michigan, May 2016, Ann Arbor, MI.
- Esteky, Sina.** “*The Influence of Illumination on Socially Desirable Behavior*” - Invited Talk, Graduate School of Management & Economics, Sharif University of Technology, December 2015, Tehran, Iran.
- Esteky, Sina.** “*The Sensory Environment and Design Thinking*” - Invited Discussion, The Hasso Plattner Institute of Design, Stanford University, May 2015, Stanford, CA.

Esteky, Sina. “*Behavioral Research for Retailers*” - Invited Talk, School of Management, University of Tehran, May 2015, Tehran, Iran.

Esteky, Sina. “*The Influence of Illumination on Judgment & Decision Making*” - Invited Talk, Disney Research Pittsburgh/ Carnegie Mellon University, August 2014, Pittsburgh, PA.

Esteky, Sina. “*The influence of Elevation on Consumer Choice*” - Invited Talk, PhD Research Camp, Ross School of Business, University of Michigan, May 2013, Ann Arbor, MI.

Esteky, Sina. “*Research at the Intersection of Architecture and Marketing*” - Invited Talk, Planning and Architecture Research Group – Research Colloquium - Taubman College of Architecture and Urban Planning, University of Michigan, November 2012, Ann Arbor, MI.

Esteky, Sina. “*Architecture creating sustainable (and financial) value: Designing for tomorrow’s consumers*” - Invited Talk, Graduate School of Management & Economics, Sharif University of Technology, June 2012, Tehran, Iran.

Esteky, Sina. “*Evidence-based Design: A case for Autism Spectrum Disorders*” - Invited Talk, University of Michigan Autism and Communication Disorders Center, November 2010, Ann Arbor, MI.

Wineman, Jean, **Sina Esteky**, Stacy Williams, Elizabeth Vandermark, Laura Smith, Benjamin Smith and Mehmet Salgamcioglu. “*Analysis of the human-environment interaction at the University of Michigan Museum of Art (UMMA) based on visitor tracking methods and Space Syntax 2D*”, Invited Talk, UMMA, April 2010, Ann Arbor, MI.

Teaching Experience

Instructor

Farmer School of Business, Miami University

Taught Undergraduate course on Branding (MKT435: Branding and Integrated Marketing Communications; 16 sections total). Fall 2017 – present

Graduate Teaching Assistant

Ross School of Business, University of Michigan

Assisted Rajeev Batra in MBA course (MKT603: Strategic Brand Management). Fall 2015

Instructor

Graduate School of Management & Economics, Sharif University of Technology

Proposed, prepared, and taught elective MBA course on Sensory Marketing. Spring 2015

Undergraduate Teaching Assistant

School of Architecture and Urban Planning, Shahid Beheshti University

Assisted in undergraduate course (Theoretical Fundamentals of Architecture). Winter 2007

Teaching Interests

Digital Marketing, Branding, Consumer Behavior, Product Development, Sensory Marketing, Creativity and Innovation, Design Thinking

Service

External

Ad-hoc Reviewer, *Journal of Experimental Psychology: Applied*

Ad-hoc Reviewer, *Journal of Retailing and Consumer Services*

Ad-hoc Reviewer, *Journal of Consumer Psychology*

Ad-hoc Reviewer, *Journal of Environmental Psychology*

Reviewer (trainee), *Journal of Consumer Research*

Reviewer, Transatlantic Doctoral Conference, 2015

Reviewer, Association for Consumer Research, 2014, 2016, 2019

Reviewer, Society for Consumer Psychology, 2013, 2014, 2019

Reviewer, Environmental Design Research Association, 2011-2017

Internal

At Miami University:

Farmer School of Business (FSB) ad hoc committee for “Digital Marketing” major, 2020

FSB e-Learning Committee, 2021-2023

FSB “Future of Learning” ad hoc committee, 2021

FSB Commencement Committee, 2020-2023

Marketing Department Curriculum Development Committee, 2018-2019

FSB Research Committee, 2019-2020

FSB Academic Appeals Committee, 2019-2020

At University of Michigan:

Ross School of Business, Business + Design Club, 2013-2017

President (elected), Iranian Graduate Student Association (IGSA), 2012-2013

Professional Affiliations

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Association for Psychological Sciences (APS)
American Marketing Association (AMA)

Languages and Skills

English (fluent), Persian (native), Arabic (conversational), Japanese (basic), Turkish (basic)
SPSS, MATLAB, Lisrel, Qualtrics, Adobe Suite, Affectiva Q, Tobii Studio eye tracking,
Gephi, DepthMap, Spatialist, Autodesk AutoCAD, Google SketchUp

References

Dr. David Wooten

*Alfred L. Edwards Collegiate Professor of
Marketing*
Stephen M. Ross School of Business
University of Michigan
Email: dbwooten@umich.edu
Phone: 734-764-1390

Dr. Jean Wineman

Professor Emerita of Architecture
Taubman College of Architecture & Urban
Planning
University of Michigan
Email: jwineman@umich.edu
Phone: 734-763-1497

Dr. Richard Bagozzi

*Dwight F. Benton Professor of Behavioral
Science in Management*
Stephen M. Ross School of Business
University of Michigan
Email: bagozzi@umich.edu
Phone: 734-647-6435

Dr. Rajeev Batra

Sebastian S. Kresge Professor of Marketing
Stephen M. Ross School of Business
University of Michigan
Email: rajeevba@umich.edu
Phone: 734-764-0118