

## Sandip Roy

The University of Connecticut  
Graduate School of Business | 2100 Hillside Road, Storrs, CT 06269  
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### Education

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**University of Connecticut (Storrs, CT)**

Ph.D. in Business Administration (Marketing) 2025 (Expected)

**California State University, Fresno (Fresno, CA)**

Master of Business Administration 2016

Graduated with Honors

Thesis: *The Impact of Gender, Personality and Previous Use on Attitude Towards the Sharing Economy and Future Use of the Services*

Bachelor of Science in Business Administration 2013

Minor: Creative Writing

Second Minor: English (Critical Theory)

### Conferences and Papers

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**Roy, S. & Porter, McDowell III.** (2020). *Would you Pay More to Feel at Home: Price, Host Involvement and Personality Factors as Determinants of Consumer Motivation for Using Sharing Economy Services*. Accepted to be presented in Chicago, IL in March 2020 at the Spring conference of the Marketing Management Association.

**Roy, S. & Bommer, W.H.** (2017). *Student Personality and Consumer Behavior in the Sharing Economy*. Paper presented at the annual conference of the National Business and Economics Society in Puerto Vallarta, Mexico, in March 2017.

### Research Interests

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Consumer Behavior; Personal Narratives and Memory; Collaborative Consumption and The Sharing Economy

### Research Experience

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**Research Assistant, University of Connecticut**

Cinthia Saturnino (Fall 2020)

Kelly Herd (Spring 2021)

**Behavioral Lab Coordinator**

Spring 2021

**Teaching Experience**

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**Teaching Associate (Instructor of Record)**

2015-16

California State University, Fresno

**Awards and Recognitions**

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School of Business Named Scholarship  
University of Connecticut

Fall 2020

Distinguished International Scholar Nominee  
California State University, Fresno

2016

Dean's Gold Medal Nominee  
California State University, Fresno

2016

**Memberships**

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American Marketing Association  
Society for Consumer Psychology  
Association for Consumer Research  
Beta Gamma Sigma Business Honor Society**Professional Experience**

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**Jaunty Designs, LLC**  
Co-Founder/Principal Officer

2016-2018

**UAW Local 4123**  
Administrative Director (President)

2016-2020

**California Arts Academy**  
Marketing Manager

2014-15