

# Sina Esteky

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## Academic and Research Appointments

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### 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

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### 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

## Refereed Journal Publications (Abstracts in appendix)

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**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, LA Times, Chicago Tribune, Fortune Magazine, Houston Chronicle, The Atlantic, Yahoo! Finance, MSN, International Business Times, Marketwatch, Salon, EurekAlert, Science Daily, Phys, The Conversation, and over 100 international news outlets such as Wired (Italy, Japan), Entrepreneur (Philippines), Mirror (UK), Cosmopolitan (Philippines), HLN (Belgium), Yahoo! (Japan), and The Times (India).

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

## Manuscripts Under Review and Working Papers

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**Esteky, Sina**, and Amar Cheema, “Risk on the Edge: The Effect of Socio-spatial Location on Consumer Preferences”. Revising for second round review at the *Journal of Consumer Research*.

**Esteky, Sina**, “Chirping Birds and Freshly-Cut Grass: The Role of Incidental Sensory Cues on Pro-Environmental Purchases”. Manuscript under review at the *Journal of Consumer Psychology*.

Jessie J. Wang\*, **Sina Esteky\***, Ashok K. Lalwani and Xingbo Li, “Power Distance Belief and Consumers’ Preference for Brand Logo Size”. Manuscript under review at the *Journal of Consumer Psychology*.

**Esteky, Sina**, and Hossein Kalati, “The Placebo Effect of Academia: How Branding Higher Education Institutions Affects Student Learning Outcomes”. Manuscript under review at the *Journal of Marketing for Higher Education*.

**Esteky, Sina**, Joshua Clarkson, and Nathanael Martin, “High and Mighty Advertisements: When and How Vertical Positioning Affects Persuasion”.

Mahya Rahimian Mashhadi, **Sina Esteky**, and Marjorie Beeghly, “Preteens’ Engagement with Interactive Technology: Implications for Face-To-Face Interactions and Social Preferences”.

\* Denotes equal contribution

### **Selected Research in Progress**

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

**Esteky, Sina**, “The Influence of Building Types on Power and Conformity”.

**Esteky, Sina**, “The Gender-Verticality Association”.

**Esteky, Sina**, “Apparel and Creativity: Evidence from Behavioral Experimentation, Neuroimaging, and Social Media”.

**Esteky, Sina**, “Stuck in the Middle: The Association between Conservatism and Geography”.

### **Honors and Awards**

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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

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

### **Peer-reviewed Conference Proceedings**

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**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*”. 27<sup>th</sup> 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

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**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**

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### **Instructor**

Farmer School of Business, Miami University

Taught Undergraduate course on Branding (MKT435: Branding and Integrated Marketing Communications; 9 sections total). Fall 2017 – Fall 2019

### **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**

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

## **Service**

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### **External**

Ad-hoc Reviewer, *Journal of Consumer Psychology*, 2018-present

Reviewer (trainee), *Journal of Consumer Research*, 2016

Reviewer, Transatlantic Doctoral Conference, 2015

Reviewer, Association for Consumer Research, 2014, 2016

Reviewer, Society for Consumer Psychology, 2013, 2014

Ad-hoc Reviewer, *Journal of Environmental Psychology*, 2012-2018

Reviewer, Environmental Design Research Association, 2011-2017

## **Internal**

At Miami University:

Committee Member, Curriculum Development, Marketing Department, 2018-2019

Committee Member, Research Committee, Farmer School of Business, 2019-2020

Committee Member, Academic Appeals Committee, Farmer School of Business, 2019

At University of Michigan:

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

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

## **Professional Affiliations**

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Association for Psychological Sciences (APS)

American Marketing Association (AMA)

## **Doctoral Coursework**

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### **Marketing:**

Self-Presentation & Social Influence on Consumer Behavior (David Wooten)

Behavioral Research in Advertising (Rajeev Batra)

Consumer Information Processing (Carolyn Yoon)

Consumer Judgment & Decision Making (Katherine Burson and Scott Rick)

Stochastic and Discrete Choice Models (Fred Feinberg)

### **Architecture:**

Theory in Architectural Research (Linda Groat)

Advanced Methods in Spatial Analysis (Jean Wineman)

Environmental Monitoring & Modeling (Shweta Manchanda)

Sustainable Development (Andrew Hoffman)

### **Psychology:**

Advanced Social Psychology: Embodiment & Metaphors in Social Life (Norbert Schwarz)

Cognition & Environment (Stephen Kaplan)

Clinical Psychology: Autism (Catherine Lord)

Introduction to Functional MRI (John Jonides)



## **Statistics and Research Methods:**

Research Methods in Social Psychology (Daphna Oyserman)  
Advanced Statistical Methods in Psychology I & II (Richard Gonzalez)  
Empirical Research Methods in Business (Edward Smith)  
Research Design & Methods in Design Studies (Linda Groat)

## **Languages and Skills**

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

## **References**

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### **Dr. David Wooten**

*Professor of Marketing*  
SC Johnson College of Business  
Cornell University  
Email: dbw82@cornell.edu  
Phone: 607-255-3955

### **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. Jean Wineman**

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

### **Dr. Rajeev Batra**

*Sebastian S. Kresge Professor of Marketing &  
Director of Yaffe Center for Persuasive  
Communication*  
Stephen M. Ross School of Business  
University of Michigan  
Email: rajeevba@umich.edu  
Phone: 734-764-0118

## Appendix: Abstracts of Refereed Journal Publications

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**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. Job market paper and Essay 1 of dissertation.

Little empirical research has been reported on the role of spatial positioning inside buildings on consumer behavior. Based on embodied cognition literature, we propose that elevation from street level influences risk preferences. In a pilot study and four field studies involving financial decisions with both hypothetical and real payoffs, we find evidence that high physical elevation increases risk-seeking tendencies. Furthermore, we demonstrate that elevation leads to riskier behavior by increasing sensitivity to power. Finally, we establish a boundary condition for the impact of elevation on risk preferences by demonstrating that the effect attenuates when accessibility of physical elevation is low. These findings show that a subtle environmental parameter—physical elevation from street level—can influence human psychological states and consequently affect decisions.

**Esteky, Sina**, David B. Wooten, and Maarten W. Bos (2020), “Illuminating Illumination: Understanding the Influence of Lighting on Socially Conscious Behaviors”. Forthcoming at the *Journal of Environmental Psychology*. Essay 2 of dissertation.

A growing body of literature shows that lighting can affect social behaviors. Some research suggests that exposure to bright (vs. dim) light facilitates prosocial behavior; other studies record the opposite. Motivated by this seeming discrepancy, the current paper explores how and when illumination, or the intensity of light, affects such behaviors. Using ambient lighting, we demonstrate that increased illumination can both facilitate and hamper prosocial behaviors such as charity and volunteerism; and that the direction of this effect depends on one’s self-construal. Further, our process evidence suggests that public self-consciousness mediates the effect of illumination on such behaviors. We find that bright light leads to heightened public self-consciousness. For those predisposed to act with others (vs. self) in mind (i.e., people with

interdependent vs. independent self-construal), this results in acting in a more prosocial (vs. egoistic) manner. Drawing from our findings, we develop a unified explanation for the social behavioral consequences of the ubiquitous yet often subtle environmental factor of illumination.