

## TULIKA SINGH

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**Profile Summary:** I am a DPM student in the Department of Marketing at IIM, Indore. My research interest lies in consumer behaviour, covering topics like brand loyalty, consumer decision-making, effects of advertising on the purchase behaviour, and social and cultural influences on consumer behaviour.



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## EDUCATION

### Tata Institute of Social Sciences, Mumbai

M.A. in Applied Psychology with a Specialization in  
Counselling Psychology

**6.9 (B+)**

2016 – 2018

### Indraprastha College for Women, University of Delhi

B.A. (Hons.) Psychology

**76% (1st Division)**

2013 – 2016

### Loreto Convent Intermediate School, Lucknow

ISC

**94.75%**

2013

### Loreto Convent Intermediate School, Lucknow

ISCE

**89%**

2011

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## RESEARCH WORK

- Currently working on a research paper titled “Shopping as an act of charity” with Professor Raj Raghunathan from McCombs School of Business, University of Texas, Austin.
- Published the M.A. Thesis - "Religion and Adolescence: A Study of Beliefs, their Sources and the Associated Functions." University News, A Weekly Journal of Higher Education, Association of Indian Universities, vol. 58, no. 05, 2020, pp. 17-20.
- Published "Exploring Madness and Creativity through a Case Study on the character of 'The Joker' in 'The Dark Knight'." International Journal of Indian Psychology, vol. 6, no. 1, 2018, pp. 273-281

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## WORK EXPERIENCE

### Mesa School of Business, Bangalore

*Academic Manager*

September, 2023 – Working

- Teaching assistant for all courses.
- Responsible for managing the LMS (Moodle).
- Created grade reports for all students.
- Handled student queries and problems.

### BITS School of Management, Mumbai

*Academic Associate*

June, 2022 – September, 2023

- Assisted faculties in the implementation and evaluation of the following courses – Consumer Behaviour, Organization Behaviour, Well-being and Success, Persuasive Writing, Sustainability, Environment and Business, and Navigating Reason.

### **Seth Anandram Jaipuria School, Lucknow**

*Post Graduate Teacher, Psychology*

June, 2021 – May, 2022

- **Developed a unit of the Health Curriculum** for Saamarthya Teachers Training Academy of Research (STTAR) which works in collaboration with the Uttar Pradesh State Government to provide training to both students and teachers.
- Handled over **20 cases of child counselling**.
- Fostered a positive classroom environment through effective classroom management, student engagement strategies, and positive reinforcement techniques, leading to **70% of the class scoring in 90's** for their boards.

### **Isabella Thoburn College, Lucknow**

*Assistant Professor*

November, 2020 – May, 2021

### **National P.G. College, Lucknow**

*Guest Lecturer*

September, 2019 – March, 2020

### **Indian Institute of Management, Lucknow**

*Research Associate*

January, 2019 – August, 2019

- **Wrote case studies** for the books “*Leadership in Organizations*” by Gary Yukl and Nishant Uppal and “*Understanding the Theory and Design of Organizations*” by Richard L. Daft and Nishant Uppal.
- Conducted Literature Review and wrote for other publications.

## **OTHER ACHIEVEMENTS & SKILLS**

- **Qualified for UGC-NET** (2019) for Psychology with 98.97 percentile.
- Served as the **Relationship Manager** for the Central Placement Cell, TISS.
- **Stage Committee Head** for the Cultural Fest of TISS – Quintessence.
- Served as the **Vice Head Girl** of the school.
- Did volunteer work at King George Medical University, Lucknow, in 2015, where I observed in the OPD and **conducted several psychometric tests** (Vineland Social Maturity Scale, Senguin's Form Board Test, Raven's Progressive Matrices, Malin's Intelligence Scale for Indian Children, PGI Battery of Brain Dysfunction, Sentence Completion Test, Thematic Apperception Test, Metacognitions Questionnaire).
- Did volunteer work at Paramhansa Yogananda Society for Special Unfolding and Moulding (PYSSUM), Lucknow in 2014 where I helped special educators **teach vocational skills to intellectually disabled adults**, catalogued books for the organisation's library and conducted a presentation on the “**Do's and Don'ts of Counseling**” for the staff.
- **Specialised Skills:** Atlas Ti, SPSS, Microsoft Office, Psychometric Testing and Counselling.