

Ananya Yadav

Doctoral Scholar
DPM- (HSS)
Indian Institute of Management, Indore



Ananya Yadav is a doctoral student with a background in Cognitive Science, currently focusing on the cognitive and attentional mechanisms underlying consumer behavior and decision-making. Her research interests include attention, behavioral interventions, and post-selection cognitive processes, particularly how these factors influence real-world choices. She has hands-on experience with cognitive neuroscience tools, including eye-tracking, EEG, and fMRI, which she leverages to study the neural and behavioral correlates of attention and cognition. She has qualified for the GATE examination in Psychology and has actively participated in national cognitive science conferences, aiming to integrate experimental rigor with applied behavioral insights.



Contact Information

Email: d25ananyay@iimidr.ac.in

Phone: +91-9305345944

LinkedIn- www.linkedin.com/in/ananya-yadav-0037771a9



Education

Degree	Institution	Year
Doctoral Programme in Management (DPM)	Indian Institute of Management, Indore	2025-29
		2022-24
M.Sc. in Cognitive Science	Centre of Behavioral and Cognitive Sciences, University of Allahabad	
Bachelor of Arts (Major	University of Lucknow	2018-21

Psychology, Minor 1.
Political Science, 2. English
Literature)

Research Interests

- Cognitive control and decision-making
- Behavioral economics and consumer behavior

Master Dissertation

Title: Literacy Modulates Post-Selection Processes.

This thesis investigates the role of literacy in modulating post-selection cognitive processes, those that occur after attentional selection, such as evaluation, response preparation, and Cognitive maintenance. While literacy is widely recognized for its impact on early attentional and perceptual stages, this study examines its influence on later-stage executive control functions. Employing cognitive paradigms and behavioral measures, the research provides new insights into how literacy shapes higher-order cognitive processing beyond initial stimulus selection.

Paper Presentation

Literacy Modulates Post Selection Processes. Presented at CBCS, UOA (May 2024)

Conferences & Workshops Attended

- Attended the *9th Annual Conference of Cognitive Science* – Indian Institute of Technology Delhi, 2022
- Attended the *10th Annual Conference of Cognitive Science* – Indian Institute of Technology Kanpur, 2023
- Workshop: Eye Tracking and Pupillometry: Applications in Cognitive Science *Centre of Behavioural and Cognitive Sciences (CBCS), University of Allahabad (March 15-16, 2024)*

Awards

GATE XH-2022, 2025 (PSYCHOLOGY)

Extra co-curricular activities

Painting abstract art and love exploring all forms of art.

Sports enthusiast and Music Lover