

SONAL GUPTA

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EDUCATION

Indian Institute of Management, Indore

DPM in the OB-HRM Area

July 2025 – April 2029

Indian Institute of Management, Bangalore

NSR Pre-Doctoral Fellowship

May 2023 – April 2024

University of Delhi, Delhi

Master of Arts in Psychology

Aug 2019 – May 2021

University of Lucknow, Lucknow

Bachelor of Arts in Psychology, Linguistics and Sociology

Aug 2016 – May 2019

WORK EXPERIENCE

Academic Associate

Indian Institute of Management, Lucknow

September 2021 – April 2023

- Collaborated with esteemed faculties to contribute to research projects and academic initiatives, ensuring seamless coordination and support.
- Researched psychological and social factors shaping consumer perceptions of stigma-related products, synthesizing findings to identify key trends.

Volunteer Therapist

The Backbone Organization, Agra

August 2021 – Feb 2022

- Actively served as a dedicated volunteer counsellor, providing essential mental health support to clients.
- Prepared comprehensive and confidential case histories, ensuring a detailed understanding of each individual's unique requirements.

Intern

Institute of Human Behavior and Allied Sciences, Delhi

March 2021 – April 2021

- Diligently observed and interacted with patients at the Outpatient Department (OPD) within the Clinical Mental Health Unit.
- Engaged with residents at the halfway home 'Saksham,' fostering a safe and nurturing environment for their rehabilitation and well-being.

Intern

Shashwat Jigyasa Foundation, School for Mentally Handicapped Children, Lucknow

May 2018 – July 2018

- Proficiently prepared personalized writing worksheets, reports, and documentation to record and enhance learning experiences for mentally handicapped children.
- Provided dedicated support and assistance to ensure the well-being and progress of special children in their educational journey.

CONFERENCE AND PUBLICATIONS

- Presented a case study titled, 'Manager's Dilemma: To Motivate Employees at a Virtual Workplace,' at the Indian Institute of Management Nagpur (IIMN) IVEY Case Conference 2024.
- Published a paper titled "Destigmatization of Menstrual Hygiene Products through Mindfulness" in the International Journal of Indian Psychology (June 2024).
- Presented a paper titled "Destigmatization of Menstrual Hygiene Products through Mindfulness" at the 2nd International Research Conference on Mindfulness, sponsored by the Indian Institute of Management Bodhgaya (February 2024).

VOLUNTEERING AND EXTRA-CURRICULAR ACTIVITIES

- Awarded *a special prize* for the competition of "My Favorite Book" in celebration of National Librarians Day held by IIM Bangalore 2023.
- Volunteered at Hamari Pahchan (NGO), Delhi. My responsibilities included designing posters and digital content for social media for sanitary pad distribution.
- Awarded 3rd place in the poster-making competition at the Residency Memorial Museum in Lucknow, organized by the National Archaeological Survey of India.
- Volunteered & demonstrated proactive leadership in organizing and coordinating diverse activities at the National Seminar on Health & Wellbeing held at the Department of Psychology, University of Delhi.
- Actively participated in the Toolika painting competition at Kashiyaatra, the renowned Annual Socio-Cultural festival of IIT BHU. Showcased artistic prowess and engaged in a vibrant cultural exchange, highlighting a strong commitment to artistic expression and appreciation.