

Ayesha Anum

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SUMMARY

I am passionate about Consumer and Marketing Research. I enjoy designing surveys, analyzing responses and gathering critical insights into consumer behavior. I am seeking a challenging job in the field of Marketing and Consumer Behavior Research, where I can provide a multicultural and research-oriented perspective. I am located in Seattle, WA and I am a US permanent resident.

EDUCATION

Aligarh Muslim University, Aligarh, India

PhD, Marketing, Oct. 2015 – 2018

Advisor: Prof. Asif Ali Syed

Thesis: Determinants of Impulse Buying Behavior of Indian Consumers: A Case of Apparel Industry.

- Survey based research on female university students (New Delhi, India)
- Research measured various constructs, namely: *Website Features, Situational Characteristics, Materialism, Fashion Involvement, Impulse Buying Behavior, Positive Emotions* and *Salesperson*

Aligarh Muslim University, Aligarh, India

MBA, Marketing (Gold Medalist), May 2015

- *Dissertation*: Exploring Buying Behavior of University Students towards Shampoos
- *Minor*: Human Resources
- *Selected Courses*: Managerial Economics, Research Methods in Management, Consumer Behavior, Retail Marketing, Product and Brand Management, International Business, Advertising and Sales Promotion, Business Policy and Strategic Management, Human Resource Development.

Amity University, Noida, India

Bachelor of Computer Applications, Jun. 2013

- *Selected Courses*: Principles of Management, Database Management Systems, Production and Operations Management, C & C++ Programming, Computer Graphics & Visual Basic, Internet and Java Programming, Java and Unix Programming, Behavioral Sciences, French.

Dubai Gem Private School, Dubai, United Arab Emirates

Edexcel A Levels and Cambridge University O Levels, Jun. 2006- Jun. 2009

- *Selected Courses*: Information Technology, Accounting, Mathematics, English as a First Language, English Literature, Chemistry, Biology and Physics

EXPERIENCE

Aligarh Muslim University, Aligarh, India

(Oct. 15 – Present)

Research Scholar

- Proposal development: designed overall research plan based on literature review, identified research gaps, suitable respondents and research methodology based on time and budget.
- Independently develop and direct research activities such as data collection and analysis.
- Analyze survey data using statistical tools (i.e., MS Excel, SPSS, AMOS).
- Contribute to developing pipelines and workflows within the research mandate.
- Assist and supervise final year MBA students with dissertation projects in the field of marketing.
- Collaboration with course faculty and research scholars; field experts, and department director, and students and administrators in order to improve the quality of survey methods.
- Perform administrative work to support research objectives; develop and monitor project budget.

Contract Advertising, Gurgaon, India

(Jun. 14 – Jul. 14)

Management Trainee, Tata Docomo Account Management Team.

- Helped develop, design and launch a successful nation-wide marketing campaign for popular mobile network operating in New Delhi, Tata Docomo.
- Client meetings– sharing status updates and receiving feedback on working creative layouts.
- Interaction with creative department and studio: Preparation and distribution of job status reports daily, briefing and debriefing the creative team on client requirements, maintaining guard books and purchase orders, brainstorming sessions, and media layout inspection
- Market research and presentations for various new clients
- Competition Analysis of Tata Docomo and Tata Photon vis-à-vis local competitors
- Supervision and training of successive management trainees

Express KCS, Gurgaon, India

(Feb. 13 – Mar. 13)

Intern

- Worked closely with program managers to create an E-billing and Invoice System in Visual Basic.

PUBLICATIONS

- **Ayesha Anum, Asif Ali Syed, Young Female Consumers' Impulse Buying Behaviour of Apparel: A Study of Materialism, Fashion Involvement, Positive Emotions, and Website Features**, working paper.
- **Ayesha Anum, Asif Ali Syed, A Review of Factors Influencing Fashion-oriented Impulse Buying and their Relationship with e-Retailer Websites and In-store Environment**, International Journal for Research in Engineering Application and Management (IJREAM), May 2018.
- **Ayesha Anum, Asif Ali Syed, A Review of India's evolving Apparel Retail scenario and its relationship with Purchasing Behaviour of young Consumers**, International Journal of Innovative Knowledge Concept (IJIKC), April 2018.
- **Ayesha Anum, S. M. Fatahuddin, Mohammed Naved Khan, Exploring Buying Behaviour of Urban Consumers Towards Shampoos: Empirical Evidences from India**, International Journal of Research in Commerce & Management (IJRCM), July 2015.

HONORS, AWARDS and SCORES

- GMAT 640, 70th percentile, Sep. 2017.
- Attended National workshop on Data Analysis using SPSS and Structure Equation Modeling using AMOS, New Delhi, India, Sep. 2016.
- Gold Medal in Marketing, MBA, Aligarh Muslim University 2015.
- Training and Placement Office Member, Aligarh Muslim University, 2015.
- Bronze Medal, Duke of Edinburgh Awards Program (<http://doeianepal.org/about-the-award/>, 2009).
- Exceptional Results in IGCSE O Levels, 2008.

SKILLS

- Lead and execute research projects while paying attention to detail.
- Technical know-how, project management, exceptional knowledge of the fields of advertising, retail, and marketing, along with good manuscript development and presentation skills.
- Excellent written and oral communication skills, and great interpersonal skills.
- *Statistical Tools*: SPSS, AMOS, MS Excel.
- *Computer Languages*: familiarity with C\C++, Java, Visual Basic, SQL, Flash and HTML.
- *Languages*: English (full professional fluency), Hindi/Urdu (native), Arabic (basic).