

Ayesha Anum

CONTACT INFORMATION

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OBJECTIVE: To obtain a challenging job in the field of Marketing and Consumer Behavior Research, where I can utilize my skills and continuously learn and grow.

EDUCATION

Aligarh Muslim University, Aligarh, India

PhD, Marketing, Oct. 2015 – Oct. 2018 (expected)

Advisor: Prof. Asif Ali Syed

Thesis: Determinants of Impulse Buying Behavior of Indian Consumers: A Case of Apparel Industry. Study surveyed female university students (New Delhi, India), based on a questionnaire containing twenty-five statements measuring constructs, namely: *Website Features, Situational Characteristics, Materialism, Fashion Involvement, Impulse Buying Behavior, Positive Emotions* and *Salesperson*. Analysis showed that psychographic factors were important predictors of apparel impulse buying behavior in young female consumers.

Aligarh Muslim University, Aligarh, India

MBA, Marketing, 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, Strategic Human Resource Management, Industrial Relations, 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.

Dubai Gem Private School, Dubai, United Arab Emirates

High School, Jun. 2009

Selected Courses: Edexcel A Levels (Physics, Chemistry, Mathematics); Cambridge University O Levels (Information Technology, Accounting, Mathematics, English as a First Language, English Literature, Chemistry, Biology and Physics)

EXPERIENCE

Contract Advertising, Gurgaon, India **Management Trainee**

(Jun. 14 – Jul. 14)

Worked with *Tata Docomo* Account Management Team.

Additional Responsibilities:

- Corresponding with clients: close interaction with creative department and studio. Preparing and sending out client and creative job status reports daily, briefing and debriefing.

- Market research and presentations for various new clients; part of brainstorming sessions.

Express KCS, Gurgaon, India
Intern

(Feb. 13 – Mar. 13)

- Developed a Visual Basic based E-billing and Invoice System.

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 (IJKC), 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)
- Gold Medal in Marketing, MBA. (2015)
- Training and Placement Office Member, Department of Business Administration, Aligarh Muslim University. (2015)
- Bronze Medal, Duke of Edinburgh Awards Program (<http://doeianepal.org/about-the-award/>). (2009)
- Exceptional Results in IGCSE O Levels (High School). (2008)

SKILLS

Statistical Tools: SPSS, AMOS, MS Excel

Other Tools: MS Word, MS PowerPoint, MS Outlook

Computer Languages: familiarity with C\C++, Java, Visual Basic, SQL, Flash and HTML

OS: Windows, Mac

Languages: English (full professional fluency), Hindi/Urdu (native), Arabic (basic)

CITIZENSHIP

US Permanent Resident (Green Card), Indian Citizen.