Dr. ASTHA, Ph.D.

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Curriculum Vitae — October 2026

RESEARCH PROFILE

My work bridges psychology and behavioural economics, with applications to environmental decision-making, technology use and wellbeing. I study the neural and physiological basis of self-control in everyday choices — how people weigh immediate against long-term outcomes — using EEG/ERP and other physiological tools.

EDUCATION

Ph.D., Cognitive Neuropsychology, Central University of Karnataka — June 2024

Thesis: "Neuro-electrical responses of decision to escalate and de-escalate commitment in relationships: Role of cognitive-emotional interplay"

Supervisor: Prof. Vijyendra Pandey

M.A., Psychology, Kurukshetra University, Haryana — 88.9%, **Gold Medalist** — June 2018

B.A., Psychology, Maharishi Dayanand University, Rohtak, Haryana — 73.2% — June 2016

National Eligibility

UGC-JRF (Psychology) — December 2019

UGC-NET (Psychology) — June 2019

UGC-NET (Psychology) — December 2018

ACADEMIC APPOINTMENT

Assistant Professor, Department of Psychology, CUK, Kalaburagi — October 2024 – Present

AREAS OF INTEREST

Research: Decision neuroscience; self-control and intertemporal choice; escalation of commitment; behavioural economics; EEG/ERP and HRV; environmental decision-making; human–AI interaction

Teaching: Cognitive Psychology, Biological Psychology, Psychophysiological Assessment, Positive Psychology, Psychopathology

RESEARCH GRANTS AND PROJECTS

Total sanctioned funding as PI/Co-PI: **₹33 lakh**

1. **Co-PI**, "Digital Bridges, Resilient Minds: Fostering Digital Well-being and Cultural Identity among the Tribal Youth of Arunachal Pradesh." Indian Council of Social Science Research (ICSSR), sanctioned May 2026. ₹16,00,000.
2. **Co-PI**, "Governance at the Grassroots of Democracy: An Empirical Study of Street-Level Bureaucracy in India's Election Machinery." Indian Council of Social Science Research (ICSSR), sanctioned May 2026. ₹16,00,000.
3. **Principal Investigator**, "Developing a Resilience and Competency-Based Module for Faculty in Indian Higher Education Institutions." Seed Money Grant, Central University of Karnataka (CUK/ACAD-II/F-3787/03), 2025–26. ₹1,00,000. Ongoing.
4. **Co-PI**, "Cross-Cultural Conceptualization of Human Flourishing among Emerging Adults: Gradients from Nigeria, United States, Uganda and India." Selected and funded under the Advanced Research Training Seminar (ARTS), International Association of Applied Psychology (IAAP); project progress presented in London, UK, 26 June – 7 July 2023.
5. **Co-PI (Collaborative Project)**, "Positive Health Behaviour, Stress Coping Strategies and PTSD among Jammu & Kashmir Police." In collaboration with Police Headquarters (PHQ), Jammu & Kashmir; approved by PHQ with a nominated Nodal Officer.

PUBLICATIONS

Journal Articles (Scopus / Web of Science indexed)

1. Archana, V., **Arora, A.**, Saha, P. K. R., Pandey, V., & Jyothiswarup, G. (2026). Factors influencing anime-generated parasocial relationships: A systematic review. BMC Psychology, 14(1). https://doi.org/10.1186/s40359-026-04471-z (Corresponding author)
2. Gaurav, A. K., **Arora, A.**, Gupta, S., Yadav, S., Mishra, S. S., & Pratap, I. (2026). Analysing police in emergency response systems: A bibliometric review and mapping of global research trends. International Journal of Emergency Services (Emerald). https://doi.org/10.1108/IJES-04-2026-0032
3. Kumar, V., Kumar, S., **Arora, A.**, Pandey, V., & Saha, P. K. (2025). Workplace spirituality as a predictor of job satisfaction: An empirical study among teachers in higher education. Global Social Welfare. https://doi.org/10.1007/s40609-025-00400-x

4. Saini, R., **Arora, A.**, Joshi, L. H., & Gaurav, A. K. (2024). Exploring the link between eustress and adolescent health in India: An empirical study. Journal of Education and Health Promotion, 13, 277. https://doi.org/10.4103/jehp.jehp_1731_23 (Corresponding author)
5. Mandal, S. P., Pandey, V., Bonal, R. B., Sharma, A., **Arora, A.**, Rajesh, V., & Saha, P. K. (2024). Navigating the death attitudes and anxiety during COVID-19: Role of dispositional mindfulness and tranquil ego. Journal of Education and Health Promotion, 13(1), 304. https://doi.org/10.4103/jehp.jehp_1537_23
6. Pandey, V., **Arora, A.**, Misra, N., Greeshma, R., Jeyavel, S., Lakshmana, G., Rajkumar, E., & Prabhu, G. (2021). Do social connections and digital technologies act as social cure during COVID-19? Frontiers in Psychology, 12, 634621. https://doi.org/10.3389/fpsyg.2021.634621
7. Pandey, V., Misra, N., Greeshma, R., **Arora, A.**, Jeyavel, S., Lakshmana, G., Rajkumar, E., & Prabhu, G. (2021). Techno trend awareness and its attitude towards social connectedness and mitigating factors of COVID-19. Frontiers in Psychology, 12, 637395. https://doi.org/10.3389/fpsyg.2021.637395

Book Chapters

1. **Arora, A.**, & Kanthi, A. (in press). Epidemiological transition in India: Historical perspectives and future projections. In The rising burden of disease and illness in India: A geographical perspective (Sustainable Development Goals Series). Springer Nature.
2. Bada, B. V., Bingea, D., Namutebi, J., & **Arora, A.** (2026). Exploring emerging adults' prospects to human flourishing: Insights from American university students. In Identity, inclusion, and the career pathways of international students in North America: A multidisciplinary examination. Routledge. ISBN 978-1-04-116978-9.
3. **Arora, A.**, & Pandey, V. (2024). Are Indians accustomed to trade time for free? A neuro-economic exploration. In S. Lingamurthy, B. M., & B. Mahalingam (Eds.), Viksit Bharat@2047: Way towards self-reliance (pp. 83–107). Samvit Prakashan and Media Pvt. Ltd. ISBN 978-81-976091-3-8.
4. **Arora, A.** (2019). Rape myths. In A. Sihag (Ed.), Challenge to gender sensitization (pp. 46–59). Avni Publications. ISBN 978-93-82968-89-4.

TEACHING EXPERIENCE

Central University of Karnataka (October 2024 – Present), M.Sc. Psychology:

- Cognitive Psychology
- Biological Psychology
- Psychopathology (ICD-11-based)

- Positive Psychology
- Psychophysiological Assessment and laboratory practicals (as Coordinator, Biofeedback Laboratory)

RESEARCH SUPERVISION

M.Sc. dissertations supervised: 15 (2023–2026)

1. Hanan N (2025–26) — EEG correlates of air quality delay discounting in environmental decisions
2. Kalavati Khandu (2025–26) — Parental influence on delay of gratification among young adults
3. Aiswarya Nair (2025–26) — The impact of workplace gaslighting on heart rate variability
4. Fathima Fasna P (2025–26) — Psychological contract breach and quiet quitting: A mixed-methods study
5. Soumya Kalse (2025–26) — Solitude, parenting style and emotion regulation in young adults
6. Shivani Tadkal (2025–26) — Gender differences in personality judgment from first impressions
7. Sindhu D M (2025–26) — Dispositional hope and leadership: The role of job crafting
8. Sudhakar P (2023–24) — Are gratitude and compassion wise? An exploration of moral decision-making
9. Jaanvin (2023–24) — Digital dependence: Behavioural and galvanic skin responses
10. Vikas V R (2023–24) — Nature-guided imagery vs. VR-assisted imagery for relaxation
11. Ashrafi Khatoon (2023–24) — HRV and emotion regulation in women with PCOS
12. Sneha Prakash (2023–24) — Neuroticism, extraversion and openness facets and heart rate variability
13. Mariya Saju (2023–24) — Effect of psycho-neurobic exercise on memory performance among young adults
14. Archana Vijayan (2023–24) — Anime parasocial relationships, hedonic motivation and purchase intention
15. Gopika Raj (2023–24) — Job content plateau, organizational commitment and career optimism

PAPER PRESENTATIONS (SELECTED)

International

1. **Arora, A.**, & Gaurav, A. K. (2025, April 14–16). The impact of popular slogans in shaping electoral narratives and voter psychology: Insights from recent general elections in India. Political Studies Association Annual Conference (PSA 2025), University of Birmingham, UK.

2. **Arora, A.** (2023, December 1). Navigating life transitions: Unveiling well-being, fulfilment and loss aversion among migrant workers. 2nd International Virtual Conference on Mental Health and Well-Being, Shri Vaishnav Institute of Social Sciences, Humanities & Arts.
3. **Arora, A.** (2023, July 2). The cross-cultural conceptualization of human flourishing among emerging adults: Gradients from Nigeria, United States, Uganda and India. IAAP Advanced Research Training Seminar (ARTS), London, UK.
4. **Arora, A.** (2022, November 25–26). The effect of the internal crisis of communication and employees' intransigence in the virtual workplace after COVID-19. International Conference on Mental Health and COVID-19, Department of Psychology, AMU, Aligarh.
5. **Arora, A.** (2022, January 27–29). Sunk cost affects well-being: The neural traces of sunk cost fallacy. 57th National & 26th International Conference of IAAP, Mizoram University.
6. Co-presented: Pro-bono support from technology to mitigate factors of COVID-19. 57th National & 26th International Conference of IAAP, Mizoram University, January 2022.

National

7. Dutta, P., & **Arora, A.** (2025, March 21–22). Physiological responses to short- vs. long-form videos: An HRV analysis. National Conference on Well-being and Mental Health, Indian Institute of Technology Bhilai.
8. **Arora, A.**, & Pandey, V. (2024, September 17–18). Are Indians accustomed to trade time for free? A neuro-economic exploration. National Conference on Viksit Bharat@2047, Central University of Karnataka.
9. **Arora, A.** (2023, November 3–4). Health-related transitions and financial decision-making: Insights into loss aversion and risk perception. National Conference on Shift Paradigms in Social Sciences, Shri Vaishnav Institute of Social Sciences, Humanities & Arts (virtual).

KEYNOTE, INVITED LECTURES AND WORKSHOPS CONDUCTED

1. **Keynote Speaker**, "Prepared for the Next Season as a Male," HIMfluence Programme, Unique Mind Development Foundation, Nigeria (in association with Dr. Bukola Bada, University of Lagos). Online. Letter of appreciation dated 25 September 2026.
2. Resource person, "A Consumer Psychology Perspective on Swadeshi Consumption in Temple Ecosystems," ICSSR-sponsored International Conference on Temple Economy, Tourism and Public Policy, Central University of Karnataka. 5–7 August 2026.
3. Resource person, "Communication and Counselling Skills Practice in Addiction," Short-term Certificate Course on Inoculating Anxiety, Depression & Addiction (I-ADA), Department of Psychology, Rajiv Gandhi University (Central University), Arunachal Pradesh; supported by DHR, Ministry of Health & Family Welfare and ICMR. 23 January 2026.

4. Resource person, “Biofeedback and Psychophysiological Assessment Techniques,” Central University of Karnataka. 5–6 November 2025.
5. Resource person, “64-Channel EEG Recording and Event-Related Potential (ERP) Techniques,” Central University of Karnataka. 26–27 August 2025.
6. Invited lecture, “Mental Health and Psychological Well-being of School Teachers,” PM Shri Kendriya Vidyalaya, Kalaburagi. 3 April 2025.
7. Resource person, “Biofeedback and Psychophysiological Assessment Techniques,” Central University of Karnataka. 25–26 March 2025.
8. Resource person, “Recording Basics of the 64-Channel Neurofeedback-EEG System,” Central University of Karnataka. 10 March 2023.
9. Resource person (online), “64-Channel Neurofeedback-EEG System,” Central University of Karnataka. 11 October 2022.

PROFESSIONAL ROLES AND SERVICE

- Subject Matter Expert, Bureau of Police Research and Development (BPRD), Ministry of Home Affairs, Government of India — police training, psychological preparedness, crisis decision-making and resilience
- National Coordinator, Neuro and Biofeedback Society (NABS), India (October 2025 – Present)
- Coordinator, Biofeedback Laboratory, Department of Psychology, CUK (October 2024 – Present)
- Core Member, University Student Counselling Cell, CUK (May 2025 – Present)
- University Representative, National Task Force and National Wellbeing Conclave (October 2024 – Present)

TECHNICAL SKILLS

Psychophysiology: 64-channel EEG recording; ERP analysis (BrainVision Analyzer); heart rate variability and biofeedback; neurofeedback

Experimental and statistical: Experiment design (PsychoPy); SPSS; AMOS (SEM); R; Python; systematic reviews (PRISMA)

SELECTED ADVANCED TRAINING

- ERP Boot Camp — Steven J. Luck & Emily Kappenman
- Neural Signal Processing: Zero to Hero — Mike X Cohen
- Brain Modeling Workshop — Neurogati Pvt. Ltd. (2026)
- Statistical Methods in R — JNU, New Delhi (2024)

- Winter School on Cognitive Modelling — IIT Mandi
- Sample Size and Power Analysis — NIMHANS
- Machine Learning and Deep Learning (Python) — IIT Roorkee
- Neuroscience for Neuroimaging — Johns Hopkins (Coursera)
- EEG Neurofeedback — NFSU & Axxonet
- Eye-Tracking — NeuroNet Centre
- SEM using AMOS — St. Joseph’s College