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Singaporean

EDUCATION

Singapore Management University (SMU)

August 2009 – August 2013

School of Social Sciences

- GPA 3.42/ 4.0
- Majoring in Marketing and Psychology

Co-Curricular Activities (Eurhythmix, Vice-President)

- Trained in a club of 50, twice a week, 3 hours per session, all year round, for performances (Inclusive of school's annual Convocation and other related recruitment process)
- In charge of liaising with external partners for sponsorships and programmes
- Established and led first Arts Community Service Programme in SMU, partnering with National Arts Council to benefit the Singapore Girls' Home

Co-Curricular Activities (School-related Events, Organizer)

- Organising Committee for SMU Convocation (2010)- Worked in a main committee of 10, involved in intensive planning for 3 months, to organize a 1-day event for 2,000 SMU faculty and students
 - Event was SMU's Annual Convocation held at Resorts World Sentosa
- Marketing Committee for SMU Freshman Bash (2010) – Worked in the marketing committee of 12, involved in planning for 3 months, to organise a 1-day event for up to 1,000 students
- Marketing Committee for Social Science Camp (2010) – Worked in a team of 4, planned up to 3 months to market and organise a 3-day camp for the faculty's freshmen

ACADEMIC-RELATED EXPERIENCE

Singapore Management University

May 2010 – August 2013

Teaching Assistantship

- PSYC202: Cultural Psychology (Cheng Chi-Ying, *Undergraduate module*)
- SSCS400: Capstone Seminar (Norman Li, *Undergraduate module*)

Research Assistantship

- Speed Dating and Mate Preferences (Norman Li, *Psychology*)
- Firm Behaviour and Security Breaches (Kapil Tuli, *Marketing*)

PUBLICATIONS

Li, N. P., **Lim, A. J. Y.**, Tsai, M-H., & O, J. (2015). Too materialistic to get married and have children? PLoS ONE, 10(5): e0126543. doi:10.1371/journal.pone.0126543.

PRESENTATIONS – CONFERENCE POSTERS

Lim, A. J. Y., & Cheng, C.-Y. (2016, May). *Cognitive Resources of Female Professionals in the Workplace*. Poster presented at the 28th annual meeting of the Association for Psychological Science, Chicago, IL.

Lim, A. J. Y., & Cheng, C.-Y. (2016, Jan). *The Influence of Gender-Professional Identity Integration on Female Professionals' Stereotype Endorsement and Social Perceptions*. Poster presented at the 17th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Lim, A. J. Y., & Wee, S. (2015, May). *The Dark Triad and work-related failures on counterproductive behaviors*. Poster presented at the 27th annual meeting of the Association for Psychological Science, New York, NY.

Lim, A. J. Y., & Cheng, C.-Y. (2015, May). *What do I wear: Effect of identity-related cues and G-PII on female professionals' work outfit decision*. Poster presented at the 27th annual meeting of the Association for Psychological Science, New York, NY.