

Juhi Parmar

PhD Researcher & Clinical Psychologist

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I'm a curious researcher with a penchant for stories - whether in the form of life experiences from clients during therapy sessions, or data points collected from psychological experiments. I enjoy identifying and interpreting patterns, coming up with creative and original ideas, and seeing things through to the end.



Research Interests

Cognition | Stimulus-Response Binding & Retrieval | Habits | Learning | Action Control



Work History

Nov 2019 - PhD Researcher

Current

Friedrich Schiller University, Jena

Title: The role of Affective Consequences on Stimulus-Response Binding & Retrieval

Supervisor: Prof. Dr. Klaus Rothermund

Feb 2018 - Psychologist & Outreach Manager

Aug 2019

Mpower - The Centre, Mumbai

750+ clinic hours: Specialised in CBT, DBT, & mindfulness-based therapy in adults with depression, anxiety, psychosis, & bipolar disorder. Curated & delivered workshops at schools, corporates, & adults.

Jun 2017 - Consultant Clinical Psychologist

Jan 2018

KEM Hospital, Pune, Pune

Counseling clients & families with a range of psychiatric disorders, psychometric testing & report preparation

Apr 2016 - Assistant Psychologist

Feb 2017

Mindtemple (Dr. Anjali Chhabira), Mumbai



Education

Oct 2014 - Master of Science: Foundations in Clinical Psychology

Oct 2015

Bangor University - Bangor, UK

- Received 50% merit-based **scholarship**
- **ERASMUS+ funded research placement:** 5 months' funding for schizophrenia & EEG research in Athens
- **Thesis Title:** Investigating multi sensory integration of auditory & visual stimuli in schizophrenia using EEG
- Supervisor: Dr. Christoph Klein (Bangor) & Dr. Nikolaos Smyrnis (Athens)

May 2011 - Bachelor of Arts: Psychology

May 2014 *Fergusson College - Pune*

- **Thesis Title:** Comparative study between emotional maturity of practicing and non-practicing theatre performers
- **Supervisor:** Prof. Anil Sawarkar

Oct 2003 - PCertLAM: Speech & Drama

Nov 2015 *London Academy of Music And Dramatic Art (LAMDA) - Pune*

Technical Profile

- Microsoft Office
- SPSS Syntax
- R, Rmarkdown
- JASP
- EPrime

Publications

JOURNAL ARTICLES

- **Parmar, J.**, Foerster, A., Pfister, R., & Rothermund, K. (2022). Frankly, My Error, I Don't Give a Damn: Retrieval of Goal-Based but not Coactivation-Based Bindings after Erroneous Responses. *Journal of Cognition*, 5(1), 34. DOI: <http://doi.org/10.5334/joc.224>
- Foerster, A., Rothermund, K., **Parmar, J. J.**, Moeller, B., Frings, C., Pfister, R. (2021). Goal-based binding of irrelevant stimulus features for action slips. *Experimental Psychology*, 68(4), 206-213. pdf. <https://doi.org/10.1027/1618-3169/a000525>

CLINICAL

- *Youth Mental Health First Aid India: A Manual for Adults Assisting Young People*. Adapted from *MHFA Australia Fourth Edition Manual*, by Marker, Bangar, **Parmar**, Vasunia, Dalal, Gupta, Shah. Copyright (2018) by Mpower. Adapted with permission.
- Chhabria, A., Siddhwani, S, & **Parmar, J.** (2017). Pain Psychology And Its Treatment Options. In *Symptom Oriented Pain Management* (pp. 463-473). New Delhi, DL, JayPee Brothers Medical Publishers Ltd.

MAGAZINE ARTICLES

- Forbes India, Bloomberg India, Entrepreneur India, Afternoon DC, etc.

Presentations

- TeaP: 2022, 2021
- ESCOP: 2022
- Psychonomics: 2022, 2021, 2020
- A-Dok: 2021, 2020
- Learning & Memory PhD Symposium: 2020

Workshops Delivered

CLIENTS: Tata Consultancy Services, Police officers and commissioners of Mumbai city, Roundglass, Mumbai, YMHFA trainer for Family Planning Association of India (FPAI), William Grant & Sons Distilleries, Aditya Birla World Academy, Cathedral & John Conan School, Pratham NGO



Teaching

- Friedrich schiller University: Seminar Empirical Research Methods in Psychology: Oct 2021- July 2022
- Expressions Unlimited: Speech, Drama, & Elocution Trainer: Dec 2010 - Nov 2013



Awards & Roles

- 2nd prize for Poster competition by students at the 17th Empra congress at FSU, Jena, 2022
- Elected Senator of Student Body & Course Representative at Bangor University (2014-15)
- Acting: Invited to the Kaala Ghoda Arts Festival, 2013 in Mumbai
- Bharatnatyam (dance): Invited to the prestigious Ajanta Ellora Festival in 2008
- Dance choreography: Winner at 'Malhaar', a national level inter-collegiate festival (2012, 2013)