


Standard template for Faculty Profile for University Website						
Title	Dr	First Name	Sanchita	Last Name	Bansal	Photograph
Designation		Assistant Professor				 <p>Photograph</p>
School /Dept. Name		University School of Management Studies				
Address:		# 303, Block- D, University School of Management Studies, Guru Gobind Singh Indraprastha University, Sector- 16 C, Dwarka, New Delhi - 110078				
Phone No.		Office	011-25302624			
		Residence	(optional)			
		Mobile	(optional)			
Email		1. bansalsanchita@ipu.ac.in 2. bansalsanchita@gmail.com				
Web Page (if any)						
Subjects Taught		Managerial Economics, Entrepreneurship Development, Advertising Management, Retail Management and Marketing Management				
Areas of Interest/Specialization		Entrepreneurship, Marketing, Sustainable Development, Women Empowerment				
Experience (in years)		Total	17 years			
		Industry				
		Teaching	17 years			
		Research	04 years			
Educational Qualifications		UG	B.com			
		PG	MBA			
		Doctorate	Ph.D			
		Any other	UGC- NET			
Research Publications in Journals (last 5 years)		Details should be provided in APA/IEEE format <ol style="list-style-type: none"> Sharma, G. D., Bansal, S., Yadav, A., Jain, M., & Garg, I. (2021). Meteorological factors, COVID-19 cases, and deaths in top 10 most affected countries: an econometric investigation. <i>Environmental Science and Pollution Research</i>, 28(22), 28624–28639. https://doi.org/10.1007/s11356-021-12668-5 Sharma, G. D., Talan, G., Bansal, S., & Jain, M. (2021). Is there a cost for sustainable investments: evidence from dynamic conditional correlation. <i>Journal of Sustainable Finance and Investment</i>. https://doi.org/10.1080/20430795.2021.1874215 Yadav, A., & Bansal, S. (2021). Viewing marketing through entrepreneurial mindset: a systematic review. <i>International Journal of Emerging Markets</i>, 16(2), 133–153. https://doi.org/10.1108/IJOEM-03-2019-0163 Bansal, S., Sharma, G. D., Rahman, M. M., Yadav, A., & Garg, I. (2021). Nexus between environmental, social and economic development in South Asia: evidence from econometric models. 				

	<p><i>Heliyon</i>, 7(1). https://doi.org/10.1016/j.heliyon.2021.e05965</p> <ol style="list-style-type: none"> 5. Bansal, S., Jain, M., Garg, I., & Srivastava, M. (2020). Attaining circular economy through business sustainability approach: An integrative review and research agenda. <i>Journal of Public Affairs</i>. https://doi.org/10.1002/pa.2319 6. Bansal, S., Garg, I., & Yadav, A. (2020). Do firms with environmental concerns give better performance: A systematic literature review. <i>Journal of Public Affairs</i>. https://doi.org/10.1002/pa.2322 7. Bansal, S., Garg, I., & Yadav, A. (2020). Can social entrepreneurship help attain sustainable development goals: A study of India. <i>World Review of Entrepreneurship, Management and Sustainable Development</i>, 16(2), 172–186. https://doi.org/10.1504/WREMSD.2020.105987 8. Mittal, R. K., Shaifali, S., & Bansal, S. (2019). Corporate Governance and Business Sustainability: A Review of Literature. <i>Journal of Advanced Research in Dynamical and Control Systems</i>, 11(8 Special Issue), 85–97. 9. Bansal, S., Garg, I., & Sharma, G. D. (2019). Social entrepreneurship as a path for social change and driver of sustainable development: A systematic review and research agenda. <i>Sustainability (Switzerland)</i>, 11(4). https://doi.org/10.3390/su11041091 10. Sharma, G. D., Jain, M., Mahendru, M., Bansal, S., & Kumar, G. (2019). Emergence of Bitcoin as an Investment Alternative: A Systematic Review and Research Agenda. <i>International Journal of Business and Information</i>, 14(1), 47–84. https://doi.org/10.6702/ijbi.201903 11. Bansal, S., & Sharma, G. D. (2016). Is advertisement a valid tool to increase sales. <i>Global Journal of Management and Business Research</i>, 16(2), 41–48. https://doi.org/https://globaljournals.org/GJMBR_Volume16/6-Is-Advertisement-a-Valid-Tool.pdf 12. Sharma, G. D., & . S. (2016). Determinants and Indicators of Women Empowerment: A Walk Through Psychological Patterns and Behavioural Implications. <i>Research Journal of Business Management</i>, 11(1), 15–27. https://doi.org/10.3923/rjbm.2017.15.27
Papers Published in Conference Proceedings (last 5 years)	Bansal, S., Garg, I., & Yadav, A. (2019). Entrepreneurship, Innovation and Economic Development: A Systematic Review and Research Agenda. In S. Misra, S. Shukla, & G. Batthini (Eds.), <i>13th Biennial Conference on Entrepreneurship</i> (pp. 409–419). Entrepreneurship Development Institute of India.
Books Authored/Book	

Volume Chapters				
No. of Conferences		Attended	Organized	
	National	05	01	
	International	04	01	
Research Guidance				
		PG	M.Phil	Doctorate
	Awarded			-
	Undergoing			04
Research Projects	Completed	02 (FRGS)		
	Undergoing			
Awards & Distinctions				
Administrative Assignments Handled	MBA – Weekend (Additional Coordinator), Alumni Portal Coordinator, Convener (Dance Club)			
Association with Professional Bodies	<ol style="list-style-type: none"> 1. Academy of Management 2. Australia and New Zealand Academy of Management 3. Association of Commerce 			
Any other Achievements				