

CS Aastha Behl

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Specialization	Finance & law
Designation	Assistant Professor
Educational Qualification	Ph.D(pursuing), Company secretary, UGC NET qualified, M.com, B.com
Experience	6 years
Research Interest	Gig economy in food delivery sector
Membership of Professional / Academic Bodies	Institute of Company Secretaries of India
Research Publications	<ul style="list-style-type: none">• Behl, A., Rajagopal, k., Sheorey, P., Mahendra, A., (2022). Barriers to entry of gig workers in the gig platforms: Exploring the dark side of the gig economy. <i>Aslib Journal of Information Management (AJIM)</i>. (ABDC: B category, Indexed in Scopus)• Behl, A., Rajagopal, K., & Sheorey, P. (2021). Implementation of Enterprise Resource Planning (ERP) Systems in the Gig Economy: Revolutionizing the Digital Transformation. <i>International Journal of Information System Modeling and Design (IJISMD)</i>, 12(4), 1-21. (Indexed in Scopus)• Mehla, L., Sheorey, P., Tiwari, A., Behl, A. (2021). Paradigm shift in Education Sector amidst COVID-19 to improve Online Engagement: Opportunities and Challenges. <i>Journal of Global Information Management (JGIM)</i>. 30(5), 1-21. (ABDC: A category, Indexed in Scopus)• Pal, A., Tiwari, C. K., & Behl, A. (2021). Blockchain technology in financial services: a comprehensive review of the literature. <i>Journal of Global Operations and Strategic Sourcing</i>. (ABDC: C category, Indexed in Scopus)• Behl, A., Sheorey, P., Pal, A., Veetil, A. K. V., & Singh, S. R. (2020). Gamification in E-Commerce: A Comprehensive Review of Literature. <i>Journal of Electronic Commerce in Organizations (JECO)</i>, 18(2), 1-16. (ABDC: B category, Indexed in Scopus)• Behl, A. (2019). Corporate Social Responsibility: A strategy of Marketing. <i>International Journal of Management and Social Sciences (IJMSS)</i>, 8(2.4), 81-84.
Books/Books Chapter/Review	<ul style="list-style-type: none">• Pal, A., Rajendran, J., & Behl, A. (2020). Application of ISM in the Manufacturing Sector. In <i>Multi-Criteria Decision Analysis in Management</i> (pp. 28-45). IGI Global.• Behl, A., & Pal, A. (2020). Interpretive Structural Modeling: Background, Concepts, and Application. In <i>Multi-Criteria Decision Analysis in Management</i> (pp. 1-27). IGI Global.• Nayak, S., Behl, A., & Behl, A. (2019). Deposit Insurance: Pre-Emptive Expediency

Against Bank Runs or Propulsion of Moral Hazard? Economic and Political Implications in India. In *Maintaining Financial Stability in Times of Risk and Uncertainty* (pp. 1-29). IGI Global.

**Other
Achievements**

- Reviewer, *South Asian Journal of Business Studies*, Emerald.
- Reviewer, *Journal of High Technology Management Research*, Elsevier.
- Reviewer, *Journal of Global Operations and Strategic Sourcing*, Emerald.
- Reviewer, *Young consumers*, Emerald.
- Reviewer, *International Journal of Technology and Human Interaction*, IGI Global
- Reviewer, *International Journal of Business and Globalisation*, Inderscience.