

**Rashi Sonal**  
LSE Fellow in Management (ERHR/OB)  
Department of Management | London School of Economics and Political Science  
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## ACADEMIC APPOINTMENTS

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<b>Department of Management, London School of Economics and Political Science</b> LSE Fellow, Organisational Behaviour and Employee Relations and Human Resources	London, UK 2025-Present
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## EDUCATION

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<b>London School of Economics and Political Science</b> Ph.D. Management (Organisational Behaviour) M.Res. Management (Organisational Behaviour, passed with Distinction)	London, UK 2026 2022
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*Dissertation Advisors:* Niranjan S. Janardhanan, Jacqueline Coyle-Shapiro, Lourdes Sosa  
*Dissertation Title:* The Mirrored Self: Managing Work Identity Amid Audience-Led Image Discrepancies.

<b>University of Virginia</b> <b>ESADE Business School</b> Dual M.Sc. in Global Strategic Management	Charlottesville, VA, USA Barcelona, Spain 2017
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<b>University of Delhi</b> Bachelor's in Commerce (Honors)	Delhi, India 2014
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<b>Harvard University</b> Summer School Course in Judgment and Decision Making	Cambridge, MA, USA 2012
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## PAPERS UNDER REVIEW

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**Sonal, R.**, Janardhanan, N. S., Hollensbe, E., Identity and Image Management in Independent Work. (Title changed to facilitate blind review) *1<sup>st</sup> Round Revise & Resubmit at Academy of Management Journal.*

Musso, C., Janardhanan, **Sonal, R.**, N. S. Kappes, A. Bringing Back Humanness in AI-Mediated Work. (Title changed to facilitate blind review). *Under Review at Human Relations*

## WORKING PAPERS

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**Sonal, R.** When Others See You Differently: How Image Discrepancy Leads to Job Crafting. *Target Journal: Academy of Management Journal. Tentative submission timeline: Summer 2026.*

Musso, **Sonal, R.**, C., Janardhanan, N. S. Kappes, A. Suspicious Minds: Understanding Human-AI relationship at work. *Target Journal: Journal of Applied Psychology. Tentative submission timeline: Late 2026.*

**Sonal, R.** If it's Fun, it can not be Work! Understanding the Meaning of Work in Creative Occupations. (Data collection ongoing).

Cho, Y., Ghaedipour, F., **Sonal, R.**, Apker, K., Sackett, E. Mapping the Creator Economy: A Theoretical Framework and Research Agenda.

**Sonal, R.**, Hu X., Kirkman, B, L. Working title: Power Distance and Leadership: An Integrative Review. *Target Journal: Journal of Applied Psychology.*

Chintagunta, P.K., Vilcassim, N., Tybout, A., **Sonal, R.** Working title: Understanding the Impact of Task Significance on Customer Satisfaction. (Data collection ongoing).

## CONFERENCE PRESENTATIONS

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**Sonal, R.**, Janardhanan, N. S., Hollensbe, E. September 2025. Identity and Image Management in Contemporary Work. *Academy of Management Annual Conference*, Copenhagen, Denmark.

**Won Dennis Gioia Best Qualitative Paper Award**

**Nominated: Carolyn B. Dexter Award**

**Sonal, R.**, Janardhanan, N. S., Hollensbe, E. September 2024. How New Work Identities are Born and Maintained amidst Image Discrepancy. *British Academy of Management Annual Conference*, Nottingham, UK.

**Won Best Developmental Paper Award**

Janardhanan, N. S., Reaney, R., **Sonal, R.**, Hollensbe, E., & Spriha, Y. August 2024. The Art of Stenciling: Agency in Work Identity Construction amidst Sudden Change. *Academy of Management Annual Conference*, Chicago, IL, USA.

**Sonal, R.**, Janardhanan, N. S., Hollensbe, E. August 2023. Follow me on Instagram? Identity Spillover and Image Discrepancy among Online Independent Workers. *Academy of Management Annual Conference*, Boston, M.A., USA.

**Sonal, R.**, Janardhanan, N. S., Hollensbe, E. October 2023. Follow me on Instagram? Identity Spillover and Image Discrepancy among Online Independent Workers. *London OB Research Day Conference*, London, UK.

Janardhanan, N. S., Reaney, R., Spriha, Y., & **Sonal, R.** June 2022. Identity Stenciling: Constrained and Agentic Identity Work Amid an Ongoing Crisis. *Positive Organizational Scholarship Research Conference*, Ann Arbor, MI, USA.

## ORGANISED SYMPOSIA

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**Sonal, R.** & Janardhanan, N. S., August 2023. Putting Worker Identity Front and Center: Identity Construction Beyond the Organisational Scaffold. *Academy of Management Annual Conference*, Boston, MA, USA.

**MOC Showcase Symposium**

**Finalist: MOC Best Symposium Award**

## RESEARCH FUNDING AND GRANTS AWARDED

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Research Infrastructure and Investment Funds (LSE): **£ 770**. Sonal, R., Thinking of You Thinking of Me: How Image Discrepancy Leads to Job Crafting. 2024.

Data Collection Fund (LSE): **£ 450**. Sonal, R., Follow me on Instagram? Identity Spillover and Image Discrepancy among Online Independent Workers. 2024

Post Gradual Travel Fund (LSE): **£ 1,000**. Sonal, R., Follow me on Instagram? Identity Spillover and Image Discrepancy among Online Independent Workers. 2023

Research Infrastructure and Investment Funds (LSE): **£ 1,500**. Sonal, R., Follow me on Instagram? Identity Spillover and Image Discrepancy among Online Independent Workers. 2022

Post Graduate Travel Fund (LSE): **£ 781**. Sonal, R., Identity Stenciling: Constrained and Agentic Identity Work Amid an Ongoing Crisis.

## PROFESSIONAL AFFILIATIONS

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**General Member**, Academy of Management 2021-Present

**General Member**, British Academy of Management 2024-Present

**Reviewer**, MOC Division, Academy of Management conference

**Reviewer**, British Academy of Management conference

**Associate Fellow** (AFHEA), UK Higher Education Academy 2024

## TEACHING EXPERIENCE

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### London School of Economics and Political Science

MG455: Decisions, Biases and Nudges, M.Sc. elective course <i>Teaching Evaluation Score: 4.2/5</i>	Spring 2026
MG478: Management of People in Global Companies, M.Sc. HRO. <i>Teaching Evaluation Score: 4.2/5</i>	Spring 2026
MG105: Organisational Behaviour & Leadership, B.Sc. in Management. <i>Teaching Evaluation Score: 4.4/5</i>	Fall 2023
MG103: Consumer Behaviour, Summer School. <i>Teaching Evaluation Score: 4.4/5</i>	Summer 2023
MG105: Organisational Behaviour & Leadership, B.Sc. in Management. <i>Teaching Evaluation Score: 4.5/5</i>	Fall 2022
MG103: Consumer Behaviour, Summer School. <i>Teaching Evaluation Score: 4.4/5</i>	Summer 2022

## OTHER ACADEMIC & INDUSTRY EXPERIENCE

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<b>Indian Institute of Management</b> , Research Associate, Organisational Behaviour Udaipur, India	2018-20
<b>Andritz</b> , Analyst, Corporate Finance New Delhi, India	2017-18
<b>Deloitte</b> , Analyst, External Audit Gurgaon, India	2014-16

## REFERENCES

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### **Niranjan S. Janardhanan**

Assistant Professor, Department of Management, London School of Economics  
N.S.Janardhanan@lse.ac.uk

### **Jacqueline Coyle-Shapiro**

Professor Emerita, Department of Management, London School of Economics  
J.A.Coyle-Shapiro@lse.ac.uk

### **Elaine Hollensbe**

Professor, Lindner College of Business, University of Cincinnati  
Hollene@ucmail.uc.edu