Rashi Sonal

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RESEARCH INTERESTS

Individual identity and image construction in the workplace: How perceived image and the audience influence construction of work identity; how individuals navigate identity and perceived image work within and beyond the organizational scaffold; the interplay between identity and image; its effects on individuals and interpersonal relationships in organizational settings as well as the gig economy.

EDUCATION

London School of Economics and Political Science   London, UK
　　Ph.D. Management (Organizational Behavior)   Expected 2025
　　M.Res. Management (Organizational Behavior)   2022

Dissertation Committee: Niranjan S. Janardhanan, Jacqueline Coyle-Shapiro, Lourdes Sosa
Dissertation Title: Crystallizing Nebulous Identities: How Individuals Navigate Identity Construction amidst Image Discrepancy within and beyond Organizations.
Abstract: How an individual believes they are defined by others can be equally, if not more, consequential for their professional life and career trajectory than their self-views or identity. My dissertation examines the role of perceived image in the social process of identity construction. In the first inductive qualitative study, I study independent workers, such as Instagram content creators, to understand how perceived image and the audience shape work identity. I find that without the organizational scaffold, these workers initially struggle with a nebulous or hazy understanding of their work identity. External identity-granting events gradually crystallize the work identity. Individuals also need to maintain their identity in the face of image discrepancy, which refers to the misalignment between perceived image and identity. Image discrepancy occurs due to image extrapolation by the audience and curation of a personal brand identity by the focal individual. Individuals managed the discrepancy by either resolving it or enduring it. In the second study, I test how image discrepancy affects downstream outcomes such as job crafting and persistence at work. Furthermore, I hypothesize that the person who holds the discrepant image (e.g., manager, subordinate, colleague) plays an important role in determining which behavior the focal individual will engage in. *I successfully defended the proposal for this dissertation in June 2023.*

University of Virginia   Charlottesville, VA, USA
ESADE Business School   Barcelona, Spain
　　Dual M.Sc. in Global Strategic Management   2017

University of Delhi   Delhi, India
　　Bachelor's in Commerce (Honors)   2014

PAPERS UNDER REVIEW

Sonal, R., Hu X., Kirkman, B, L. Power Distance and Leadership: Integrative Review, The '4C' Model and Research Agenda. *Under Review at Journal of Management.*

WORKING PAPERS

Sonal, R., Janardhanan, N. S., Hollensbe, E., Crystallizing Nebulous Identities: How Work Identities are Born and Maintained amidst Image Discrepancy. *Target Journal: Administrative Science Quarterly. Tentative submission timeline: Fall 2024.*

Janardhanan, N. S., Reaney, R., **Sonal, R.,** Hollensbe, E., & Spriha, Y. The Art of Stenciling: Agency in Work Identity Construction amidst Sudden Change. *Target Journal: Organization Science. Tentative submission timeline: Fall 2024.*

Sonal, R. Thinking of You Thinking of Me: How Image Discrepancy Leads to Job Crafting. (Scale validation study completed and analyzed. Study 1 and Study 2 pending data collection) *Target Journal: Academy of Management Journal. Tentative submission timeline: Spring 2025.*

ORGANIZED SYMPOSIA

Sonal, R. & Janardhanan, N. S., August 2023. Putting Worker Identity Front and Center: Identity Construction Beyond the Organizational Scaffold. *Academy of Management Annual Conference*, Boston, MA, USA.
MOC Showcase Symposium
Finalist: MOC Best Symposium Award

CONFERENCE PRESENTATIONS

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. Accepted at *Academy of Management Annual Conference*, Chicago, IL, USA.

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

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.

ACADEMIC AWARDS AND HONORS

MOC Best Symposium Nomination at Academy of Management	2023
LSE PhD Studentship for MRes/PhD in Management	2020-2025
Departmental scholarship at University of Virginia for M.Sc. in Global Strategic Management	2016-17

RESEARCH FUNDING AND GRANTS AWARDED

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

PROFESSIONAL AFFILIATIONS

General Member, Academy of Management	2021-Present
General Member, British Academy of Management	2024-Present
Reviewer, MOC Division, Academy of Management	2023
Reviewer, British Academy of Management	2024
Associate Fellow (AFHEA), UK Higher Education Academy	2024

TEACHING EXPERIENCE

London School of Economics and Political Science

Organizational Behavior & Leadership, B.Sc. in Management.	Fall 2023
Teaching Evaluation Score: 4.4/5

Consumer Behavior, Summer School.	Summer 2023
Teaching Evaluation Score: 4.6/5

Organizational Behavior & Leadership, B.Sc. in Management.	Fall 2022
Teaching Evaluation Score: 4.6/5

Consumer Behavior, Summer School.	Summer 2022
Teaching Evaluation Score: 4.6/5

OTHER ACADEMIC & INDUSTRY EXPERIENCE

Indian Institute of Management, Research Associate, Organizational Behavior   2018-20
Udaipur, India

Andritz, Analyst, Corporate Finance   2017-18
New Delhi, India

Deloitte, Analyst, External Audit   2014-16
Gurgaon, India

REFERENCES

Niranjan S. Janardhanan
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London School of Economics
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Jacqueline Coyle-Shapiro
Professor Emerita, Department of Management
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Elaine Hollensbe
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