

## KSENIYA NVAZHYLAVA, PhD



*Business Group Researcher,  
Associate Professor*

## RESEARCH INTERESTS

- Technology (digital media)
- Well-being
- Identity
- Entrepreneurship
- Occupations

## ON-GOING RESEARCH COLLABORATIONS

### Contact

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Well-being and digital technology, with JC Pillet, Gazi Islam, Marcos Barros (GEM, France)

Self-presentation and informal learning on enterprise social media, with Kristine de Valck (HEC, France)

Occupational norms and constructing of social media for work, with Joelle Evans (HEC, France)

Online bodywork and neoliberal subjectivities, with Amanda Peticca-Harris (GEM, France) and Sara R.S.T.A. Elias (UV, Canada)

## EDUCATION

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|--------------------|--|-----------|
| • Ph.D.            | Dept. of Management and Organization, <b>HEC Paris</b> (France)  | 2011-2016 |
| • Research Diploma | Dept. of Law and Administration, <b>Adam Mitskevitch University</b> (Poland), (diploma with distinctions)    | 2010-2011 |
| • M.Sc.            | Dept. of Cultural and Visual Studies, <b>European Humanities University</b> (Lithuania)                      | 2005-2007 |
| • M.S.             | Dept. of International Journalism, <b>Belarusian State University</b> (diploma with honors and distinctions) | 1999-2004 |

## PROFESSIONAL EXPERIENCE

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<i>Associate Professor</i>	2022-present
<i>Assistant Professor</i>	
<b>École de Management Leonard de Vinci</b>	2018-20122
<i>Postdoctoral Researcher</i> , Dept. of People, Society and Organizations, <b>Grenoble École de Management</b>	2016-2018
<i>Graduate Researcher</i> , Dept. of Management and Organizations, <b>HEC Paris</b>	2011-2016

## FUNDING AND AWARDS

- Postdoctoral fellowship /2 years
- PHD Scholarship/4 years
- Awarded *LABEX-ECODEC Grant: Secure Careers in a Global World* (2014) for the project “How organizational use of the social media reshapes the interplay between transparency and trust”
- Conference Travel Grants /5 years
- *SNO Research Travel Grant* (2015)
- *Liverpool School of Business Bursary* (2013)
- *EIASM Doctoral Student Bursary* (2012)
- *Scholarship in the name of Lane Kirkland* (2011)

## PUBLICATIONS:

- “YouTube’s Yoga with Adriene as a somametamemata: Exploring experiences of self-care and wellness in times of crisis”, with Amanda Peticca-Harris and Sara R.S.T.A. Elias (*Organization*, 2023)
- “High-performance connections: Digital holism and communicative capitalism at HappyAppy”, with Gazi Islam, Jean-Charles Pillet and Marcos Barros (*Organization*, 2021)
- “Ethnic brand identity work: Responding to authenticity tensions through celebrity endorsement in brand digital self-presentation” (*Journal of Business Research*, 2022)
- “A “Juggly Mommy” Life History of Teaching Yoga: Embodied Postfeminism and Neoliberal Spirituality”, with Amanda Peticca Harris and Genevieve Shanahan in “Spirituality, Organizations, and Neoliberalism: Understanding Subjectivities” (Eds. Gog, Semionca, Bell, and Taylor, 2020)
- “Constructed Disclosure: Mobilizing Online Audience Collaboration through Online Self-Presentation”, with Kristine de Valck (*Academy of Management Proceedings*, Vol. 2019)
- “Bound to Be Free: Occupational Norms, Sensemaking and the Appropriation of Social Media at Work”, with Joelle Evans (*Academy of Management Proceedings*, Vol. 2016, N.1)
- “Choose What to Feel: Emotional Labor within the Space of Classic Organizations and Virtual Collaborations” (IFIP series “Advances in Information and Communication Technology”, 2012, volume 0380)
- “Virtual Space as Agency Cost Minimizer” (“Materiality and Space in Management and Organization Studies”, *Proceedings of 2<sup>nd</sup> Organizations, Artifacts and Practices Workshop*, 2012)

### *Practitioner-oriented publications*

- Exploring experiences of self-care and wellness in times of crisis, FNEGE Media, 2024
- Responding to ethnic authenticity tensions through online celebrity endorsement, FNEGE Media, 2023.
- What is “workplace well-being?” , FNEGE Media, 2022.
- What is “impression management, FNEGE Media, 2022.
- “Est-Il Possible de Façonner le Bien-Être au Travail ?” (published on “Change the work”, December 3, 2018)

## PAPERS IN PROGRESS:

- “Enterprising Healthism: Women's Experiences of Becoming Entrepreneurs through Yoga” (Under review: *Organization*, 3 round))
- “Designing the Happiness-Machine: imagined affordances for employee well-being”, with Gazi Islam and Marcos Barros, *GEM (Target journal: Organization Studies)*
- “Constructed Disclosure: Self-Presentation Strategies and information Sharing of Professionals on Social Media”, with Kristine de Valck (Target journal: *Organization Studies*)

## **SUPERVISION EXPERIENCE**

- Master thesis Supervisor to Final Year MBA and MSc: EMLV, 2019-ongoing
- Project Supervisor to Final Year IB MBA: Grenoble Ecole de Management, 2017-2018
- Thesis Supervisor to Final Year IB Master: HEC Paris, 2015-2016

## **COMMUNITY ENGAGEMENT**

- Master Thesis Change Project Manager at EMLV 2019-2021
- Reviewer in *Information and Organization*, *European Journal of Information Systems*, *Cogent Business Management*, *Qualitative Research in Organizations and Management*, *Human Relations* 2019-now
- Vice-President of Business PhD in France Association 2016
- Guest Speaker at Research day HEC 2018 and 2016
- Reviewer at Academy of Management Annual Meeting, OMT Division 2016- 2017
- Speaker at Open Doors HEC Paris 2012-2016

## **HONORS AND WORKSHOP ACCEPTANCES**

- DIR Academy of Management Doctoral Consortium Fellow (2015)
- CIR Academy of Management Workshop Fellow as Presenter and Discussant (2015)
- SNO Research Day Presenter (2015, 2018) – HEC, Paris
- KIN Summer School Alumni (2017) – CBS, Denmark
- Medici Summer School Alumni (2014) – Florence, Italy
- Capri summer school for Qualitative researchers Alumni (2014) – Capri, Anacapri
- OAP Workshop on Organizations, Artifacts, Practices Fellow as Presenter (2012, 2013) – HEC, Paris and LSE, London
- 27th Workshop On Strategic Human Resource Management Fellow as Presenter and Discussant (2012) – Brussels
- BPP Workshop Fellow as Presenter and Discussant (2012, 2013) – HEC, Paris and ESSEC, Paris

## **PRESENTATIONS AND CONFERENCES**

- 2023 “Dark side of entrepreneurial imagination: how digital entrepreneurs design technologies for grand challenges, with JC Pillet, Gazi Islam, Marcos Barros, 17th Organization Studies Summer Workshop, Athens, Greece
- 2023 Dual social-symbolic work - the metaphorical entanglement of bodies and good causes in digital social entrepreneurship, 9<sup>th</sup> International Community, Work and Family Conference, Rio-de-Janeiro, Brasil
- 2022 “Digital ritual infrastructure”, 38th EGOS Colloquium, Vienna, Austria
- 2022 YouTube’s Yoga with Adriene as a somametamnemata: Exploring experiences of self-care and wellness in times of crisis Conférence, Work-Family Research Network 2022, New-York, USA.
- 2021 “Youtube’s Yoga with Adriene as comametamnemata”, EGOS, Amsterdam, Netherlands
- 2020 “Mutual Constitution of Digital Technology and Rituals in Computer Mediated Interactions” w/JC Pillet, G. Islam, M. Barros, PROS, Rhodes, Greece
- “Digital workplace resistance: Facebook profiles, hiding and distortion”, EGOS, Hamburg, Germany
- 2019 “Marrying health and wealth: the co-construction of digital technologies and well-being in imagining design” with JC Pillet, Gazi Islam, Marcos Barros, Organization Studies Workshop in Mykonos, Greece
- “Affordances of digital media for multidirectional gaze”, EGOS, Edinburgh, GB

- "Online self-presentation and organizational learning" with Kristine de Valck, AOM Annual Meeting in Boston, USA
- 2018 "Online self-presentation and organizational learning" with Kristine de Valck, SNO Research Day, HEC Paris, France
- "Occupational norms and digital affordances: a case of Publishing house", PROS workshop, Halkidiki, Greece
- "Modalities of transparency: visual analysis of French winemaker's digital self-presentation" EGOS Colloquium, Tallinn, Estonia
- 2017 "Cybervetting as a Pressure to Distort Profile Information", Ethnography Symposium, Manchester, UK
- "Digital Technologies and Organizational Rituals", 33 EGOS Colloquium in Copenhagen, Denmark
- Digital Technologies: Creating Value Beyond a Break-down" EGOS Pre-conference post-doctoral Workshop, Copenhagen, Denmark
- "Transparency propensity and social media affordances", KIN Summer School, Amsterdam, Netherlands
- "Self-presentation Strategies and Online Collaboration", Community, Work, Family conference in Milano, Italy
- 2016 "Deleuzian Perspective on Sociomateriality of Information and Communication Technology" 32 EGOS Colloquium in Naples, Italy
- "Bound to be Free: Occupational Norms, Sensemaking and the Appropriation of Social Media at Work", AOM, Anaheim, US
- 2015 "Occupational Norms Shaping the Meaning-Making of New Technology", Cognition In the Rough Workshop organized by Management and Cognition division, AOM, Vancouver, Canada
- "Sensemaking, Identity And Transparency Perspectives on Implementation of the New Technology", Diamonds in the Rough Doctoral Consortium organized by MOC Division, AOM, Vancouver, Canada
- "Between The Seeing and Being Seen: Transparency Regimes, Mechanisms and Strategies. Conceptual Paper", EGOS, Athens, Greece
- "How Occupational Norms Shape the Meanings of Technology", Ethnography Symposium, Liverpool, Great Britain
- "Self-presentation Strategies in the Social Media", SNO Research Day, HEC Paris, France
- 2014 "Individual Information Transparency in the Publishing House: Facebook This!" , Egos, Rotterdam School of Management, The Netherlands
- 2013 "Pursuit Of Illusions: How Embodied Control over Virtual Space Triggers Better Task Performance, Satisfaction and Creativity", EGOS, Montréal, Canada
- "Transparency in the Organizations: the Case of Meaning-Breaking", Ethnography Symposium, in Amsterdam, The Netherlands
- "Social Media As a Trigger of Organizational Time Speed-Up", 3<sup>rd</sup> Organizations, Artifacts and Practices (OAP) Workshop, in London
- 2012 "Sociomateriality of Virtual Space", 2<sup>nd</sup> Organizations, Artifacts, and Practices Workshop in Paris, France
- "Virtuality As A Trigger Of Organizational Change: The HRM Perspective", 4th international conference on Organization Development and Change; ISEOR, Organization Development and Change Division of the AOM; Lyon, France

"Virtual Space As an Agency Cost Minimizer", 27th Workshop On Strategic Human Resource Management, Brussels, Belgium

"Choose What to Feel: Emotional Labour within the Space of Classic Organizations and Virtual Collaborations" in PRO-VE 2012, IFIP in Bournemouth, Great Britain

## TEACHING EXPERIENCE

<b>Lecturer</b>		
EMLV, France	MBA and MIB courses "Research Methods", 40 students (January-March)	2018-2023
	PGE online course "Argumentation and Storytelling" (150 students)	
	PGE online course "Qualitative data analysis" (150 students)	
	English track course "Fundamentals of Management" (45 students)	
	MSc course "Management and leadership" (35-56 students)	
GEM, France	Elective course "Mighty Writing", 18 students MIB Course "Managing people and Organizations", 8 and 40 students, evaluation 4.7 of 5 for teaching clarity and structure	2017-2018
	SUP DE CO Course "Organizational Behavior", two groups of 45 students each, evaluation 3.9 of 5 for teaching clarity and structure of intervention	2016-2018
	ET Course "Introduction to Management", 3 groups of 45 students each, evaluation 3.5 of 5 for teaching clarity and structure of intervention	2016-2017
ESCP, France	BA course "Methods of Scientific Research" 19 students	2014-2015
HEC, France	Grande Ecole - Masters course "Leading Organizations" 39 students	2015
ESSEC, France	BBA course "Organizational Behavior" 35-40 students	2013-2015

<b>Teaching Assistant</b>		
HEC, France	With Prof. <i>Randy White</i> , EXED course "Leadership Module"	2014
Graduate School of Management, Russia	With Prof. <i>Valery Yakubovich</i> , EXED course "Management of Human Capital" (in Russian)	2013
HEC, France	With Prof. <i>Afshin Mehrpouya</i> , MBA course "Managing the	2014-2015

### Organization Performance”

HEC, France	With Prof. <i>Joelle Evans</i> , MBA course “Business Ethics”	2014-2015
HEC, France	With Prof. <i>Michael Segalla</i> , MS course “Career Management”	2012

### PROFESSIONAL AFFILIATIONS

2016-2017	Vice-President of Business PhD in France Association
2015-	Academy of Management: OMT, OCIS and CMS Divisions
2014-	SNO (Society And Organizations) Research Center, France
2012-	GREGHEC (CNRS), HEC Paris, France
2012-	European Group for Organizational Studies

### NON-ACADEMIC EXPERIENCE

2011-2021	Affiliate Correspondent in the Belarusian newspaper “Komsomolskaya pravda v Belarusi” (330 000 copies)
2001-2011	Journalist in the Belarusian newspaper “Komsomolskaya pravda v Belarusi” (330 000 copies)
2000-2001	Correspondent in newspaper “People’s Newspaper”, Belarus
1998-1999	Correspondent in a newspaper “Transition age”, Belarus

### LANGUAGES

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Russian, Belarusian (native), English (fluent), French, Polish (medium)

### REFERENCES

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#### **Gazi Islam**

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#### **Kristine De Valck**

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