

Yanina RASHKOVA

393 Promenade des Anglais BP 3116 06202 Nice Cedex 3 France
yanina.rashkova@edhec.edu

Updated in March 2026



ACADEMIC APPOINTMENTS

EDHEC Business School, Nice Campus, France, *since September 2024 - ongoing*
Assistant Professor of Organizational Behaviour, Humanities and Management
Department

EDUCATION

Ph.D. **University of Cagliari, Italy**
Management & Organizations, April 2024

M.Sc. **University of Cagliari, Italy**
International Management, *spec.* International Marketing, May 2019

RESEARCH INTERESTS

In my current work I study *mindfulness* as an individual trait, social practice, and organizational capability to understand how it can help organizations in advancing responsible management principles. In earlier days of my research journey I was investigating *marketing* strategies for *sustainable development*.

PEER-REVIEWED PUBLICATIONS

Rashkova, Y. (2026). Performance Art à la Marina Abramović: Revealing the Invisible in Organizations by Working with and through Visuals. *Organization Studies*

• *Media Coverage* : Marina Abramović, Li Binyuan et Paula Garcia... *Quand les performances artistiques apprennent à observer le fonctionnement des organisations*, The Conversation France

Rashkova, Y. (2025). Mindfulness in organizations: Turning a trend into a trait. *Organizational Dynamics*

Rashkova, Y., Moi, L., & Cabiddu, F. (2024). Addressing the societal challenges in organizations: The conceptualization of mindfulness capability for social justice. *Journal of Business Ethics*, 189(2), 249-268.

Rashkova, Y., Moi, L., Marku, E., & Cabiddu, F. (2024). Online integrated marketing communication strategies of international brands: standardization vs. adaptation approaches. *Journal of Marketing Communications*, 30(7), 810-833.

• *Media Coverage*: Management Notes, Online Italian Management Portal, www.mark-up.it

Rashkova, Y., Zaitsava, M., & Moi, L. (2024). Towards the Creation of Shared Value in an Inclusive Business: An Empirical Investigation. In *Diversity, Equity, and Inclusion (DEI) Management* (pp. 229-247). Emerald Publishing Limited.

Rashkova, Y., Moi, L., & Cabiddu, F. (2024). Infusing mindfulness for social justice: New perspectives for sustainable human resource management. In *Research Anthology on Business Law, Policy, and Social Responsibility* (pp. 1052-1072). IGI Global Scientific Publishing.

Rashkova, Y., & Moi, L. (2023). Moving forward better marketing for a better world: a path for new research opportunities. *Italian Journal of Marketing*, 2023(3), 413-428.

Moi, L., **Rashkova, Y., & Cabiddu, F.** (2023). The next frontier of digital business model innovation. In *Research Handbook on Digital Strategy* (pp. 43-59). Edward Elgar Publishing.

UNDER REVIEW, WORKING PAPERS, & IN PREP.

Moi, L., **Rashkova, Y., & Cabiddu, F.** Developing agile capability for resilience: microfoundational perspective, submitted in *European Management Review*

Rashkova, Y., & Beal M. Shaping perceived societal unfairness: unlocking the potential of mindfulness in organizations, submitted in *Journal of Business Research*

Rashkova, Y., & Cabiddu, F., Galois-Faurie, I. Mindfulness training in organizations: asking the right question is half the answer, submitted in *Academy of Management Learning & Education*

Rashkova, Y., & Galois-Faurie, I. Mindfulness Adaptation Modes, in preparation for *Organizational Dynamics*.

TEACHING EXPERIENCE

Organizational Behaviour, Undergraduate
Management & Leadership Skills, Postgraduate
EDHEC Business School, France

International Marketing, Postgraduate
University of Cagliari, Italy

RESEARCH AWARDS, RECOGNITIONS, & GRANTS

- Organization Studies Scholarship, 2024
- Selected Mentee of the Impact Scholar Community, Responsible Research for Business and Management, 2024
- Fetzer Scholars Program Fellowship, 2023

- Academy of Management, OB Doctoral Consortium, 2022

NOTABLE SERVICE

- Reviewer of the Annual Meeting of the Academy of Management (since 2019)
- Reviewer of EURAM Conference (since 2023)
- Participation in conferences organization (EGOS, Researchers Night), Cagliari, Italy
- Ad hoc Reviewer for Personality and Social Psychology Bulletin, International Marketing Review

NON-ACADEMIC PROFESSIONAL EXPERIENCE

Marketing and CRM Manager - CLICKIO, Italy (international company operating in programmatic marketing), 2019-2024

Development of internal and external communication, collaboration with external partners (among which Google), and development of internal training for the international commercial team.

VOLUNTIRING EXPERIENCE

University Advisor - non-for-profit association "Belarusian in Italy", Italy (since 2019)
Providing assistance to Belarusian students in enrolling in Italian universities

INVITED TALKS & VISITING PERIOD

- **When Does Hard Work Payoff – and What Does the Payoff Mean**, European PhD Days, Keynote Speaker, University of Cagliari, Italy, 2026
- **Mindful Leader**, Workshop for Executives, Invited Lecturer, Aix-en-Provence, France, 2025
- **Mindfulness and Sustainable Development**, Invited Lecturer at Summer School, GR-IAE Graduate School of Management, 2024, Rennes, France
- **Grenoble École de Management**, Visiting researcher, 6 months in 2022, Grenoble, France

ATTENDED CONFERENCES

81st Academy of Management Meeting, 2021, online (USA)
82nd Academy of Management Meeting, 2022, Seattle (USA)
83rd Academy of Management Meeting, 2023, Boston (USA)
84th Academy of Management Meeting, 2024, Chicago (USA)
85th Academy of Management Meeting, 2025, Copenhagen (Denmark)

39th EGOS Colloquium, 2023, Cagliari (Italy)

Sinergie-SIMA Conference, 2024, Milan (Italy)

Sinergie-SIMA Conference, 2023, Bari (Italy)

PERSONAL INFORMATION

Nationality. Belarussian

LANGUAGES

Russian. Native | **English.** Fluent | **Italian.** Fluent | **French.** Advanced

REFERENCES

Francesca Cabiddu

Full Professor, PhD Supervisor, Vice President
of the Management Department
University of Cagliari, Italy
Email: fcabiddu@unica.it

Jacopo Gerini

CCO Global, Managing Director Italy
Clickio, Italy
Email: jacopo.gerini@clickio.com

Mathieu Beal

Associate Professor of Marketing
EmLyon Business School, France
Email: mbeal@em-lyon.com