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Natalia Mityushina is an Assistant Professor and a member of the Impact Lab at Moscow School of Management SKOLKOVO, Russia. She is a strategy scholar, and her research is guided by a 3I-2S-IG framework—interactions, innovations, social impact, sustainability, and governance — which she uses to study how organizations, regulators, and other field actors co-develop impact- and sustainability-oriented practices and governance arrangements. She holds a PhD in Management Sciences from Esade — Universitat Ramon Llull (Spain) and was a Postdoctoral Fellow at Brock University (Canada). Her research has been published in the International Journal of Management Reviews.

Natalia has international academic experience and has participated in teaching activities in Russia, Canada, Spain, and the US. She has served as a lecturer and course coordinator in programs at SKOLKOVO, Esade, Brock University, and Lomonosov Moscow State University, focusing on impact, strategic management, social entrepreneurship, sustainability, and business-society relations.

She is actively engaged in international research collaborations with universities and practice communities across Europe, Australia, and North America. Natalia regularly speaks at and organizes major international conferences and research seminars, and initiates projects bridging academia and practice. She has also served as an expert for initiatives in the impact investing field, including collaborations with Impact Europe (formerly EVPA).