

**DIANA JUE-RAJASINGH**  
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## EDUCATION

**Ross School of Business, University of Michigan**, Ann Arbor, Michigan  
**Department of Sociology, University of Michigan**, Ann Arbor, Michigan  
PhD in Business Administration and Sociology, expected graduation April 2023  
Focus: Strategy and Economic Sociology  
Advisors: Jordan Siegel (Strategy), Mark Mizruchi (Sociology)  
Dissertation Committee: Jordan Siegel, Mark Mizruchi, Jerry Davis, Cheng Gao, Tanya Rosenblat

**Massachusetts Institute of Technology**, Cambridge, Massachusetts  
Master in City Planning, International Development Group, granted June 2012  
Semester abroad at Fudan University in Shanghai, China  
Thesis: *From the Lab to the Land: Social Impact Technology Dissemination in Rural Southern India*  
Advisors: Alice Amsden, Bishwapriya Sanyal, Karen Polenske

**Massachusetts Institute of Technology**, Cambridge, Massachusetts  
SB Urban Studies and Planning, SB Economics, granted June 2009  
Semester abroad with the International Honors Program: Cities in the 21<sup>st</sup> Century  
Thesis: *Learning Development: An Investigation of Young Tibetan Leaders in Qinghai Province, China*  
Advisors: Karen Polenske, Cherie Abbanat

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## MANUSCRIPTS UNDER REVISION

**Jue-Rajasingsh, D.** The cross-border effects of institutional carriers and intermediaries on entrepreneurial entry into a nascent industry.

- Revise and resubmit, *Organization Science*
- Presented at the USC CPPP Philanthropy and Social Impact Research Symposium (2019), Mitsui Symposium on Comparative Corporate Governance and Globalization (2018), Social Entrepreneurship Conference (2017); workshopped at the Stanford Center on Philanthropy and Civil Society Junior Scholars Forum (2018), Ivey/ARCS PhD Sustainability Academy (2017)

Csaszar, F., **Jue-Rajasingsh, D.**, & Jensen, M. When “less is more”: How statistical discrimination can decrease predictive accuracy.

- Revise and resubmit, *Organization Science*
  - Presented at the Academy of Management Annual Meeting (2018), recognized as one of the OMT Division’s Best Papers
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## MANUSCRIPTS IN PROGRESS

**Jue-Rajasingsh, D.** The strategic use of social impact framing with exchange partners.

- Workshopped at the Non-Market Strategy Research Community (NMSRC) Doctoral Conference (2021), Smith Entrepreneurship Research Conference (SERC) Doctoral Consortium (2021)
- Target journal: *Strategic Management Journal*

**Jue-Rajasingh, D.** Unpacking the “expat gap” in funding: Exploring the differences between locally-led and foreign-led social enterprises.

- Presented at the Social Entrepreneurship Conference (2021), European Group for Organizational Studies (EGOS) Colloquium (2021), Society for the Advancement of Socio-Economics (SASE) Conference (2021), Annual Academy of Management Annual Meeting (2020); workshopped at the Doctoral Seminar in Social Entrepreneurship and Philanthropy (SEPHI) (2021)
- Target journal: *Administrative Science Quarterly*

Sunday, L., **Jue-Rajasingh, D.**, & Kwon, M. The color of their skin or the content of their character? Social bias, reputation, & employment outcomes on online labor platforms.

- Target journal: *Management Science*

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## PUBLICATIONS & PROCEEDINGS

**Jue-Rajasingh, D.** & Siegel, J. Forthcoming. Addressing the market failures of environmental health products. Chapter in the *Handbook on the Business of Sustainability*.

Calmon, A., **Jue-Rajasingh, D.**, Romero, G., & Stenson, J. Forthcoming. Operational strategies for distributing durable goods in the base of the pyramid. *Manufacturing and Service Operations Management*

Csaszar, F., **Jue-Rajasingh, D.**, & Jensen, M. 2018. When does discrimination increase predictive accuracy? The costs and benefits of discrimination. *Academy of Management Proceedings*, 2018(1): 13572.

**Jue, D. M.** 2012. *From the Lab to the Land: Social Impact Technology Dissemination in Rural Southern India*. Massachusetts Institute of Technology, Department of Urban Studies and Planning, Cambridge, MA.

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## ACADEMIC AWARDS & RECOGNITIONS

*Amounts are only listed for awards associated with doctoral research*

2021	University of Michigan Ross School of Business Doctoral Research Grant (\$4,000)
2021	University of Michigan Rackham Graduate Student Research Grant (\$3,000)
2021	Colorado State University's Business for a Better World Dissertation Proposal Competition (\$6,000)
2021	University of Michigan Rackham International Research Award (\$6,500)
2020	Strategic Research Foundation Dissertation Scholar Grant (\$10,000)
2020	Kauffman Knowledge Challenge Student Grant (with Yun Ha Cho and Reuben Hurst) (\$21,750)
2019	Flamholtz Award for Entrepreneurship Research
2019	C.K. Prahalad Research Grant (\$8,000)
2019	University of Michigan International Institute Student Fellowship, African Studies Center Grant (\$6,000)
2019	Dow Doctoral Sustainability Fellowship (\$5,000)
2019	University of Michigan Rackham Professional Development Grant (\$400)
2017	University of Michigan Rackham Graduate Student Research Grant (\$1,500)
2017-19	University of Michigan Rackham Conference Travel Grant (\$800)
2017-21	University of Michigan Ross Doctoral Studies Office Travel Grant (\$500)
2012	Fulbright-Nehru Research Fellowship to India
2012	American Institute of Certified Planners (AICP) Outstanding Student Award
2012	MIT Department of Urban Studies and Planning Best Thesis, Honorable Mention

2012	Devex-USAID Essay Contest Winner
2011	Cornell University's Center for Sustainable Global Enterprise Base of the Pyramid Narrative Competition, Third Place
2011	China Scholarship Council Award for Study at Fudan University
2010	National Science Foundation Grant administered through MIT International Science and Technology Initiative India
2010	MIT Department of Urban Studies and Planning Lloyd and Nadine Rodwin Travel Award
2009	MIT Department of Urban Studies and Planning Full Tuition Grant
2009	Kelly Douglas Summer Travel Fellowship
2008	Martin Fellow Undergraduate Researcher on Energy Intensity on China

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## CONFERENCE PRESENTATIONS

**Jue-Rajasingh, D.** Unpacking the “expat gap” in funding: Exploring the differences between locally-led and foreign-led social enterprises. Paper presented at the 18<sup>th</sup> Annual Social Entrepreneurship Conference, Online. November 5-6, 2021.

**Jue-Rajasingh, D.** The effects of evaluations in markets to address social problems. Paper presented at the 37<sup>th</sup> *European Group for Organizational Studies (EGOS) Colloquium* (Sub-Theme 47 on Multi-Stakeholder Initiatives), Online. July 8-10, 2021.

**Jue-Rajasingh, D.** The effects of evaluations on local vs. expat entrepreneurs in markets to address social problems. Paper presented at the *Society for the Advancement of Socio-Economics (SASE) Conference*, Online. July 2-5, 2021.

**Jue-Rajasingh, D.** The consequences of creating markets to address social problems. Paper presented at the 81<sup>st</sup> *Annual Academy of Management Annual Meeting*, Online. August 7-11, 2020.

**Jue-Rajasingh, D.** Market-based approaches to sustainable development: Learning from efforts in clean cooking. Paper presented at the *University of Michigan Sustainability and Development Conference*, Ann Arbor, Michigan. October 11-14, 2019.

**Jue-Rajasingh, D.** Creating markets and entrepreneurs to address social problems: Learning from the development of clean cookstove and fuel markets. Poster presented at the *Babson College Entrepreneurship Research Conference*, Wellesley, Massachusetts. June 6-8, 2019.

**Jue-Rajasingh, D.** The spillover effects of social movement coalitions on entrepreneurial entry into emerging markets for socially beneficial products. Paper presented at the *USC CPPP Philanthropy and Social Impact Research Symposium*, Los Angeles, California. March 14-16, 2019.

**Jue-Rajasingh, D.** Becoming clean: The effect of a transnational social movement coalition on emerging markets for clean cookstoves. Paper presented at the *Mitsui Symposium on Comparative Corporate Governance and Globalization*, Ann Arbor, Michigan. October 27-28, 2018.

Csaszar, F. A., **Jue-Rajasingh, D.**, Jensen, M. When does discrimination increase predictive accuracy? The costs and benefits of discrimination. Paper presented at the 79<sup>th</sup> *Annual Academy of Management Annual Meeting*, Chicago, Illinois. August 10-14, 2018.

**Jue-Rajasingh, D.** Coming clean: How a transnational social movement shapes national clean cookstove and fuel markets. Paper presented at the *14<sup>th</sup> Annual Social Entrepreneurship Conference*, Boston, Massachusetts. November 2-3, 2017.

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## ORGANIZED CONFERENCE SESSIONS

**Jue-Rajasingh, D.,** Sondag, L. Unsung papers: Ideas that got away and reflections from their authors. Organizers of Professional Development Workshop at the *81<sup>st</sup> Annual Academy of Management Annual Meeting*, Online. August 7-11, 2020.

**Jue-Rajasingh, D.** How do we do good while doing well? Studying the consequences of markets in tackling social problems. Organizer and discussant of symposium at the *81<sup>st</sup> Annual Academy of Management Annual Meeting*, Online. August 7-11, 2020.

**Jue-Rajasingh, D.,** Sondag, L. Unsung papers: Ideas that got away and reflections from their authors. Organizers of Professional Development Workshop at the *80<sup>th</sup> Annual Academy of Management Annual Meeting*, Boston, Massachusetts. August 9-13, 2019.

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## CONFERENCES, WORKSHOPS, & DOCTORAL CONSORTIA ATTENDED

- 2021 18<sup>th</sup> Annual Social Entrepreneurship Conference, Online
- 2021 Strategic Management Society 41<sup>st</sup> Annual Conference, Online
  - 2021 Strategic Research Foundation Dissertation Workshop
- 2021 82<sup>nd</sup> Academy of Management Annual Meeting, Online
  - Organizations and Management Theory (OMT) Doctoral Consortium
- 2021 37<sup>th</sup> European Group for Organizational Studies (EGOS) Colloquium (Sub-Theme 47 on Multi-Stakeholder Initiatives), Online
- 2021 Society for the Advancement of Socio-Economics (SASE) Conference, Online
- 2021 13<sup>th</sup> Annual Alliance for Research on Corporate Sustainability (ARCS) Research Conference, Online
  - PhD Workshop
- 2021 Non-Market Strategy Research Community (NMSRC) Doctoral Conference, Online
- 2021 Doctoral Seminar in Social Entrepreneurship and Philanthropy (SEPHI), Online
- 2021 Smith Entrepreneurship Research Conference (SERC), Online
  - Doctoral Consortium
- 2020 81<sup>st</sup> Academy of Management Annual Meeting, Online
  - Strategic Management (STR) Doctoral Consortium
- 2020 ASQ-Globalizing Organization Theory Conference, Columbia, South Carolina
  - Paper Development Workshop
- 2019 University of Michigan Sustainable Development Conference, Ann Arbor, Michigan
- 2019 West Coast Research Symposium, Palo Alto, California
  - Doctoral Student Workshop
- 2019 80<sup>th</sup> Academy of Management Annual Meeting, Boston, Massachusetts
  - Organizations and Management Theory (OMT) Dissertation Proposal Workshop
  - Social Issues in Management (SIM) Doctoral Consortium
- 2019 Babson College Entrepreneurship Research Conference, Wellesley, Massachusetts
  - Doctoral Consortium
- 2019 USC CPPP Philanthropy and Social Impact Research Symposium, Los Angeles, California

- 2019 2019 Southern California QCA Workshop, Irvine, California
- 2018 Mitsui Symposium on Comparative Corporate Governance and Globalization, Ann Arbor, Michigan
- 2018 79<sup>th</sup> Academy of Management Annual Meeting, Chicago, Illinois
- 2018 Stanford Philanthropy and Civil Society Junior Scholars Forum, Stanford University, Palo Alto, California
- 2018 The Medici Summer School in Management Studies, University of Bologna, Bologna, Italy
- 2018 Social Innovation and Change Initiative Conference on Rethinking Cross-Sector Social Innovation, Harvard Kennedy School, Cambridge, Massachusetts
  - Doctoral and Post-Doctoral Pre-Conference
- 2018 Sustainability, Ethics, and Entrepreneurship Conference, Washington, D.C.
  - Junior Faculty and Doctoral Consortium
- 2017 Problem-Solving Sociology Ideas Incubator: Responding to an Automated World, Buffett Institute at Northwestern University, Evanston, Illinois
- 2017 10<sup>th</sup> Annual Ivey Business School/ARCS (Alliance for Research on Corporate Sustainability) PhD Sustainability Academy, Western University, London, Ontario
- 2017 14<sup>th</sup> Annual Social Entrepreneurship Conference, Northeastern University, Boston, Massachusetts
- 2017 78<sup>th</sup> Academy of Management Annual Meeting, Atlanta, Georgia
- 2017 Enterprise Before and Beyond Profit Conference, Western University, London, Ontario
  - Doctoral and Early Scholar Consortium

## **TEACHING**

### **INSTRUCTOR**

- 2020 STRATEGY 390 (Corporate Strategy), University of Michigan Ross School of Business, Ann Arbor, Michigan
  - Teaching evaluation rating: 4.9/5.0
  - BBA core course of 71 senior students, virtual
  - Designed the syllabus, selected cases, filmed asynchronous lectures, utilized digital technologies (e.g., video submissions, discussion board posts, Google Jamboard), and invited guest speakers to create an engaging virtual class with both synchronous and asynchronous components
- 2019 STRATEGY 290 (Business Strategy), University of Michigan Ross School of Business, Ann Arbor, Michigan
  - BBA core course of 81 sophomore students, in-residence
  - Taught as one of five instructors in a coordinated course with shared materials

### **TEACHING ASSISTANT**

- 2021 STRATEGY 682 (Mergers, Acquisitions, and Corporate Development), University of Michigan Ross School of Business, Ann Arbor
  - MBA elective course, virtual
- 2020 BUSABRD 320 (Corporate Strategy in the China Context), University of Michigan Ross School of Business, Ann Arbor, Michigan
  - BBA elective course of 17 undergraduate students, virtual
  - Adjusted coursework from firm strategy in China to global supply chain strategy of firms in China due to Covid-19

### **GUEST LECTURER**

- 2021 “Technology and Entrepreneurship for Social Impact,” Guest lecturer for Cities and Economic Development: Technological Disruption, Economic Transformation, and Planning for Economic Growth (and Degrowth), Yale-NUS, Singapore
- 2021 “The Clean Cooking Alliance and the Formation of Markets for Social Impact Products,” Guest lecturer for International Environmental Policy, University of Michigan School for Environment and Sustainability, Ann Arbor, Michigan
- 2018 “Social Movements and Non-Profits in Strategy,” Guest lecturer for Corporate Strategy, University of Michigan Ross School of Business, Ann Arbor, Michigan
- 2018 “Essmart,” Guest lecturer, University of Michigan Ross School of Business, Weekend MBA and BBA Global Strategy, Ann Arbor, Michigan
- 2017 “The Essmart Case,” Guest lecturer, INSEAD Business Sustainability, Fontainebleau, France
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## **ACADEMIC SERVICE & ADVISING**

- 2019-2020 University of Michigan Ross PhD Forum Communications Chair
- 2019 Judge of the Detroit Entrepreneurship Network Pitch Competition
- 2019 Guest adviser of the Ross Impact Investing Group
- 2018-2019 University of Michigan Ross PhD Forum Computing Liaison
- 2018-2020 Academy of Management Conference Submission Reviewer for OMT and SIM Divisions
- 2018 Chair of “Tackling Grand Challenges” session at the Social Innovation and Change Initiative Conference on Rethinking Cross-Sector Social Innovation, Harvard Kennedy School, Cambridge, Massachusetts
- 2017-2018 University of Michigan Ross PhD Forum Grants Committee Chair
- 2017-2018 Research Mentor for Undergraduate Research Opportunity Program
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## **PROFESSIONAL EXPERIENCE**

**Essmart**, Cambridge, Massachusetts, Bangalore, India, & Tamil Nadu, India

*Co-Founder & COO*, Fall 2011 – August 2016

- Co-created venture for rural distribution of life-improving technologies for low-income markets in Southern India.
  - Prepared initial strategy, business plan, financial analyses, data management systems, and accounting systems.
  - Contributed to the design of the social venture’s proprietary rural supply chain software for mobile phone and desktop.
  - Demonstrated business plan proof of concept in January 2012; began operations in August 2012; led on-the-ground operations until August 2016.
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## **PROFESSIONAL AWARDS & RECOGNITIONS**

- 2016 Grinnell College Innovator for Social Justice Prize
- 2015 USAID Development Innovation Ventures Grant
- 2015 UN Foundation Global Alliance for Clean Cookstoves Women’s Empowerment Fund Grant
- 2015 UN Foundation Global Alliance for Clean Cookstoves Travel Scholarship
- 2015 Forbes 30 Under 30 Social Entrepreneur
- 2014 Society for International Development Andrew E. Rice Award
- 2014 Cartier Women’s Initiative Awards Laureate for Asia-Pacific Region
- 2013 Echoing Green Fellowship for Social Entrepreneurs

- 2013 D-Prize Prize for Distribution
- 2012 Dell Social Innovation Challenge Grand Prize
- 2012 MIT IDEAS Global Challenge First Prize
- 2011 MIT Department of Urban Studies and Planning William Emerson Travel Award
- 2011 MIT IDEAS Global Challenge Development Grant
- 2011 MIT International Development Initiative Technology Dissemination Fellowship
- 2011 MIT Public Service Center and D-Lab Technology Dissemination Fellowship

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## **SELECTED SPEAKING ENGAGEMENTS & MEDIA**

- 2015 “Marketing from the Enterprise Point of View,” Panelist, Clean Cooking Forum, Accra, Ghana
- 2015 “Essmart: Our Journey from MIT to South India,” Guest speaker, MIT Development Ventures, Cambridge, Massachusetts
- 2014 “A start-up in India treats the poor as discerning customers, not aid recipients,” Interviewee, Public Radio International’s The World
- 2014 “Essmart and Student-Driven Social Entrepreneurship in India,” Presenter, MIT Alumni Meeting, Bangalore, India
- 2014 “If you build it, they won’t necessarily come: Understanding and innovating social impact technology dissemination,” Presenter, Design for Sustainable Well-Being and Empowerment Conference, Bangalore, India
- 2014 “Design for Social Good,” Guest speaker, Dream:In Open Innovation Camp, Bangalore, India
- 2014 “Development through Social Entrepreneurship and Last-Mile Distribution,” Award recipient and guest speaker, Society for International Development Conference, Washington D.C.
- 2014 “Panel: Social Entrepreneurship,” Panelist, MIT Global Startup Workshop, Marrakech, Morocco
- 2014 “Essmart and Student-Driven Social Entrepreneurship,” MIT-India 15<sup>th</sup> Year Anniversary, Mumbai, India
- 2013 “From Idea to Reality: Essmart’s Story,” Guest speaker, Singapore University of Technology and Design, Singapore
- 2013 “Panel: The Current State of Social Innovation,” Panelist, Dell Social Innovation Challenge Think Tank, Austin, Texas
- 2013 “Guest Entrepreneur: Essmart,” Guest speaker, Social Venture Design, Indian Institute of Human Settlements, Bangalore, India
- 2012 “Essmart Pitch,” Presenter, Global Green Inclusive Innovation Conference, Bangalore, India