

DIANA JUE-RAJASINGH

djue@umich.edu

US phone: +1-626-616-9238 | Skype: diana.jue

www.dianajueajasingh.com

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, September 2016 – Present
Focus: Strategy and Economic Sociology

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 21st Century
Thesis: *Learning Development: An Investigation of Young Tibetan Leaders in Qinghai Province, China*
Advisors: Karen Polenske, Cherie Abbanat

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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ACADEMIC AWARDS & RECOGNITIONS

2019	Flamholtz Award for Entrepreneurship Research
2019	C.K. Prahalad Research Grant
2019	International Institute Student Fellowship, African Studies Center Grant
2019	Dow Doctoral Sustainability Fellowship
2019	University of Michigan Rackham Professional Development Grant
2017	University of Michigan Rackham Graduate Student Research Grant
2017, 2018, 2019	University of Michigan Rackham Conference Travel Grant
2017, 2018, 2019	University of Michigan Ross Doctoral Studies Office Travel Grant
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

PUBLICATIONS

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.

WORKING PAPERS

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

Csaszar, F., **Jue-Rajasingh, D.**, & Jensen, M. When does discrimination increase predictive accuracy?

Jue-Rajasingh, D. The spillover effects of social movement coalitions on entrepreneurial entry into emerging markets for socially beneficial products.

Jue-Rajasingh, D. The consequences of using venture philanthropy to create markets that address social problems: Learning from the clean cookstoves and fuels market in East Africa.

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. [Under review]

CONFERENCE PRESENTATIONS & ORGANIZED SESSIONS

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., Sunday, L. Unsung papers: Ideas that got away and reflections from their authors. Professional Development Workshop at the *80th Annual Academy of Management Annual Meeting*, Boston, Massachusetts. August 9-13, 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 *79th 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 *14th Annual Social Entrepreneurship Conference*, Boston, Massachusetts. November 2-3, 2017.

CONFERENCES, WORKSHOPS, & DOCTORAL CONSORTIA

- 2020 ASQ-Globalizing Organization Theory Conference, Columbia, South Carolina
 - 2019 University of Michigan Sustainable Development Conference, Ann Arbor, Michigan
 - 2019 80th Annual Academy of Management Annual Meeting, Boston, Massachusetts
 - 2019 Babson College Entrepreneurship Research Conference Doctoral Consortium, Wellesley, Massachusetts
 - 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 79th Annual Academy of Management Annual Meeting, Chicago, Illinois
 - 2018 Stanford Philanthropy and Civil Society Junior Scholars Program, 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 and Doctoral and Post-Doctoral Pre-Conference, Harvard Kennedy School, Cambridge, Massachusetts
 - 2018 Sustainability, Ethics, and Entrepreneurship Conference and Junior Faculty and Doctoral Consortium, Washington, D.C.
 - 2017 Problem-Solving Sociology Ideas Incubator: Responding to an Automated World, Buffett Institute at Northwestern University, Evanston, Illinois
 - 2017 10th Annual Ivey Business School/ARCS (Alliance for Research on Corporate Sustainability) PhD Sustainability Academy, Western University, London, Ontario
 - 2017 14th Annual Social Entrepreneurship Conference, Northeastern University, Boston, Massachusetts
 - 2017 78th Annual Academy of Management Annual Meeting, Atlanta, Georgia
 - 2017 Enterprise Before and Beyond Profit Conference: Doctoral/Early Scholar Consortium, Western University, London, Ontario
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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, 2019 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 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 TEACHING, SPEAKING ENGAGEMENTS, & MEDIA

PRIMARY PROFESSOR

- 2019 Strategy 290 – University of Michigan Ross BBA Core Course of 81 sophomore students

GUEST LECTURER

- 2018 “Social Movements and Non-Profits in Strategy,” Guest speaker, University of Michigan Ross School of Business, BBA Corporate Strategy, Ann Arbor, Michigan
- 2018 “Essmart,” Guest speaker, University of Michigan Ross School of Business, Weekend MBA and BBA Global Strategy, Ann Arbor, Michigan
- 2017 “The Essmart Case,” Guest speaker, INSEAD Business Sustainability class, Fontainebleau, France
- 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 15th 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