

# DIANA JUE-RAJASINGH

diana.jue-rajasingh@rice.edu | +1-626-616-9238

www.dianajue.com

---

## ACADEMIC POSITIONS

**Rice University, Jones Graduate School of Business**, Houston, Texas

Assistant Professor of Strategic Management, July 2023 – Present

---

## EDUCATION

**University of Michigan, Ross School of Business**, Ann Arbor, Michigan

**University of Michigan, Department of Sociology**, Ann Arbor, Michigan

PhD in Business Administration (Strategy) and Sociology, granted August 2023

Dissertation: “Developing New Ventures and Markets for Social Innovations”

Committee: Jordan Siegel (Strategy co-chair), Mark Mizruchi (Sociology co-chair), Jerry Davis, Cheng Gao, and Tanya Rosenblat

**Massachusetts Institute of Technology**, Cambridge, Massachusetts

Master in City Planning, International Development Group, granted June 2012

SB Economics, SB Urban Studies and Planning, granted June 2009

---

## RESEARCH-RELATED PROFESSIONAL EXPERIENCE

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

Co-Founder & COO, October 2011 – August 2016

- Co-founded and ran operations for a venture that distributes socially beneficial innovations (e.g., solar lanterns, agricultural technology, and water treatment) to Indian rural and peri-urban markets
  - Recognized as a Forbes 30 Under 30 Social Entrepreneur, Echoing Green Fellow, Cartier Women’s Initiative Laureate, and Grinnell College Innovator for Social Justice
- 

## PUBLICATIONS

Csaszar, F.A, **Jue-Rajasingh, D.**, Jensen, M. 2023. When “less is more”: How statistical discrimination can decrease predictive accuracy. *Organization Science* 34(4):1383-1399.

- “When It Comes to Data, Sometimes Less is More,” *Wall Street Journal*, November 4, 2022

**Jue-Rajasingh, D.**, & Siegel, J. 2022. Addressing the market failures of environmental health products. In G. George, M. R. Haas, H. Joshi, A. M. McGahan, & P. Tracey (Eds.), *Handbook on the Business of Sustainability: The Organization, Implementation, and Practice of Sustainable Growth*: 516–543. Northampton: Edward Elgar Publishing.

Calmon, A. P., **Jue-Rajasingh, D.**, Romero, G., & Stenson, J. 2022. Operational strategies for distributing durable goods in the base of the pyramid. *Manufacturing & Service Operations Management* 24(4):1887-1905.

---

## WORKS IN PROGRESS

**Jue-Rajasingh, D.** Knowledge intermediaries and cross-border industry emergence.

- 3<sup>rd</sup> round Revise and Resubmit, *Organization Science*
- 2022 Academy of Management Annual Meeting Best Paper
- 2022 Douglas Nigh Award winner (best International Management division paper that employs an interdisciplinary perspective and is authored by a junior scholar)

**Jue-Rajasingh, D. & Koo, W. W.** The narrative dilemma in scaling social ventures.

- Revise and Resubmit, *Strategic Management Journal*
- 2024 Nomination for the Strategic Management Society (SMS) Annual Conference Responsible Research Prize

**Jue-Rajasingh, D.** Unpacking the “expat gap”: Why and how local Entrepreneurs nonetheless persist in developing countries’ moral markets.

- 2024 Giarratani Rising Star Award 2<sup>nd</sup> Runner-Up, Industry Studies Association Conference
- 2023 Young Scholar Best Paper Award, Indiana University Innovations to Tackle Global Sustainability Challenges Conference
- 2022 Nomination for the Strategic Management Society (SMS) Annual Conference Responsible Research Paper Prize
- Supported by the Responsible Research in Business & Management (RRBM) Dare to Care Dissertation Scholarship, Colorado State University Business for a Better World Dissertation Proposal Competition, and multiple University of Michigan funding sources

**Jue-Rajasingh, D.** New ventures’ strategic use of social impact framing in interfirm relationships.

- 2022 Nominations for the Strategic Management Society (SMS) Annual Conference Best Paper Prize, Research Methods Paper Prize, and Responsible Research Paper Prize
- Supported by the Strategic Research Foundation (SRF) Dissertation Research Grant, Responsible Research in Business & Management (RRBM) Dare to Care Dissertation Scholarship, Colorado State University Business for a Better World Dissertation Proposal Competition, and multiple University of Michigan funding sources

Cho, Y.H., Hurst, W.R., & **Jue-Rajasingh, D.** Managing marginalized entrepreneurial identity for the creation of new markets: Evidence from Muslim American entrepreneurs.

- 2020 Kauffman Knowledge Challenge Student Grant Recipient

Sonday, 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.

Lief, D., **Jue-Rajasingh, D.**, & Kwon, M. Corporate purpose and hiring.

---

## ACADEMIC AWARDS & RECOGNITIONS

*Only the award amounts obtained during and after the doctoral program are detailed.*

2024	International Management Division Dissertation Award (Finalist, TBD)
2022	Douglas Nigh Award
2022	William & Flora Hewlett Foundation Award (\$1,150)
2022	Responsible Research in Business & Management Dare to Care Dissertation Scholarship

	(\$10,000)
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 Business for a Better World Dissertation Proposal Competition (\$6,000)
2021	University of Michigan Rackham International Research Award (\$5,860)
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	University of Michigan Ross School of Business C.K. Prahalad Research Grant (\$8,000)
2019	University of Michigan International Institute Student Fellowship, African Studies Center Grant (\$6,000)
2019	University of Michigan Graham Sustainability Institute 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, '22	University of Michigan Rackham Conference Travel Grant (\$800 - \$1,150)
2017-22	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

---

## PAPER PRESENTATIONS

Corporate purpose and hiring.

- Strategic Management Society (SMS) Special Conference (Washington, D.C.; June 2024)

The narrative dilemma in scaling social ventures.

- Alliance for Research on Corporate Sustainability (ARCS) Research Conference (Los Angeles, California; June 2024)

The color of their skin or the content of their character? Social bias, reputation, & employment outcomes on online labor platforms.

- Workshop: Wharton People and Organizations Conference (Philadelphia, Pennsylvania; September 2023)

## Managing marginalized entrepreneurial identity for the creation of new markets: Evidence from Muslim American entrepreneurs

- Muslim Studies Conference (Virtual; February 2024)
- Academy of Management (AOM) Annual Meeting (Boston, Massachusetts; August 2023)

## New ventures' strategic use of social impact framing in interfirm relationships

- INSEAD Junior Scholars Conference (Fontainebleau, France; April 2023)
- Arizona State University Micro Meets Macro Conference on Engaged Scholarship (Tempe, AZ; February 2023)
- Completed academic job talks (September to November 2022): Columbia University, Fordham University, Indiana University, McGill University, New York University, Rice University, University of Massachusetts Amherst, University of Miami, University of Oregon, Willamette University
- Economic Sociology Job Market Showcase (Virtual, September 2022)
- Strategic Management Society (SMS) Conference (London, UK; September 2022)
- Academy of Management (AOM) Annual Meeting (Seattle, Washington; August 2022)
- Alliance for Research on Corporate Sustainability (ARCS) Research Conference (Milan, Italy; June 2022)
- Consortium on Competitive and Cooperation (CCC) Conference for Doctoral Student Research (Toronto, Canada; June 2022)
- Non-Market Strategy Research Community (NMSRC) Doctoral Conference (Virtual; May 2021)
- Workshops: Group for Research on Organizations and the Natural Environment (GRONEN) Doctoral Consortium (Virtual; 2022), Smith Entrepreneurship Research Conference (SERC) Doctoral Consortium (Virtual; 2021)

## Unpacking the “expat gap”: Understanding entrepreneurial heterogeneity and its outcomes in emerging economies' moral markets

- Industry Studies Association Conference (Sacramento, California; June 2024)
- Rice Strategy Symposium on Emerging Markets (Houston, Texas; May 2024)
- Stanford Graduate School of Business Organizations and Environmental Sustainability Conference (Palo Alto, California; February 2024)
- Indiana University Innovations to Tackle Global Sustainability Challenges Conference (Bloomington, Indiana; September 2023)
- Strategic Management Society (SMS) Conference (London, UK; September 2022)
- Social Entrepreneurship Conference (Virtual; November 2021)
- European Group for Organizational Studies (EGOS) Colloquium (Virtual; July 2021)
- Society for the Advancement of Socio-Economics (SASE) Conference (Virtual; July 2021)
- Social Entrepreneurship and Philanthropy (SEPHI) Doctoral Seminar (Virtual; May 2021)
- Academy of Management (AOM) Annual Meeting (Virtual; August 2020)
- University of Michigan Sustainability and Development Conference (Ann Arbor, Michigan; October 2019)
- Babson College Entrepreneurship Research Conference (BCERC) Poster Session (Wellesley, Massachusetts; June 2019)

- Workshops: Globalizing Organization Theory Conference and Paper Development Workshop (Columbia, South Carolina; January 2020), Alliance for Research on Corporate Sustainability (ARCS) Research Conference PhD Workshop (June Virtual; 2021)

Knowledge intermediaries and cross-border industry emergence

- Academy of Management (AOM) Annual Meeting (Seattle, Washington; August 2022)
- USC Center on Philanthropy and Public Policy (CPPP) Philanthropy and Social Impact Research Symposium (Los Angeles, California; March 2019)
- Mitsui Symposium on Comparative Corporate Governance and Globalization (Ann Arbor, Michigan; October 2018)
- Social Entrepreneurship Conference (Boston, Massachusetts; November 2017)
- Workshops: Stanford Center on Philanthropy and Civil Society (PACS) Junior Scholars Forum (Palo Alto, California; June 2018), Harvard Social Innovation and Change Initiative (SICI) Conference Doctoral and Post-Doctoral Pre-Conference (Cambridge, Massachusetts; April 2018), Sustainability, Ethics, and Entrepreneurship (SEE) Conference Junior Faculty and Doctoral Consortium (February 2018, Washington, DC), Ivey/ARCS PhD Sustainability Academy (London, Ontario, Canada; November 2017), Enterprising Before and Beyond Profits Doctoral Consortium (London, Ontario, Canada; April 2017)

When “less is more”: How statistical discrimination can decrease predictive accuracy

- Academy of Management (AOM) Annual Meeting (Chicago, Illinois, August 2018)

---

## ORGANIZED CONFERENCE SESSIONS

Managing marginalized identities for entrepreneurial success

- Symposium, Academy of Management (AOM) Annual Meeting (Boston, Massachusetts; August 2023), sponsored by ENT
- Presenters: Diana Jue-Rajasingh, Ouafaa Hmaddi, Suntae Kim, Tiantian Yang, Martin Ruef (Discussant)

Doing good better: Limitations of firm-led social impact efforts and solutions moving forward

- Symposium, Academy of Management (AOM) Annual Meeting (Seattle, Washington; August 2022), sponsored by STR, SIM, and PNP
- Presenters: Ruth Aguilera (Discussant), Luis Ballesteros, Tobias Bänder, Aline Gatignon, Nikolas Rathert, and Eric Zhao

How do we do good while doing well? Studying the consequences of markets in tackling social problems

- Symposium, Academy of Management (AOM) Annual Meeting (Virtual; August 2020), sponsored by SIM, OMT, PNP
- Presenters: Laura Doering, Aneel Karnani, and Tyler Wry

Unsung papers: Ideas that got away and reflections from their authors

- Professional Development Workshop (with Laura Sondag), Academy of Management (AOM) Annual Meeting (Virtual; August 2020 and Boston, Massachusetts; August 2019), sponsored by OMT, OB, and STR

- Panelists: Gautam Ahuja, Tarun Khanna, Mark Mizruchi, Sandra Robinson, Denise Rousseau, Mary Tripsas, James Westphal, Teresa Amabile, Blake Ashforth, Jerry Davis, Neil Fligstein, Sarah Kaplan, and Elizabeth Morrison

---

## TEACHING EXPERIENCE

### INSTRUCTOR

- 2024 Strategy Formulation, Jones Graduate School of Business, Houston, Texas
- MBA core course of 154 students (3 sections), in-person
- 2024 Advanced Strategic Management, Jones Graduate School of Business, Houston, Texas
- Undergraduate course of 45 students, in-person
- 2020 Corporate Strategy, University of Michigan Ross School of Business, Ann Arbor, Michigan
- Teaching evaluation rating: 4.9/5.0
  - Undergraduate 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
  - One of “5 Most Impactful Business Classes” in column for Poets&Quants for Undergrads
- 2019 Business Strategy, University of Michigan Ross School of Business, Ann Arbor, Michigan
- Undergraduate core course of 81 sophomore students, in-person
  - Taught as one of five instructors in a coordinated course with shared materials

### TEACHING ASSISTANT OR GRADER

- 2021, 2022 Grader for Mergers, Acquisitions, and Corporate Development, University of Michigan Ross School of Business, Ann Arbor, Michigan (Professor Brian Wu)
- MBA elective course, virtual and in-person
- 2020 Teaching Assistant for Corporate Strategy in the China Context, University of Michigan Ross School of Business, Ann Arbor, Michigan (Professor Brian Wu)
- Undergraduate elective course of 17 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

### ADVISING

2024-Present	Research Advisor for PhD students (Nishelli Perera, Jimin Han) and undergraduate students (Guangshun Chen and Diana Rudel)
2023-Present	Research Advisor for PhD student (Dongjie Xu)
2022	Research Advisor for 4 India-based Research Assistants who co-developed, piloted, and collected data for dissertation fieldwork (Suradeep Deb, Kunalika Hemanth, Shreenish S, Prem Kumar)
2021	Co-Research Advisor for undergraduate research project (Leo Luo)

---

## ACADEMIC SERVICE

Ongoing	Ad-hoc reviewer for Management Science, Strategic Entrepreneurship Journal
Ongoing	Academy of Management Annual Meeting Reviewer for STR, OMT, and SIM Divisions
Ongoing	Strategic Management Society Annual Meeting Reviewer
2024	Discussant for PhD consortium at Rice Strategy Symposium on Emerging Markets
2024	External discussant for Interdisciplinary Network for Technology and Entrepreneurship Research in Africa (INTERA) paper discussion
2023	Panelist for ONE Sustainability PhD Community Job Market Event
2023	Contributor to Group for Research on Organizations and the Natural Environment (GRONEN) PhD Stories
2020	Administrative Science Quarterly blogger
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	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

---

## 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

---

## 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