

# DIANA JUE-RAJASINGH

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## ACADEMIC POSITIONS

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

Assistant Professor of Strategic Management, July 2023 – Present

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## 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

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## 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
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## PUBLICATIONS

**Jue-Rajasingh, D.** 2025. Second-order knowledge intermediaries and multi-country entrepreneurial entry into a nascent industry. *Organization Science*.

- 2022 Academy of Management (AOM) Annual Meeting, IM Division Best Paper Designation
- 2022 Douglas Nigh Award (best International Management division paper that employs an interdisciplinary perspective and is authored by a junior scholar)

**Jue-Rajasingh, D. & Koo, W. W.** 2025. From margins to mainstream: The narrative dilemma in scaling social ventures. *Strategic Management Journal*.

- 2024 Finalist for the Strategic Management Society (SMS) Annual Conference Responsible Research Prize

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

- 2018 Academy of Management (AOM) Annual Meeting, OMT Division Best Paper Designation and Award Finalist

**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

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

- Under review
- 2025 Academy of Management Annual (AOM) Meeting, STR Division Best Paper Designation

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

- Preparing for submission
- 2024 Giarratani Rising Star Award 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.

- Data collection
- 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

Chen, G., **Jue-Rajasingh, D.**, Perera, N. Carbon credits and disclosure.

- Data analysis

Wang, C., Han, J., **Jue-Rajasingh, D.** Cross-sector partnership formation.

- Model development

**Jue-Rajasingh, D.**, Lall, S.A., Perera, N. Foundations and industry emergence.

- Data collection

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

- Data collection
- 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.

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## ACADEMIC AWARDS & RECOGNITIONS

2025	AOM Best Paper Award Designation (STR Division)
2025	Rice Outstanding Undergraduate Research Mentor Award
2024	Finalist, IM Division Dissertation Award, AOM Annual Meeting
2024	Giarratani Rising Star Award Runner-Up, Industry Studies Association Conference
2023	Young Scholar Best Paper Award, Indiana University Innovations to Tackle Global Sustainability Challenges Conference
2022	Douglas Nigh Best Paper in Multidisciplinary Research Award, IM Division, AOM Annual Meeting
2022	AOM Best Paper Award Designation (IM Division)
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)
2018	Finalist, AOM OMT Division Best Paper Award
2018	AOM Best Paper Award Designation (OMT Division)
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

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## PAPER PRESENTATIONS

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

- Management in Emerging Markets Conference (University of Toronto; Toronto, Canada; May 2025)
- Community on Social Innovation (COSI) Conference (UC Santa Barbara; Santa Barbara, California; January 2025)
- Carey Business School Seminar Speaker Series – Invited Talk (Johns Hopkins University; Baltimore, Maryland; November 2024)
- Economic Sociology Conference (Rice University; Houston, Texas; November 2024)
- Industry Studies Association (ISA) Conference (Sacramento State University; Sacramento, California; June 2024)
- Rice Strategy Symposium on Emerging Markets (Rice University; Houston, Texas; May 2024)
- Stanford Graduate School of Business Organizations and Environmental Sustainability Conference (Stanford University; Palo Alto, California; February 2024)
- Indiana University Innovations to Tackle Global Sustainability Challenges Conference (Indiana University; 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)
- Sustainability and Development Conference (University of Michigan; Ann Arbor, Michigan; October 2019)
- Babson College Entrepreneurship Research Conference (BCERC) Poster Session (Babson College; Wellesley, Massachusetts; June 2019)
- Workshops: Globalizing Organization Theory Conference and Paper Development Workshop (University of South Carolina; Columbia, South Carolina; January 2020), Alliance for Research on Corporate Sustainability (ARCS) Research Conference PhD Workshop (June Virtual; 2021)

The narrative dilemma in scaling social ventures.

- Strategic Management Society (SMS) Conference (Istanbul, Turkey; October 2024)
- Academy of Management (AOM) Annual Meeting (Chicago, Illinois; August 2024)
- Alliance for Research on Corporate Sustainability (ARCS) Research Conference (UCLA; Los Angeles, California; June 2024)

Corporate purpose and hiring.

- Academy of Management (AOM) Annual Meeting (Copenhagen, Denmark; July 2025)
- Strategic Management Society (SMS) Special Conference (Johns Hopkins University; Washington, D.C.; June 2024)

Carbon credits and disclosure.

- Industry Studies Association (ISA) Conference (MIT; Cambridge, Massachusetts; June 2025)

Cross-sector partnership formation.

- Industry Studies Association (ISA) Conference (MIT; Cambridge, Massachusetts; June 2025)

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 (University of Pennsylvania; 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

- Junior Scholars Conference (INSEAD; Fontainebleau, France; April 2023)
- Micro Meets Macro Conference on Engaged Scholarship (Arizona State University; 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 (Bocconi University; Milan, Italy; June 2022)
- Consortium on Competitive and Cooperation (CCC) Conference for Doctoral Student Research (University of Toronto; 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)

Knowledge intermediaries and cross-border industry emergence

- Academy of Management (AOM) Annual Meeting (Seattle, Washington; August 2022)
- Center on Philanthropy and Public Policy (CPPP) Philanthropy and Social Impact Research Symposium (USC; Los Angeles, California; March 2019)

- Mitsui Symposium on Comparative Corporate Governance and Globalization (University of Michigan; Ann Arbor, Michigan; October 2018)
- Social Entrepreneurship Conference (Northeastern University; Boston, Massachusetts; November 2017)
- Workshops: Stanford Center on Philanthropy and Civil Society (PACS) Junior Scholars Forum (Stanford University; Palo Alto, California; June 2018), Harvard Social Innovation and Change Initiative (SICI) Conference Doctoral and Post-Doctoral Pre-Conference (Harvard University; Cambridge, Massachusetts; April 2018), Sustainability, Ethics, and Entrepreneurship (SEE) Conference Junior Faculty and Doctoral Consortium (February 2018, Washington, DC), Ivey/ARCS PhD Sustainability Academy (Western University; London, Ontario, Canada; November 2017), Enterprising Before and Beyond Profits Doctoral Consortium (Western University; 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)

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## ORGANIZED CONFERENCE SESSIONS

Strategic Research Foundation Dissertation Workshop

- Strategic Management Society (SMS) Conference (San Francisco, California; October 2025)

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 Bünder, 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 Sonday), 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
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## TEACHING EXPERIENCE

### INSTRUCTOR

- 2024-2025 Undergraduate Business Independent Study, Rice University Jones Graduate School of Business, Houston, Texas
- Advised undergraduate researcher on idea development, data collection, and writing
- 2024-2025 Strategy Formulation, Rice University Jones Graduate School of Business, Houston, Texas
- MBA core course of ~150 students (3 sections), in-person
  - Case-based class included modules on corporate strategy, technology strategy, non-market strategy, and strategy for social impact
- 2024-2025 Advanced Strategic Management, Rice University Jones Graduate School of Business, Houston, Texas
- Undergraduate course of 35-45 students, in-person
  - Case-base class Included modules on corporate strategy, technology strategy, non-market strategy, stakeholder strategy, and strategy for social impact
- 2020 Corporate Strategy, University of Michigan Ross School of Business, Ann Arbor, Michigan
- 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, Fountainebleau, France

#### ADVISING

2024-Present Research Advisor for PhD students (Nishelli Perera, Jimin Han) and undergraduate students (Guangshun Chen and Diana Rudel)  
 2023-2024 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)

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#### ACADEMIC SERVICE

Ongoing Ad-hoc reviewer for *Management Science*, *Strategic Management Journal*, *Strategic Entrepreneurship Journal*,  
 Ongoing Academy of Management (AOM) Annual Meeting Reviewer for STR, OMT, and SIM Divisions  
 Ongoing Strategic Management Society (SMS) Annual Meeting and Special Conference Reviewer  
 Ongoing Alliance for Research on Corporate Sustainability (ARCS) Conference Reviewer  
 2025 Organizer for SMS Strategic Research Foundation Dissertation Workshop  
 2025 Panelist for AOM PDW, SIM Research Development Workshop  
 2025 Organizer for COSI Social Gathering at AOM  
 2025 Discussant for Rice Strategy Symposium on Emerging Markets  
 2024 Discussant for IM Best Dissertation Award Webinar  
 2024 Presenter for Rice PhD Student Workshop on Academic Writing  
 2024 Discussant for AOM PDW, Research in Emerging Markets and Understudied Institutional Contexts: Theoretical and Methodological Frontiers  
 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

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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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## **SPEAKING ENGAGEMENTS & MEDIA**

### **AS AN ACADEMIC**

2025 Pi-Squared (Private Innovation in the Public Interest) Podcast with Anita McGahan  
 2022 "When It Comes to Data, Sometimes Less is More," Wall Street Journal, November 4, 2022

### **AS A PRACTITIONER**

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