

August 2023

Deserina Sulaeman

Department of Finance
National University of Singapore, Business School
Mochtar Riady Building, BIZ1
15 Kent Ridge Drive, Singapore 119245

Email: deserina@nus.edu.sg

Education

PhD in Information Systems, Singapore Management University
MBA, Southern Methodist University
MA in Arts Administration, Southern Methodist University
BSc in Computer Engineering, Purdue University

Academic Positions

National University of Singapore, Business School – *Lecturer (2020-present)*
Singapore Management University, School of Information Systems – *Graduate Instructor (2018-2019)*

Professional Experience

Elliott Marketing Group, Dallas, Texas -- *Data Analyst*
Crow Collection of Asian Arts, Dallas, Texas – *Director of Marketing*
North Texas Business Council for the Arts, Dallas, Texas – *Director of Programs*
Dell, Inc., Austin, Texas – *Development Engineer*

Journal Article

The Effect of Social Media on the Ethnic Dynamics in Donations to Disaster Relief Efforts, by Sulaeman, Deserina & Sulaeman, Johan (2022). *Sustainability*, 14(19), 12305

Conference Proceedings

Motivating students to stay on-track and learn deeper in flipped classroom: A reflection [Lightning talk], by Sulaeman, Deserina. In *Higher Education Campus Conference (HECC) 2022: 7-8 December, National University of Singapore*, (pp. 214-16) <https://nus.edu.sg/cdtl/docs/default-source/engagement-docs/conferences/hecc2022/ebooklet.pdf>

Externalities in Charitable Crowdfunding, by Sulaeman, Deserina (2019). *52th Hawaii International Conference on System Sciences HICSS 2019: January 8-11, 2019, Maui, Hawaii: Proceedings*, (pp. 4449-4457) <https://hdl.handle.net/10125/59882>

Reducing Uncertainty in Charitable Crowdfunding, by Sulaeman, Deserina & LIN, Mei (2018). *22nd Pacific Asia Conference in Information Systems PACIS 2018: June 28-30, 2019, Yokohama, Japan: proceedings*, (p. 134)

Smart Charities? Analyses of IT-enabled Charitable Fundraising, by Sulaeman, Deserina (2018). *22nd Pacific Asia Conference in Information Systems PACIS 2018: June 28-30, 2019, Yokohama, Japan: proceedings*

Working Paper

Non-Neutral Listing Practices on Crowdfunding Platform
- *Global AI Finance Research Conference (Singapore, 2022)*

Opinion Editorials

Towards Standardised Impact Evaluation, by Sulaeman, Deserina (12 November 2022). *The Business Times*, <https://www.businesstimes.com.sg/wealth-investing/towards-standardised-impact-evaluation>

Art for All to Enjoy, by Sulaeman, Deserina (26 June 2022). *The Straits Times*, <https://www.straitstimes.com/opinion/art-for-all-to-enjoy>

Teaching Experience

Impact Measurement and Impact Investing (BMG5201), NUS

Measuring Success in Philanthropy and Impact Investing (FIN4715), NUS

Empowering and Financing Positive Impact Creation (BMS5313), NUS

Finance (FIN2704/2704X/2004/2004X), NUS

Information Systems and Innovation (IS 110), SMU, Singapore

Conference Presentations

Global AI Finance Research Conference

Higher Education Campus Conference (HECC)

American Economic Association (AEA)

Workshop on Information Systems and Economics (WISE)

Western Economic Association International (WEAI)

Hawaii International Conference on System Sciences (HICSS)

Pacific Asia Conference in Information Systems (PACIS)

China Summer Workshop in Information Management (CSWIM)

Academic Services

Project Supervisors:

- NUS Business School CEMS Business Projects
- NUS Business School BBA Field Service Project

BBA internship supervisor

Journal Referee:

- Journal of Nonprofit and Public Sector Marketing
- International Review of Finance
- Electronic Commerce Research and Application (ECRA)

Conference Reviewer:

- International Conference on Information Systems (ICIS)
- Pacific Asia Conference on Information Systems (PACIS)
- Conference on Information Systems and Technology (CIST)
- Hawaii International Conference on System Sciences (HICSS)

Conference Discussant:

- Western Economic Association International (WEAI)

Scholarships/Fellowships

Sustainable and Green Finance Institute (SGFIN), Teaching Award

Singapore Management University, Presidential Doctoral Fellowship

Beta Gamma Sigma Honor Society

Lanham Deal Arts Administration Award Recipient

Eaton Award in Design Excellence

Square D Scholarship