

Deserina Sulaeman

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Education

Ph.D. in Information Systems
Singapore Management University, 2020
Master of Business Administration (MBA)
Southern Methodist University, 2010
M.A. in Arts Administration
Southern Methodist University, 2010
Bachelor of Science in Computer Engineering, Graduated with Distinction
Purdue University, 2001

Case Study

Indonesian Green Sukuks: Financing Indonesia's Climate-Resilient Future, by Sulaeman, Deserina & Yue, Ling (2024). *Ivey Publishing*,
<https://www.iveypublishing.ca/s/product/indonesian-green-sukuks-financing-indonesias-climate-resilient-future/01tOF000005hrz3YAA>

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

Working Case Studies

Indonesia's Samurai Blue Bonds: Diving into New Waters, by Sulaeman, Deserina, Perwitasari, Sevi Wening, and Yue, Ling.

- Receptient of the NUS Business School Case Research Grant (2025)

Beazley: Innovating Cyber Catastrophe Bonds for Risk Transfer, by Sulaeman, Deserina & Yue Ling.

- Receptient of the NUS Business School Case Research Grant (2025)

Working Research Project

AI-Assisted Debate: A New Approach to Case-Based Teaching, by Yue, Ling (PI) & Sulaeman, Deserina (co-PI)

Working Paper

Non-Neutral Listing Practices on Crowdfunding Platform

- Presented at the Global AI Finance Research Conference (Singapore, 2022)

Opinion Editorial

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>

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> (Published)

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> (Published)

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) (Published)

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* (Published)

Conference Presentations

Global AI Finance Research Conference, 2022
Higher Education Campus Conference (HECC), 2022
American Economic Association (AEA), 2020
Workshop on Information Systems and Economics (WISE), 2019
Western Economic Association International (WEAI), 2019
Hawaii International Conference on System Sciences (HICSS), 2019
Pacific Asia Conference in Information Systems (PACIS), Doctoral Consortium, 2018
Pacific Asia Conference in Information Systems (PACIS), Research-in-Progress, 2018
China Summer Workshop in Information Management (CSWIM) – poster session, 2017

Teaching Experience

Impact Measurement and Impact Investing (BMG5201), NUS

- Jan – May 2025 (56 students), rating 4.2/5.0
- Jan – May 2024 (34 students), rating 4.4/5.0
- Jan – May 2023 (44 students), rating 4.5/5.0

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

- Jan – May 2025 (67 students), rating 4.5/5.0
- Jan – May 2024 (112 students), rating 4.4/5.0
- Aug – Dec 2023 (122 students), rating 4.4/5.0
- Jan – May 2023 (113 students), rating 4.5/5.0
- Aug – Dec 2022 (113 students), rating 4.4/5.0
- Jan – May 2022 (114 students), rating 4.6/5.0

- Aug – Dec 2021 (50 students), rating 4.5/5.0
- Jan – May 2021 (62 students), rating: 4.4/5.0
- Aug – Dec 2020 (57 students), rating: 4.4/5.0

Empowering and Financing Positive Impact Creation (BMS5313), NUS

- Aug – Dec 2023 (30 students), rating 4.5/5.0
- Jan – May 2022 (20 students), rating 4.3/5.0

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

- Aug – Dec 2021 (866 students), rating: 3.9/5.0
- Jan – May 2021 (460 students), rating: 3.7/5.0
- Aug – Dec 2020 (748 students), rating: 3.7/5.0

Information Systems and Innovation (IS 110), SMU

- Aug – Dec 2019 (43 students), rating: 6.5/7.0
- Aug – Dec 2018 (42 students), rating: 6.7/7.0

Academic Services

NUS Business School, MSc in Management, Admission Interviewer.

NUS Computing, MSc in Digital Financial Technology, member of the Admission Committee.

Project Supervisors:

- MBA Business Projects
- CEMS Business Projects
- BBA Field Service Projects

BBA internship supervisor

Journal Referee:

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

Conference Reviewer:

- 2021 International Conference on Information Systems (ICIS)
- 2020 International Conference on Information Systems (ICIS)
- 2020 Pacific Asia Conference on Information Systems (PACIS)
- 2019 Conference on Information Systems and Technology (CIST)
- 2019 International Conference on Information Systems (ICIS)
- 2018 Pacific Asia Conference on Information Systems (PACIS)
- 2017 Hawaii International Conference on System Sciences (HICSS)

Conference Discussant:

- 2019 Western Economic Association International (WEAI)

Awards & Scholarships

NUS Business School Case Research Grant, 2025

Sustainable and Green Finance Institute (SGFIN), Teaching Award, 2023

Singapore Management University, Presidential Doctoral Fellowship, 2015 – 2020

Beta Gamma Sigma Honor Society, 2010

Lanham Deal Arts Administration Award Recipient, 2010

Eaton Award in Design Excellence, 2001

Square D Scholarship, 2000

Professional Experience

Elliott Marketing Group, Dallas, Texas (2012 – 2015) -- Data Analyst

Crow Collection of Asian Arts, Dallas, Texas (2011) – Director of Marketing

North Texas Business Council for the Arts, Dallas, Texas (2010) – Director of Programs

Dell, Inc., Austin, Texas (2001 – 2008) – Development Engineer