

Celeste Diaz Ferraro

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Education

PhD, Management & Organization Studies, University of Texas at San Antonio (in progress)

MBA, International Business, Georgetown University.

BA, Communication, Trinity University. President's Scholar, National Hispanic Merit Semifinalist.

Certificate, George Washington University. Political Communication for Elected & Appointed Leaders in Latin America.
(By-invitation course conducted entirely in Spanish)

Academic Appointments

Assistant Professor, Colorado College. Colorado Springs, CO. 2022-2023.

Graduate Research Assistant, Management & Organization. University of Texas at San Antonio. 2022-2023.

Scholar in Residence, Center for Innovation & Entrepreneurship. Trinity University, San Antonio, TX. 2021-2023.

Graduate Instructor, Management & Organization. Penn State University, University Park, PA. 2018-2020.

Research Assistant, Management & Organization. Penn State University, University Park, PA. 2016-2022.

Adjunct Lecturer, Greehey School of Business, St. Mary's University. San Antonio, TX. 2008-2009.

Research Interests

- Entrepreneurship: sustainable scaling and social impact of micro- and small-enterprises; models for social innovation, organizational/community resilience, and human flourishing
- Innovation: emergence and evolution of institutional fields and entrepreneurial ecosystems; ethics, public policy and governance of innovation; processes of power and influence
- Macro/meso field researcher. Qualitative researcher emphasizing ethnographic methods, critical discourse analysis, quantitative analysis of qualitative data, grounded and process theorizing.

Publications and Manuscripts in Revision

Gray, B., Briscoe, F., **Diaz Ferraro, C.** *Enabling exchange in new moral markets for personal data* (in press, *Academy of Management Journal*, <https://doi.org/10.5465/amj.2019.1202>)

Lewis, A., **Diaz Ferraro, C.**, Marlow, S., Park, H., Carter, J. *Inclusion in entrepreneurial ecosystems* (revise and resubmit, *Journal of Management*)

Working Papers

Archibold, E., Diaz-Linhart, Y., Aguinis, H., Johnson, C., **Diaz Ferraro, C.** *Why don't we talk about saturation? Insights from health and social sciences for trustworthiness and transparency in qualitative management research* (analysis complete, writing manuscript: target JOM)

Diaz Ferraro, C. *Field emergence, institutional infrastructure, and powerful systems of social control: A structural view of the nascent field of genomic medicine* (data collection complete, analyzing data and writing manuscript, accepted to Harvard Business School Rising Scholars conference)

Projects in Development

Diaz Ferraro, C. *Mapping the emergence and structuration of a new field: Clusters, ecosystems and practice diffusion in genomic medicine from 1990-2020* (data collection complete; analyzing data)

Hechavarria, D., **Diaz Ferraro, C.**, Clay, L. *Tech or bust: Agenda-setting and powerful orchestrators in Tampa Bay's entrepreneurial ecosystem* (analyzing data: target SEJ)

Diaz Ferraro, C., Martinez, L. *Black, brown & green: Inclusion and agenda-setting in the historical development of San Antonio's technology and social innovation ecosystems* (funding secured, collecting data)

Diaz Ferraro, C., Martinez, L. Honermann, J. *Community-building and small-scale innovation: Processes of entrepreneurship in second-tier cities* (funding secured, in research design)

Diaz Ferraro, C. *Realigning fields and conflict over models for scaling entrepreneurial opportunity: A case in the emerging field of psychedelic-assisted psychotherapy* (collecting data)

Teaching

Instructor of Record

- MGMT 471 *Strategic Management*, Spring 2019, Fall 2019 (Penn State University)
- *Entrepreneurial Formation & Social Innovation*. 8-week multi-modal training workshop/boot camp for entrepreneurs/working professionals in Algeria. Summer 2015, Summer 2017 (U.S. Department of State)

- EP 4410 *Innovation and Creative Problem Solving*, Fall 2008. EP 4400 *Financing the Entrepreneurial Venture*, BA 6385 MBA Marketing Core, Spring 2009. (St. Mary's University, Greehey School of Business)

Teaching Observation and Preparation

- *Strategic Management*, Spring 2018; *Business, Ethics & Society*, Fall 2018; *Complex Negotiations*, Fall 2020 (Penn State University)

Pedagogical Training & Development

- Bentley University: Strategies for Teaching Success intensive workshop series
- Penn State Schreyer Institute for Teaching Excellence: *Course in College Teaching; Inclusive Teaching & Learning; Introduction to Online Teaching; New Instructor Orientation; Business Teaching Camp.*
- Self-directed training: *How to 'ungrade': Imagining assessments that encourage discovery*, with Jesse Stommel. *e-Learning Ecologies: Innovative Approaches to Teaching and Learning for the Digital Age* (Univ. of Illinois). *Powerful Tools for Teaching and Learning: Digital Storytelling* (Univ. of Houston). *Bold Entrepreneurship Education* learning series (USASBE).

Institutional and Professional Service

Penn State University

- Panelist, [Big Ten Academic Alliance conference](#) on faculty diversity and recruitment, February 2021.
- Smeal College of Business Diversity Task Force. Engagement co-chair, Spring 2020-Winter 2021.
- Penn State Social Thought Program. Co-organizer, annual [Social Thought Conference](#) and doctoral workshop, Spring 2020, Spring 2022.
- Smeal Management & Organization department. Co-organizer, PhD research seminar series. 2019-2020.
- AACSB re-accreditation process, Smeal Management & Organization stakeholder representative, Fall 2019.

St. Mary's University

- [President's Peace Commission](#). Appointed commission member. Co-organizer/facilitator of annual symposium linking global social issues to the student experience. Fall 2008, Spring 2009.

Service to the Profession

- The PhD Project: Co-organizer, Qualitative Methods training series. Spring 2021. 1st year doctoral student mentor, 2020-2022. Research committee member, 2020-2022. Member, 2016-present.
- Responsible Research in Business & Management (**RRBM**): Facilitator, Responsible Research Academic Summit. Spring 2021.
- Humanistic Management Association (**IHMA**), 2017-present. Co-facilitator, PhD Network and PhD Reading Group, 2018-2020.
- Professional memberships: Academy of Management (**AOM**), 2016-present. Member: OMT, ENT, SIM, STR divisions; ad hoc reviewer, 2018, 2020, 2021; European Group on Organization Studies (**EGOS**), 2019-present; International Association for Business & Society (**IABS**), 2020-present; **USASBE**, 2020-present. Member: Minority/Women-owned Enterprise; Small Business; Corporate Entrepreneurship; American Sociological Association (**ASA**), 2017-present. Member: Science Knowledge & Technology; Collective Behavior & Social Movements; Economic Sociology; Organizations Occupations & Work; Theory sections; Strategic Management Society (**SMS**), 2016-present. Member: Entrepreneurship & Strategy; Knowledge & Innovation; Stakeholder Strategy interest groups; National Association of Hispanic Journalists (**NAHJ**) Lifetime Member, 2002-present.

Invited Presentations and Conferences

Diaz Ferraro, C., Hedberg, L., Zafar, A. *Behind the Scenes of Highly Cited Organizational Ethnographies* (organizer). Academy of Management, Philadelphia. (August 2022)

Atkins, R. Forrester, J., Lewis, A., Robinson, J., ogilvie, d.t., Diaz Ferraro, C., Cerecedo Lopez, J. Race and Entrepreneurship (panelist). Academy of Management, Seattle. (August 2022)

Diaz Ferraro, C., Hedberg, L., Zafar, A. *Behind the Scenes of Highly Cited Organizational Ethnographies*. (organizer) Academy of Management, Philadelphia. (August 2021)

Diaz Ferraro, C. *Field emergence and institutional infrastructure development: A structural view of genomic medicine's governance*. Academy of Management, Philadelphia. (August 2021)

Diaz Ferraro, C. *Power and meaning in genomic medicine: A structural view of field emergence*. 37th EGOS Colloquium (July 2021)

Diaz Ferraro, C. *Field emergence and institutional infrastructure development: A structural view of genomic medicine's governance*. Boston Colleges & Universities Virtual Symposium (April 2021)

Hedberg, L., Zafar, A., Diaz Ferraro, C. *Behind the Scenes of Highly Cited Organizational Ethnographies*. (organizer) Academy of Management, Vancouver, BC. (August 2020)

Diaz Ferraro, C. *Patient advocacy as entrepreneurship: field-level ethnography of the empowerment and co-opting of rare disease patients*. University of Texas at San Antonio. (Apr 2020 – canceled due to COVID-19)

- Diaz Ferraro, C. *Co-evolution of the field of genomic medicine and community of patient advocacy organizations*. Academy of Management, Boston. OMT Dissertation Consortium. (Aug 2019)
- Diaz Ferraro, C., Briscoe, F., Gray, B. *Coding the moral operating system of a new field: Moral entrepreneurship in the field of genomic medicine*. EGOS, University of Edinburgh, Edinburgh. (Jul 2019)
- Briscoe, F., Diaz Ferraro, C. Gray, B. *Field-convening organizations: Shaping transnational standards in the emerging field of human genomics*. (2018 Academy of Management Proceedings)
- Diaz Ferraro, C. *Entrepreneurship in genomic medicine: empowering and co-opting patient advocates*. AOM ENT Consortium, Chicago, IL. (Aug 2018)
- Diaz Ferraro, C., Briscoe, F., Gray, B. (symposium organizers). *Exploring Alternative Pathways to Institutional Field Development and Change*. Academy of Management, Chicago, IL. (Aug 2018)
- Briscoe, F., Diaz Ferraro, C., Gray, B. *Field-convening organizations: Shaping transnational standards in the emerging field of human genomics*. Rethinking Cross-Sector Social Innovation Conference, Social Innovation and Change Initiative, Harvard University. (Apr 2018)
- Diaz Ferraro, C. *Social enterprise development and capacity building in institutional voids*. U.S. Embassy Algiers, Algeria. (Jul 2017, Sep 2015)
- Diaz Ferraro, C. *In a bad economy, searching for the good: Private sector transformation of aid*. St. Mary's University, San Antonio, TX. (Oct 2009)
- Diaz Ferraro, C. *The role and implementation of strategic marketing for nonprofits and social enterprises*. Social Marketing for Nonprofit Executives course with Alan Andreasen, McDonough School of Business, Georgetown University. (May 2009)

Fellowships and Grants

- International Humanistic Management Association Research Fellow, 2019-2021.
- Academy of Management Entrepreneurship Division Doctoral Consortium travel grant, 2018. \$750.
- Gerald I. Susman Research Enhancement Award, 2018. \$2,250.
- Smeal Summer Research Grants, Penn State University, 2018-2021. \$7,850.
- Smeal Small Research Grants, Penn State University, 2016-2020. \$3,800.
- Penn State University Bunton-Waller Fellow: 2016-2022.
- Smith Mundt grant, U.S. Dept. of State (Algeria), 2015-2017. \$32,000.
- Net Impact Diversity Scholar, 2015-2016.
- Fulbright-Hays grant, U.S. Dept. of State (Algeria), 2014-2015. \$7,500.
- PhD Project Pre-Doctoral Conference travel grant, 2014. \$500

Honors and Awards

- University of Bath, Center for Business Organizations and Society, selected as [ThinkListNext21](#) emerging voice on responsible business, 2021.
- AOM OMT Doctoral Consortium selectee, SIM Doctoral Consortium selectee, 2020.
- AOM OMT Dissertation Consortium selectee, 2019.
- EGOS Doctoral Consortium selectee, 2019
- AOM Entrepreneurship Division Doctoral Consortium selectee, 2018.
- Public Relations Society of America Silver Anvil (top national practitioner award) for public affairs/public service initiative, 2006.
- SABRE Gold Award (top national practitioner award) for public service initiative, 2005.
- Trinity University: National Hispanic Merit Scholar Semifinalist; President's Scholar.

Select Industry Experience and Applied Research

Private sector:

- PaxMundi Strategy: San Antonio, TX. Co-founder and principal of social enterprise consulting firm supporting early-stage operations and growth in mission-driven enterprises; 75% of my clients survived the 2008-2009 financial crisis.
- ICICI Bank & Indian Banks Association, Mumbai, India. Archival analysis for scaling microfinance service models in emerging markets.
- Denny's Inc., Spartanburg, SC. Brand and operations-level niche strategy development for national restaurant chain. Bilingual surveys/focus groups on Hispanic dining attitudes.

- La Quinta Inns, Inc., Dallas, TX. National brand manager at U.S.' largest corporate-owned/operated limited service hotel chain. Extensive business intelligence research to drive corporate & operational strategy in lodging and tourism sectors.
- Additional management and operational roles in hospitality (La Quinta, Marriott), services (USAA, AT&T), consulting (Publicis Groupe), and community development (wide variety of social sector and regional economic development initiatives).

Public and Nonprofit sectors:

- International Finance Corporation/The World Bank: Washington, DC. Led brand development effort to drive global financial industry & governmental support for sustainability and social impact missions of World Bank Group's private investment institution.
- Puerto Rico Federal Affairs Administration, Washington DC. Led national award-winning nonpartisan Hispanic voter registration and stakeholder engagement programs; directed communication strategies for policy team and external lobbyists/consultants on economic development, industry regulation, international economic policy.
- U.S. Navy Europe, Africa Southwest Asia HQ, Naples, Italy. Civilian program director for Family Readiness systems, supporting operations at installations in seven countries on three continents. Conducted multi-year organizational climate assessment surveys and reporting for senior military and civilian leadership.
- Board leadership and strategic advisory roles in community-based social services organizations in the U.S. and Italy, entrepreneurial support organizations (ESOs), and various industry sustainability and development initiatives in U.S.

Skills and Additional Information

- Analytical and statistical software proficiency: NVivo/QDAMiner, WordStat, Stata, UCINET, R-Studio, Python
- Pedagogical and educational content software proficiency: Capsim, Canvas, Kaltura, One Button Studio, various engagement tools (TopHat, Slido, Jamboard, Padlet, etc.)
- Languages: Native: English, Spanish. Working proficiency: Italian, French.
- Citizenship: USA. Birthplace: Mexico. EU citizenship eligible (Spain, Italy).
- Security clearance: Secret. ANACI favorable adjudication Jan. 28, 2014. Expires 2024.