

Diana Trujillo Cárdenas

Assistant Professor

Sustainability Area

Joined the School in 2001

Academic Background

2016	Ph.D. in Public Administration. New York University, NY, United States.
2002 - 2006	Master in Education, Universidad de los Andes, Bogotá, Colombia.
1998 – 1999	Specialization in Management of Human Resources, Universidad de los Andes, Bogotá, Colombia.
1988 - 1993	Industrial Engineering, Pontificia Universidad Javeriana, Bogotá, Colombia.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Graduate

Sustainable development theories

Governance and public policies

Public-Private Collaboration for Social Problem Solving: A Comparative Perspective

Alliances and Negotiation with Stakeholders

Undergraduate

Public Management

Fundamentals of Management

Social Responsibility

Social Enterprise and Citizenship Education.

Academic Activities

2016 - to date	Assistant Professor, Universidad de los Andes School of Management. Bogotá, Colombia.
2003 - 2016	Instructor, Universidad de los Andes School of Management. Bogotá, Colombia.
2017	Lecturer, Public Management Research Conference, Washington DC, United States.
2016	Lecturer, 5th International Symposium on Cross-Sector Social Interactions, Toronto, Canada.
2014	Lecturer, 4th International Symposium on Cross Sector Social Interactions, Boston, US.
2012	Lecturer, Symposium on Creating Public Value in a Multi-Sector, Shared-Power World, Minnesota, United States.
2009 - 2010	Research Assistant at the Research Center for Leadership in Action, Wagner School of Public Service, New York University.
2009 - 2010	Assistant to the President of the Inter-American Network of Public Administration Education

INPAE.

- 2007 Lecturer, First Conflict Resolution Forum of Red Latinoamericana, Bogotá, Colombia.
- 2007 Lecturer, Foro Regional Latinoamericano de la Red Global de Innovadores de Gobierno, Prácticas Democráticas, Decisiones Públicas y Ciudadanía del Instituto Ash de la Escuela de Gobierno de la Universidad de Harvard, México.
- 2007 Participant in the research project: Government, Private Sector and Civil Society for Sustainable Development. Research Center for Leadership in Action, Wagner School of Public Service, New York University.
- 2007 Coordinator, Seminario Internacional de Alianzas. Worked with four other members. Bogotá - June, Mexico – November
- 2004 - 2008 Coordinator: Social Enterprise Initiative, Universidad de Los Andes, School of Management, Bogotá, Colombia.
- 2003 - to date Professor, Universidad de los Andes School of Management. Bogotá, Colombia.
- 2003 - 2007 Researcher in Social Enterprise Initiative, Universidad de los Andes School of Management. Bogotá, Colombia.
- 2002 - 2003 Participant in establishing Citizenship Education syllabus for the 5 schools administered by the Educational Alliance Association.
- 2001 - 2003 Assistant Researcher Social Enterprise Initiative.

Other Professional Activities

CONSULTANCIES

- 2002 – 2007 Advisor, in the following Institutions: Colegio de Estudios Superiores de Administración CESA, Politécnico Grancolombiano, Universidad de los Andes, EAN Business School, Universidad de la Sabana, Pontificia Universidad Javeriana, Universidad Santo Tomás y Corporación Universitaria Tecnológica de Bolívar. Cátedra Transparencia por Colombia.
- 2000 – 2001 Consultancy. World Bank. Systematize and analyze the research program information "Alianzas para la Superación de la Pobreza en Colombia", Bogotá, Colombia.

Other Professional Experience

- 2000 - 2001 Personnel Officer, Canadian Embassy. Bogotá, Colombia.
- 1994 - 1999 Human Resources' Director, Bitácora Ltda.

Research

RESEARCH AREAS

Partnerships, Alliances and Network Forms of Organization
Collaborative Governance Arrangements
Impact Evaluation of Complex Forms of Organization' Interventions
Market-based activities with low-income citizens
Social enterprise and social entrepreneurship

RESEARCH PROJECTS

- 2009 - to date Value Creation in Cross-Sector Collaboration and Collaborative Governance Arrangements

2005 - 2008	Inclusive Business
2003 - 2005	Social Enterprise Best Practices
2002 - 2007	Citizenship Education
2001 - 2003	Cross-sector alliances

Publications

ARTICLES IN ACADEMIC JOURNALS

- 2018 Multiparty Alliances and Systemic Change: The Role of Beneficiaries and Their Capacity for Collective Action. *Journal of Business Ethics*. Diana Trujillo. Vol 150. Pp 425 – 449.

BOOKS

- 2007 “Para ir más allá de los discursos: emprendimientos sociales en sectores estratégicos de desarrollo en Colombia”- Bogotá, Colombia, Fundación Corona, 2007.
- 2006 “Gestión efectiva de emprendimientos sociales: Lecciones extraídas de empresas y organizaciones de la sociedad civil en Iberoamérica”. México D.F., México. Editorial Planeta Mexicana S.A. de C.V., 2006.
- 2006 “Effective Management of Social Enterprises: Lessons from Businesses and Civil Society Organizations in Iberoamerica” co-author. Cambridge: Harvard University, David Rockefeller Center for Latin American Studies, Inter-American Development Bank, 2006.
- 2005 “Alianzas sociales en América Latina” Bogotá, Colombia, Banco Interamericano de Desarrollo, 2005.
- 2004 “Social Partnering in Latin America: Lessons Drawn from Collaborations of Businesses and Civil Society Organizations”. Co-authors: James E. Austin, Ezequiel Reficco & SEKN Research Team. Boston, United States, David Rockefeller Center for Latin American Studies, 2004.

CASES

- 2019 Gutierrez, R. and Trujillo, D. (in press). *Dress Up Your Home: Scaling-up Inclusive Distribution Networks*. Harvard Business Publishing.
- 2011 Trujillo, D., & Gutierrez, R., Alpina, Inc. Case SKE-125. (Alpina, Inc. Caso SKS-112). Boston: Harvard Business School Publishing.
- 2009 Trujillo, D., Orozco, L.E., Thiell, M., Gutiérrez, R., Ceramics of Costaragua: The Challenges of Selling to Low-Income Citizens. Case SKE-127. (Cerámicas de costaragua: retos en las ventas a ciudadanos con bajos ingresos. Caso SKS-114). Boston: Harvard Business School Publishing.
- 2007 La construcción de una política pública para el fortalecimiento de las organizaciones de base en Bogotá: retos de una alianza entre entidades privadas y públicas, Bogotá (published in Spanish with Diaz, L. & Avella, L.). Bogotá: Fundacion Corona, Redeamerica Case-studies.
- 2004 Copy – Paste. Bogotá, Colombia: Cátedra Transparencia.
- 2003 (with Gutiérrez, R. and Ruiz, J.) Los desafíos para el Minuto de Dios (B). Caso SKS-023. (The Challenges to the Minuto de Dios (B) Case SKS-023). Boston: Harvard Business School Publishing.
- 2003 (with Fernández, D. and Gutiérrez, R.) Indupalma (A1): Los primeros años, 1961-1977. Caso SKS-200301 (Indupalma (A1): The first years, 1961-1977. Case SKS-200301). Boston:

Harvard Business School Publishing.

- 2003 (with Fernández, D. y Gutiérrez, R.) Indupalma (A2): Los años después del secuestro, 1977-1991. Caso SKS-200302 (The years after the kidnapping, 1977-1991. Case SKS-200302.). Boston: Harvard Business School Publishing.
- 2003 (with Fernández, D. and Gutiérrez, R.) Indupalma y las Cooperativas de Trabajo Asociado (B) 1991-2002. Caso SKS-200303. (Indupalma and the Associated Labor Cooperatives (B) 1991-2002. Case SKS-200303.) Boston: Harvard Business School Publishing.
- 2003 Líderes Siglo XXI. Caso SKS-018 (XXI Century Leaders. Case SKS 018). Boston: Harvard Business School Publishing. "Twenty-First Century Leaders" Boston, MA, United States.
- 2003 (with Gutiérrez, R. and Ruiz, J.) Los desafíos para el Minuto de Dios (A). Caso SKS-013. (The Challenges to the Minuto de Dios (A) Case SKS-013). Boston: Harvard Business School Publishing.

CHAPTERS IN BOOKS

- 2019 La gobernanza en la gestión de la sostenibilidad y otros asuntos públicos, Diana M. Trujillo. Governance in Sustainability and Public Affairs Management. Ediciones Uniandes.
- 2015 Quantification as a Philosophical Act. In: The Routledge Companion to Philosophy in Organization Studies Edited by Raza Mir, Hugh Willmott, Michelle Greenwood 2016 – Routledge 616 pages.
- 2012 Tendencias en la administración: gerencia y academia, 2012. Francisco Azuero, Ana Cristina González y María Lorena Gutiérrez (academic edition and compilation) Vol. 1 ISBN 978-958-695-807-3.
- 2010 Trujillo, D., Durana, V., Franco, N., Gutierrez, R., Lobo, I., Utilities: Private Interest and Social Benefits. In: Socially Inclusive Business: Engaging the Poor through Market Initiative in Iberoamerica. Cambridge: The David Rockefeller Center Series on Latin American Studies, Harvard University Press.
- 2006 "Creating Social and Economic Value" In: Effective Management in Social Enterprise: Lessons from Business and Civil Society Organizations in Iberoamerica. Boston, MA, United States.
- 2005 "Responsabilidad Social de la Pyme: esfuerzos para agregar valor en un mercado global" Co-authors: Gutierrez R, & Lobo I. In: PYME, Gestión para la competitividad. Uniandes, Portafolio, Ser PYME. Bogotá, Colombia, Portafolio, El Tiempo, 2005, pp. 279-291.
- 2004 "Colombia: Multi-Party Alliance Development". Co-authors: Gutiérrez, R., Trujillo, D., Lobo, I. In: Austin, J., Reficco, E., and SEKN Team, Social Partnering in Latin America: Lessons Drawn From Collaborations of Businesses and Civil Society Organizations. Boston, United States, David Rockefeller Center for Latin American Studies, 2004, pp 281 - 309.
- 2004 "Aprendizaje a través del servicio". In: Chaux, E., Lleras, J., Velásquez, J., "Competencias Ciudadanas: De los Estándares al Aula, una propuesta de integración a las áreas académicas". Bogotá, Colombia: Ediciones Uniandes, 2004, pp 75 – 81.
- 2004 "Competencias Ciudadanas en Educación Artística y Musical". Co-author: Lleras, J. In: Austin, J., Reficco, E., and SEKN Team, Social Partnering in Latin America: Lessons Drawn From Collaborations of Businesses and Civil Society Organizations. Bogotá, Colombia: Ediciones Uniandes, 2004, pp 146 – 175.

MONOGRAPHS

- 2010 Incidencia en el empoderamiento de comunidades atendidas por Programas de Desarrollo y Paz y Fundaciones Petroleras.

- 2007 "Más allá de los discursos: emprendimientos sociales en sectores estratégicos en Colombia" (with Gutiérrez, R., Jimenez, A. & Escobar, N.) Bogotá, Colombia, Fundación Corona, 2007.
- 2006 La construcción de una política pública para el fortalecimiento de las organizaciones de base en Bogotá (con Avella, L. & Diaz, L.). Bogotá: Fundación Corona, Colección de Casos de Redeamerica, 2006.
- 2002 "Mujeres y Hombres frente a la justicia en la organización" Bogotá, Colombia, 2002, No. 61.

OTHER ACADEMIC PUBLICATIONS

- 2007 "Incidencia en el Empoderamiento en Organizaciones de Paz y Desarrollo en Colombia" (with Canal, M.; Gutiérrez, R. & Wills, E.) Perspectives, Vol, 5, No.1, June 2007.
- 2006 "The Base of the Pyramid. Citizenship above Consumerism: Colombia's Colceramica" (with Gutiérrez, R.). Harvard Review of Latin America. Volume 6, No.1. Cambridge: The David Rockefeller Center Series on Latin American Studies.
- 2006 "Empresa Social: ¿Una especie en búsqueda de reconocimiento?" (published in Portuguese with Gutiérrez, R. & Reficco, E.) in RAUSP V.41, No.4, October/December. 2006.
- 2004 "El desarrollo de alianzas múltiples en los casos colombianos". In: "Alianzas Sociales en América Latina: lecciones aprendidas de colaboración entre el sector privado y las organizaciones de la sociedad civil." Cambridge: The David Rockefeller Center Series on Latin American Studies, Harvard University Press, 2004.

Scholarships and Academic Distinctions	
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| 2009-2012 | New York University, NY, United States. |
| 1993 | Università per Stranieri di Siena - Scholarship to study Italian language and culture paid by the University. |