

## KIRSTEN E. MARTIN

## CURRICULUM VITAE

615 Fonger Hall · 2201 G St NW  
Washington DC 20052

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martink@gwu.edu

### ACADEMIC APPOINTMENTS

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- 2012 - The George Washington University, School of Business  
Assistant Professor of Business Administration,  
Department of Strategic Management & Public Policy
- 2006 –2012 The Catholic University of America  
Assistant Professor of Management
- 2004-2005 University of Virginia, School of Engineering and Applied Science  
Instructor, Business Ethics for Engineers

### EDUCATION

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- 2001-2006 University of Virginia  
Ph.D., Darden Graduate School of Business
- 1997-1999 University of Virginia  
M.B.A., Darden Graduate School of Business
- 1989-1993 University of Michigan, College of Engineering.  
B.S.E., Industrial and Operations Engineering  
*Magna Cum Laude.*

### RESEARCH INTERESTS

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Business Ethics, Privacy, Technology, Stakeholder Theory, & Factorial Vignette Surveys

### NSF GRANT

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- Martin, K. (NSF #SES-1127000). \$247,000. Sole PI. Addressing Privacy Online: A study of privacy in context. *National Science Foundation, SBE directorate, STS and MMS programs.* 3 year project 2011-2014.

### MEMBERSHIPS/NATIONAL SERVICE

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- Member and Vice Chair, US Census Bureau National Advisory Committee, 2012-2015

### PUBLISHED REFEREED JOURNAL ARTICLES

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- Martin, K. 2014. Book Review: Regulating Code. *Business Ethics Quarterly*.
- Martin, K. 2013. Transaction Costs, Privacy, and Trust: The laudable goals and ultimate failure of notice and choice online. *First Monday* 18(12). Lead Article.
- Martin, K. 2012. Information Technology and Privacy: Conceptual muddles or privacy vacuums? *Ethics and Information Technology* 14(4): 267-284.
- Martin, K. 2012. Diminished or Just Different? A factorial vignette study of privacy as a social contract. *Journal of Business Ethics* 11(4): 519-539.

- Martin, K. & Parmar, B. 2012. Assumptions in Decision Making Scholarship: A taxonomy of assumptions. *Journal of Business Ethics* 105(3): 289-306.
- Martin, K. 2011. TMI (Too Much Information): The role of friction and familiarity in disclosing information. *Business and Professional Ethics Journal*, 30(1/2): 1-32.
- Martin, K. 2008. Internet Technologies in China: Insights on the morally important influence of managers. *Journal of Business Ethics* 83: 489-501.
- Freeman, R.E, Martin, K., & Parmar, B. 2007. Stakeholder Capitalism. *Journal of Business Ethics* 74: 303-314.  
 REPRINTED:  
 2008. *Business and Poverty: The global CSR case-book*. (Eds., Weber & Gross).
- Martin, K. & Freeman, R.E. 2004. The Separation of Technology and Ethics in Business Ethics. *Journal of Business Ethics* 53: 353-364.
- Martin, K. & Freeman, R.E. 2003. Some Problems with Employee Monitoring. *Journal of Business Ethics* 43: 353-361.  
 REPRINTED:  
 2004. *IJOB The IFCAI Journal of Organizational Behavior Vol. III(1)*.  
 2005. *Employee Monitoring* by The Magnus School of Business (India).  
 FEATURED:  
 2004 (June 24). Skapinker. The Boss is Watching. *Financial Times*.

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#### JOURNAL ARTICLES: REVISE AND RESUBMIT

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#### JOURNAL ARTICLES: UNDER REVIEW

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- Martin, K. Proxy Servers, Google, Twitter, and Censorship: Pluralism in the study of innovation. *Business and Professional Ethics Journal*.
- Glac, K., Elm, D., & Martin, K. Areas of Privacy in Facebook: Expectations and value. *Business and Professional Ethics Journal*.
- Pirson, M., Martin, K., & Parmar, B. Public Trust in Business. *Business and Society*.
- Martin, K. Data Aggregators, Big Data, and Responsibility Online: Who is tracking us online and should they stop? Targeted Journal: *Journal of Business Research*.

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#### SELECTED WORKS IN PROGRESS

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- Martin, K. Tracking versus Targeting Online: What influences privacy expectations of users online. Targeted Journal: *MIS Quarterly*.
- Martin, K. Friends, Names, and Locations: When is information sensitive online? Targeted Journal: *Information Systems Research*.
- Martin, K. Notice and Choice: When is information sensitive online? Targeted Journal: *Journal of Public Policy and Marketing*.
- Shilton, K. & Martin, K. Mobile Privacy Expectations in Context. *Journal of Business Ethics*.

- Martin, K. Misaligned Stakeholder Salience: The Marginal Costs of Robust Stakeholder Relationships. *Strategic Management Journal*. 2<sup>nd</sup> Round.
- Parmar, B, Martin, K., & Pirson, M. Does Asset Specificity Impact Stakeholder Trust? An empirical investigation of initial trust. *Stakeholder Theory & Practice*.
- Pirson, M., Martin, K., & Parmar, B. Initial Trust Formation, Personal Values, and Trustworthiness Salience for Stakeholder Trust. *Journal of Business Ethics*.
- Martin, K. Bounding Stakeholder Analysis: A fairness argument for limiting stakeholder identification and prioritization. Targeted Journal: *Business Ethics Quarterly*.
- Martin, K. Understanding Privacy: Development of a social contract approach to privacy. Targeted Journal: *Journal of Business Ethics*
- Martin, K. & Shilton, K. Trust and Privacy in Mobile Space. Targeted Journal: *Information Systems Research*.

#### BOOK CHAPTERS/OTHER ARTICLES

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- Pirson, M., Martin, K., & Parmar, B. Forthcoming. Public Trust in Business, in A. Wicks, J. Harris, & B. Moriarty (Ed.) *Public Trust in Business*. Cambridge: Cambridge University Press.
- Martin, K. Forthcoming. Ethics Issues in Technology, in *3rd Edition of the Wiley (Blackwell) Encyclopedia of Management – Business Ethics Volume*.
- Martin, K. Forthcoming. Entrepreneurs as entrepreneur make value judgments: An exploration into the moral implications of entrepreneurial goods and services, in S. Venkataraman (Ed.) *Strategy, Entrepreneurship, and Ethics*.
- Martin, K. 2010. Privacy Revisited: From Lady Godiva’s Peeping Tom to Facebook’s Beacon Program, in D. Palmer (Ed.) *Ethical Issues in E-Business: Models and Frameworks*. IGI Global Publishers.
- Freeman, R.E., Martin, K., & Parmar, B. 2008. Global Business in a Stakeholder Society: Stakeholder Capitalism in S. Gerhardt (Ed.) *Global CSR Casebook*. ICEP Institut zur Cooperation bei Entwicklungs-Projekten.
- Freeman, R.E., Martin, K., & Parmar, B. 2006. Ethics and Capitalism, in Epstein and Hanson (Eds.) *The Accountable Corporation* Westport, CT: Praeger Publishers.
- Freeman, R.E., Martin, K., Parmar, B. Cording, M., & Werhane, P. 2006. Leading Through Values and Ethical Principles, in Cooper and Burke (Eds.) *Inspiring Leaders*. Oxford: Routledge Publishing.

#### TEXTBOOK

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- Wicks, A., Freeman, R.E., Werhane, P., and Martin, K. 2009. *Business Ethics: A managerial approach*. Prentice Hall.

#### PRACTITIONER PAPERS AND CASES

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- Scotto, M. & K. Martin. 2011. “Bailouts and Bonuses” Teaching Case. *Business Roundtable Institute for Corporate Ethics*.

FEATURED:

Haggerty, M. 2011 (May 6). "[Business Ethics](#)" *CQ Researcher* 21(18): 409-432.

- Martin, K. 2011. "Friedman, Fairness, and Bonuses: Teaching Bailouts and Bonuses" Teaching Note. *Business Roundtable Institute for Corporate Ethics*.
- Martin, K. Forthcoming. "Google in China (B)" Teaching Case. *Business Roundtable Institute for Corporate Ethics*.
- Martin, K. Forthcoming. "Managing Privacy versus the Privacy Advantage." Bridge Paper Series. *Business Roundtable Institute for Corporate Ethics*.
- Martin, K. 2010. "Lady Godiva and Peeping Tom" Teaching Case. *Darden Business Publishing*.
- Martin, K. 2010. "Facebook (A)/(B)" Teaching Case. *Darden Business Publishing*.
- Martin, K. 2010. "Facebook and Privacy" Teaching Note. *Darden Business Publishing*.
- Martin, K. 2008. Ethics of Innovation. Bridge Paper Series. *Business Roundtable Institute for Corporate Ethics*

FEATURED:

2008. Jaegler, J. (September 23). *Compliance Week*.

2008. Where Ethics and Innovation Collide. August/September 2008. *PE Magazine*. (National Society of Professional Engineering (NSPE)).

- Martin, K. 2006. Google, Inc. in China. Teaching Case. *Darden Business Publishing*.

INVITED PRESENTATIONS AND TALKS

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- How Trust Impacts Privacy Expectations for Mobile Apps. *Future Privacy Forum*. April 2014.
- Addressing Privacy Online: Individual v. Contextual Factors. *Carnegie Mellon University*. March 2014.
- Addressing Privacy Online: Individual v. Contextual Factors. *New York University*. March 2014.
- Who is tracking us online and should they stop? *John Carroll University*. April 2013.
- Discussant for "Issues Involving Public Perception/Trust/Privacy Concerns at the Census Bureau." Census Scientific Advisory Committee Meeting - March 2012.
- Ethical Leadership. *University of Virginia*. Business Ethics Society. February 2012.
- Social Networks and the Future of Privacy. *University of Redlands' Banta Center for Business, Ethics, and Society*. October 2011.
- Public Trust in Business. *Ethics and Compliance Officers Association*. (Seattle, WA). September 2011.
- Privacy as a Social Contract. *UVA's Darden School of Business*. Core Seminar. October 2010.
- Stakeholder Theory. *George Washington University's Institute for Corporate Responsibility: Corporate Responsibility in a Global Economy*. November 2010.

## REFEREED CONFERENCE PRESENTATIONS AND PAPERS

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2014

- An empirical investigation into factors driving consumers' privacy judgments online. *Academy of Management Meeting* (Philadelphia, PA).
- Who is tracking us online and should they stop?. *American Statistical Association Annual Meeting* (Boston, MA).
- Who is tracking us online and should they stop?. *American Association of Opinion Researcher's Annual Meeting* (Anaheim, CA).
- Trust and Privacy Expectations in Mobile Apps. *Privacy Law Scholars Conference* (Washington, DC).

2013

- Who is tracking us online and should they stop?. *Society of Business Ethics* (Orlando, FL).
- Mobile Privacy Expectations in Context. *TPRC* (GMU).
- An empirical investigation into privacy expectations online. *Privacy Law Scholars Conference* (Berkeley, CA).

2012

- Addressing Privacy Online. *Society of Business Ethics* (Boston, MA).
- Addressing Privacy Online. *Association for Practical and Professional Ethics* (Cincinnati, OH).

2011

- Public Trust in Business. *Society of Business Ethics* (San Antonio, TX).
- Information Technology and Privacy: Conceptual muddles or privacy vacuums? *Academy of Management* (San Antonio, TX).

2010

- Expectations of Privacy: A factorial vignette study. *Society of Business Ethics* (Montreal).
- Bounding Stakeholder Relationships. *Academy of Management* (Montreal).
- Expectations of Privacy: A factorial vignette study. *Academy of Management* (Montreal).

2009

- Technology, Individuals, and Agency. *Academy of Management Conference* (Chicago, IL).
- Privacy Revisited: From Lady Godiva's Peeping Tom to Facebook's Beacon Program. *Academy of Management Conference* (Chicago, IL).
- Bounding Stakeholder Relationships. *Society of Business Ethics Conference* (Chicago, IL).

2008

- Managing Privacy. *Featured Paper at Society of Business Ethics Conference* (Anaheim, CA).
- Google.cn and China: What we can learn about innovation and society. *Academy of Management Conference* (Anaheim, CA).
- What are goods and services? A thick examination of technology within entrepreneurship. *Academy of Management Conference* (Anaheim, CA).

2007

- Technology and Morally Important Influences. *Academy of Management Conference* (Philadelphia, PA).
- Technology's Stakeholders. *Academy of Management Conference* (Philadelphia, PA).

- Innovation Ethics: The case of Google, Inc. in China. *Society of Business Ethics Conference* (Philadelphia, PA).
  - Rich Research in Business Ethics. *Society of Business Ethics Conference* (Philadelphia, PA).
- 2005
- Innovating Ethics. *Society of Business Ethics Conference* (Honolulu, HI).
- 2004
- The Social Construction of Technological Determinism. Paper accepted for dissertation workshop. *Academy of Management Conference* (New Orleans, LA).
  - The Social Construction of Technological Determinism. *Society of Business Ethics Conference* (New Orleans, LA).
  - Technology's Tendencies. Understanding how technology, business, and society interact. *The Association of Practical and Professional Ethics Conference* (Cincinnati, OH).
- 2003
- Abstraction of Technology: How business ethics separates technology and values. *Society of Business Ethics Conference* (Seattle, WA).

#### TEACHING ACCOMPLISHMENTS

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<i>George Washington University, School of Business</i>	School Mean: 4.19 (Instructor) and 3.99 (Course)
	Dept. Mean: 4.55 (Instructor) and 4.26 (Course)
MBAD 6281 Business Ethics (2 sections)	
Quality of Instructor:	4.58/5.0 (program mean 3.47)
Quality of Course:	4.29/5.0 (program mean 3.76)
BADM 4101 Business Ethics & Law (1 sections)	
Quality of Instructor:	4.58/5.0 (program mean 3.47)
Quality of Course:	4.29/5.0 (program mean 3.76)
<i>The Catholic University of America</i>	University Mean: 8.3 (Instructor) and 7.9 (Course)
	Dept. Mean: 8.7 (Instructor) and 8.7 (Course)
MGT 501/301: Business Ethics (4 semesters)	
Average Rating on Instructor:	9.7/10.0
Average Rating for Course Design:	9.4/10.0
MGT 575/475: Strategy (8 semesters)	
Average Rating on Instructor:	9.3/10.0
Average Rating on Course:	8.9/10.0
MGT 423/223: Management Theory and Practice (8 semesters)	
Average Rating on Instructor:	9.3/10.0
Average Rating on Course:	9.1/10.0
MGT 510/310: Leadership and Organizations (3 semesters)	
Average Rating on Instructor:	9.6/10.0
Average Rating on Course:	8.8/10.0
<i>University of Virginia, School of Engineering and Applied Science (SEAS)</i>	

Business Ethics for Engineers		
Effectiveness of Instructor:	4.88/5.0	(dept. mean 3.93)
Course Design:	4.88/5.0	(dept. mean 3.97)

#### BUSINESS EXPERIENCE

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1999-2001	Sprint Telecommunications, Internet Solutions. Developed, presented, and won support for Internet-based new ventures such as web hosting, collocation, and ASP services.
1998	Sprint Telecommunications, Corporate Strategy. Analyzed recent mergers and competitive movements for corporate strategy.
1993-1997	Andersen Consulting (Currently Accenture) Provided information system and business process consulting services to organizations in the coal, pharmaceutical, telecommunications, and oil and gas industries.

#### ACADEMIC HONORS/AWARDS

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2001-2006	Olsson Foundation Ph.D. Grant
1997-1999	Marianne Quattrocchi Scholarship
1993	B.S.E. <i>Magna Cum Laude</i>
1990-1993	Alpha Pi Mu Industrial and Operations Engineering Honor Society
1990-1993	Tau Beta Pi Engineering Honor Society
1989-1991	All Big Ten Scholar (Varsity Women's Track)

#### ACADEMIC AFFILIATIONS

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Business Roundtable for Corporate Ethics	Academic Fellow (2006- )
Society of Business Ethics	Member (2002- ) Best paper reviewer (2008).
Academy of Management	Member (SIM, OMT, BPS, TIM) (2003- ) Conference reviewer.
Association of Professional and Practical Ethics	Member (2003-2005)
<i>Journal of Business Ethics</i>	Reviewer
<i>Journal of Business Research</i>	Reviewer
<i>Information Society</i>	Reviewer
<i>Ethics and Information Technology</i>	Reviewer
<i>Ethics and Behavior</i>	Reviewer

#### SERVICE

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Athletic Advisory Committee, CUA (2010-2012)  
 Academic Standards Committee for CUA's Business and Economics Department (2008-2011)  
 CUA Management Students' Academic Advisor (2006-2012).  
 CUA Arts and Sciences Representative for the Undergraduate Board of the Academic Senate (2008-2011)

#### REFERENCES

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R. Edward Freeman, Ph.D. University Professor	Dean Krehmeyer Executive Director
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Elis and Signe Olsson Professor of Business  
Administration  
Academic Director, Business Roundtable Institute for  
Corporate Ethics  
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(434) 924-0935  
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Business Roundtable Institute for Corporate Ethics  
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(434) 924-6060  
[KrehmeyerD@darden.virginia.edu](mailto:KrehmeyerD@darden.virginia.edu)

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*The Catholic University of America*  
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*New York University*  
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Anne Shirley Carter Olsson Professor of Applied Ethics  
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