

KIRSTEN E. MARTIN

CURRICULUM VITAE

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ACADEMIC APPOINTMENTS

- 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

- 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

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

NSF GRANTS

- Martin, K. (NSF #SES-1311823). \$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.
- Martin, K. (ADVANCE – NSF). \$20,000. Co-PI with Katie Shilton (UMD). Mobile Privacy and User Experience. 1 year project 2014-2015.

MEMBERSHIPS/NATIONAL SERVICE

- Member (2012 -) and Vice Chair (2013 - 2015), US Census Bureau National Advisory Committee.
- Member, Advisory Board for *Future Privacy Forum*, (2014 -)

PUBLISHED REFEREED JOURNAL ARTICLES

- Martin, K. 2014. Regulating Code. Book Review. *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*.

JOURNAL ARTICLES: REVISE AND RESUBMIT

- Pirson, M., Martin, K., & Parmar, B. Initial Trust Formation, Personal Values, and Trustworthiness Salience for Stakeholder Trust. *Journal of Business Ethics*.
 o Highlighted in: <http://www.ideasforleaders.com/ideas/building-trust-the-role-of-stakeholders-personal-values>
- Pirson, M., Martin, K., & Parmar, B. Public Trust in Business. *Business and Society*.
- Glac, K., Elm, D., & Martin, K. Areas of Privacy in Facebook: Expectations and value. *Business and Professional Ethics Journal*.
- Martin, K. Understanding Privacy: Development of a social contract approach to privacy. *Journal of Business Ethics*. June 2014
- Martin, K. Data Aggregators, Big Data, and Responsibility Online: Who is tracking us online and should they stop? *The Information Society*. August 2014.

JOURNAL ARTICLES: UNDER REVIEW

- Shilton, K. & Martin, K. Mobile Privacy Expectations in Context. *Journal of Business Research*. June 2014.

- Martin, K. & Shilton, K. Experience, Trust, and Privacy in Mobile Space. *Information Systems Research*. Submitted August 2014.
- Martin, K. Tracking versus Targeting Online: What influences privacy expectations of users online. *Information Systems Research*. Submitted August 2014.

SELECTED WORKS IN PROGRESS

- Martin, K. Ethical Issues in the Big Data Industry. Targeted Journal: *Journal of Business Ethics*.
- Martin, K. Privacy Notices as Tabula Rosa: How consumers project expectations on privacy notices. Targeted Journal: *Journal of Public Policy and Marketing*.
- Martin, K. Friends, Names, and Locations: When is information sensitive online? Targeted Journal: *Journal of Business Ethics*.
- Martin, K. Misaligned Stakeholder Salience: The Marginal Costs of Robust Stakeholder Relationships. Targeted Journal: *Academy of Management Review*.
- Parmar, B, Martin, K., & Pirson, M. Does Asset Specificity Impact Stakeholder Trust? An empirical investigation of initial trust. *Stakeholder Theory & Practice*.
- Martin, K. Bounding Stakeholder Analysis: A fairness argument for limiting stakeholder identification and prioritization. Targeted Journal: *Business Ethics Quarterly*.

BOOK CHAPTERS/OTHER ARTICLES

- Martin, K. Forthcoming. Proxy Servers, Google, Twitter, and Censorship: Pluralism in the study of innovation. *Responsibility to Protect and Private Actors* Cambridge University Press.
- Pirson, M., Martin, K., & Parmar, B. 2014. Public Trust in Business, in A. Wicks, J. Harris, & B. Moriarty (Ed.) *Public Trust in Business*. Cambridge: Cambridge University Press.
- Martin, K. 2013. 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

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

PRACTITIONER PAPERS AND CASES

- 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

- Who is tracking you online? *University of Buffalo*. October 2014.
- 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

2014

- An empirical investigation into factors driving consumers' privacy judgments online. *Academy of Management Meeting* (Philadelphia, PA).
- Friends, Names, and Locations: When is information sensitive online? *Society of Business Ethics Meeting* (Philadelphia, PA).
- Data Aggregators, Big Data, & Responsibility Online. *American Statistical Association Annual Meeting* (Boston, MA).
- Data Aggregators, Big Data, & Responsibility Online. *Philosophy of Management Annual Meeting* (Chicago, IL).
- Data Aggregators, Big Data, & Responsibility Online. *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

George Washington University, School of Business 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)

The Catholic University of America

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

University of Virginia, School of Engineering and Applied Science (SEAS)

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

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

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

Business Roundtable for Corporate Ethics	Academic Fellow (2006-)
Society of Business Ethics	Member (2002-) Best paper reviewer (2008).
Academy of Management	Member (SIM, BPS) (2003-) Conference reviewer.
Strategic Management Society	Member (2013-)
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

SERVICE

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

R. Edward Freeman, Ph.D.
University Professor
Elis and Signe Olsson Professor of Business
Administration
Academic Director, Business Roundtable Institute for
Corporate Ethics
Darden Graduate School of Business
University of Virginia
(434) 924-0935
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Dean Krehmeyer
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Darden Graduate School of Business
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Deborah Johnson, Ph.D.
Anne Shirley Carter Olsson Professor of Applied Ethics
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