

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

GRANTS AND FUNDING (RECENT)

- 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*. 2011-2015.
- NSF - ADVANCE. \$20,000. Co-PI with Katie Shilton (UMD). Mobile Privacy and User Experience. 2014-2016.

MEMBERSHIPS/NATIONAL SERVICE

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

REFEREED JOURNAL ARTICLES

1. Pirson, M., **Martin, K.**, & Parmar, B. Accepted. Public Trust in Business. *Business and Society*
2. Shilton, K. & **Martin, K.** Accepted. Mobile Privacy Expectations in Context. *The Information Society*.
3. Pirson, M., **Martin, K.**, & Parmar, B. Accepted. Initial Trust Formation, Personal Values, and Trustworthiness Salience for Stakeholder Trust. *Journal of Business Ethics*.

4. **Martin, K.** 2016. Data Aggregators, Big Data, and Responsibility Online: Who is tracking us online and should they stop? *The Information Society*, 32(1): 51-63.
5. **Martin, K.** 2015. Privacy Notices as Tabula Rasa: How consumers project expectations on privacy notices. *Journal of Public Policy and Marketing*, 34(2): 210-227.
6. **Martin, K.** 2015. Ethical Issues in the Big Data Industry. *MISQ Executive*. 14(2): 67-85.
7. **Martin, K.** 2015. Understanding Privacy: Development of a social contract approach to privacy. *Journal of Business Ethics*. DOI: 10.1007/s10551-015-2565-9
8. **Martin, K.** & Shilton, K. Forthcoming. Why experience matters to privacy: How context-based experience moderates consumer privacy expectations for mobile applications. *Journal of the Association for Information Science and Technology*. DOI: 10.1002/asi.23500
9. Glac, K., Elm, D., & **Martin, K.** 2014. Areas of Privacy in Facebook: Expectations and value. *Business and Professional Ethics Journal* 33 (2/3), 147-176.
10. **Martin, K.** 2014. Regulating Code. Book Review. *Business Ethics Quarterly* 24(4): 624-627.
11. **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.
12. **Martin, K.** 2012. Information Technology and Privacy: Conceptual muddles or privacy vacuums? *Ethics and Information Technology* 14(4): 267-284.
13. **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.
14. **Martin, K.** & Parmar, B. 2012. Assumptions in Decision Making Scholarship: A taxonomy of assumptions. *Journal of Business Ethics* 105(3): 289-306.
15. **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.
16. **Martin, K.** 2008. Internet Technologies in China: Insights on the morally important influence of managers. *Journal of Business Ethics* 83: 489-501.
17. 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).
18. **Martin, K.** & Freeman, R.E. 2004. The Separation of Technology and Ethics in Business Ethics. *Journal of Business Ethics* 53: 353-364.
19. **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

- **Martin, K.** Tracking versus Targeting Online: What influences privacy expectations of users online. *Information Systems Research*. Revision December 2015.

JOURNAL ARTICLES: UNDER REVIEW

- **Martin, K.** Contracting over Privacy Online: Comparing the impact of explicit and implicit agreements on consumer trust. *Journal of Legal Studies*. Submitted January 2016.
- **Martin, K.** The Penalty for Privacy Violations: An Empirical Examination Of How Privacy Violations Impact Trust Online. *Information Systems Research*. Submitted December 2015.
- **Martin, K.** Book Review: Confronting the Internet's Dark Side. *Business Ethics Quarterly*.

SELECTED WORKS IN PROGRESS

- **Martin, K** and Helen Nissenbaum. Measuring Privacy: An empirical examination of common privacy measures in context. Targeted Journal: *The Information Society*.
- **Martin, K.** Limits to Consumers' Privacy Exchange Online: Measuring the impact of privacy violations on consumer trust. Targeted Journal: *Journal of Marketing Research*.
- de los Reyes, G. and **K. Martin**. Is contracting around lawful opportunism an option? Targeted Journal: *Administrative Science Quarterly*.
- **Martin, K** and Helen Nissenbaum. What is private about 'public' data? Targeted Conference: *Privacy Law Scholars Conference*.
- **Martin, K.** Misaligned Stakeholder Salience: The Marginal Costs of Robust Stakeholder Relationships.
- **Martin, K.** and K. Shilton. Mobile, Trust, and Privacy: Who is to blame for privacy violations in the mobile space? Targeted Journal: *Information Systems Research*.
- **Martin, K.** Privacy, Markets, and Management: A management research agenda. Targeted Journal: *Academy of Management Review*.
- **Martin, K.** Friends, Names, and Locations: When is information sensitive online? Targeted Journal: *Journal of Business Ethics*.
- **Martin, K.** Bounding Stakeholder Analysis: A fairness argument for limiting stakeholder identification and prioritization. Targeted Journal: *Stakeholder Theory and Practice*

BOOK CHAPTERS/OTHER ARTICLES

1. **Martin, K.** and K. Shilton. Accepted. Privacy Expectations in the Mobile Space. In Evan Selinger, Jules Polonetsky and Omer Tene (Ed.). *Cambridge Handbook of Consumer Privacy*. Cambridge University Press.
2. **Martin, K.** Submitted. The Role of Firms in the Economics of Privacy. In Christopher Yoo (Ed.). *End User Privacy*. Brookings Institution Press.
3. Freeman, R.E., Parmar, B., and **Martin, K.** Forthcoming. "Responsible capitalism: Creating value for stakeholders" In D. Barton, D. Horváth, & M. Kipping (Eds.) *Re-imagining Capitalism: Building a responsible, long-term model*, Oxford University Press.

4. **Martin, K.** Forthcoming. Proxy Servers, Google, Twitter, and Censorship: Pluralism in the study of innovation. *Responsibility to Protect and Private Actors* Cambridge University Press.
5. Pirson, M., **Martin, K.**, & Parmar, B. 2014. Public Trust in Business, in A. Wicks, J. Harris, & B. Moriarty (Eds.) *Public Trust in Business*. Cambridge: Cambridge University Press.
6. **Martin, K.** 2013. Ethics Issues in Technology, in *3rd Edition of the Wiley (Blackwell) Encyclopedia of Management – Business Ethics Volume*.
7. **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.
8. 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.
9. Freeman, R.E., **Martin, K.**, & Parmar, B. 2006. Ethics and Capitalism, in Epstein and Hanson (Eds.) *The Accountable Corporation* Westport, CT: Praeger Publishers.
10. 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.

BOOK

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

PRACTITIONER PAPERS AND CASES

1. Martin, J. & **K. Martin**. 2015. “NCAA and Paying Athletes” Teaching Case. *Business Roundtable Institute for Corporate Ethics*.
 2. 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.
3. **Martin, K.** 2011. “Friedman, Fairness, and Bonuses: Teaching Bailouts and Bonuses” Teaching Note. *Business Roundtable Institute for Corporate Ethics*.
 4. **Martin, K.** Forthcoming. “Google in China (B)” Teaching Case. *Business Roundtable Institute for Corporate Ethics*.
 5. **Martin, K.** 2010. “Lady Godiva and Peeping Tom” Teaching Case. *Darden Business Publishing*.
 6. **Martin, K.** 2010. “Facebook (A)/(B)” Teaching Case. *Darden Business Publishing*.
 7. **Martin, K.** 2010. “Facebook and Privacy” Teaching Note. *Darden Business Publishing*.
 8. **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)).

9. **Martin, K.** 2007. Google, Inc. in China - Condensed. Teaching Case. *Darden Business Publishing*.
10. **Martin, K.** 2006. Teaching Google, Inc. in China. Teaching Note. *Darden Business Publishing*.
11. **Martin, K.** 2006. Google, Inc. in China. Teaching Case. *Darden Business Publishing*.

INVITED PRESENTATIONS, PANELS, AND TALKS

1. Business, Algorithms, and Responsibility. Open Data Symposium at the *New York University*. November 21, 2015.
2. Contracting Over Privacy conference at the Coase-Sandor Institute for Law and Economics at the *University of Chicago Law School*. October 16, 2015.
3. Measuring Privacy w/ Helen Nissenbaum at Privacy Research Group at *New York University*. September 30, 2015.
4. Taking Responsibility for One's Own Data Privacy and Security--Is it Possible, and How? conference at the Center for Technology, Innovation and Competition at the *University of Pennsylvania Law School*. March 2015.
5. Privacy in an Era of Big Data conference. Invited Panelist. *Temple University Fox School of Business*. March 2015. fox.temple.edu/nsfworkshop
6. Understanding The Implications Of Open Data at Open Data: Addressing Privacy, Security, and Civil Rights Challenges. Invited Panelist. *Univ. of California Berkeley Center for Law and Technology*. March 2015. <https://www.law.berkeley.edu/17852.htm>
7. Who is tracking you online? *University of Buffalo*. October 2014.
8. How Trust Impacts Privacy Expectations for Mobile Apps. *Future Privacy Forum*. April 2014.
9. Addressing Privacy Online. *Carnegie Mellon University*. March 2014.
10. Addressing Privacy Online. *New York University*. March 2014.
11. Who is tracking us online and should they stop? *John Carroll University*. April 2013.
12. Discussant for "Issues Involving Public Perception/Trust/Privacy Concerns at the Census Bureau." Census Scientific Advisory Committee Meeting - March 2012.
13. Ethical Leadership. *University of Virginia*. Business Ethics Society. February 2012.
14. Social Networks and the Future of Privacy. *University of Redlands' Banta Center for Business, Ethics, and Society*. October 2011.
15. Public Trust in Business. *Ethics and Compliance Officers Association*. (Seattle, WA). September 2011.
16. Privacy as a Social Contract. *UVA's Darden School of Business*. Core Seminar. October 2010.
17. Stakeholder Theory. *George Washington University's Institute for Corporate Responsibility: Corporate Responsibility in a Global Economy*. November 2010.

REFEREED CONFERENCE PRESENTATIONS AND PAPERS

2015

1. Ethical Issues in the Big Data Industry. *Society of Business Ethics Meeting* (Vancouver)
2. Trust and Privacy: How does meeting privacy expectations and conforming to a notice impact consumer trust? *Privacy Law Scholars Conference* (Berkeley, CA).

2014

3. An empirical investigation into factors driving consumers' privacy judgments online. *Academy of Management Meeting* (Philadelphia, PA).
4. Friends, Names, and Locations: When is information sensitive online? *Society of Business Ethics Meeting* (Philadelphia, PA).
5. Data Aggregators, Big Data, & Responsibility Online. *American Statistical Association Annual Meeting* (Boston, MA).
6. Data Aggregators, Big Data, & Responsibility Online. *Philosophy of Management Annual Meeting* (Chicago, IL).
7. Data Aggregators, Big Data, & Responsibility Online. *American Association of Opinion Researcher's Annual Meeting* (Anaheim, CA).
8. Trust and Privacy Expectations in Mobile Apps. *Privacy Law Scholars Conference* (Washington, DC) w/ Katie Shilton.

2013

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

2012

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

2011

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

2010

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

2009

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

2008

22. Managing Privacy. *Featured Paper* at *Society of Business Ethics Conference* (Anaheim, CA).

23. Google.cn and China: What we can learn about innovation and society. *Academy of Management Conference* (Anaheim, CA).
24. What are goods and services? A thick examination of technology within entrepreneurship. *Academy of Management Conference* (Anaheim, CA).

2007

25. Technology and Morally Important Influences. *Academy of Management Conference* (Philadelphia, PA)
26. Technology's Stakeholders. *Academy of Management Conference* (Philadelphia, PA).
27. Innovation Ethics: The case of Google, Inc. in China. *Society of Business Ethics Conference* (Philadelphia, PA).
28. Rich Research in Business Ethics. *Society of Business Ethics Conference* (Philadelphia, PA).

2005

29. Innovating Ethics. *Society of Business Ethics Conference* (Honolulu, HI).

2004

30. The Social Construction of Technological Determinism. Paper accepted for dissertation workshop. *Academy of Management Conference* (New Orleans, LA).
31. The Social Construction of Technological Determinism. *Society of Business Ethics Conference* (New Orleans, LA).
32. Technology's Tendencies. Understanding how technology, business, and society interact. *The Association of Practical and Professional Ethics Conference* (Cincinnati, OH).

2003

33. Abstraction of Technology: How business ethics separates technology and values. *Society of Business Ethics Conference* (Seattle, WA).

TEACHING ACCOMPLISHMENTS

GWU - School of Business

Quality of Instructor/Course out of 5.

MBAD 6281 Business Ethics (2 sections per semester):

Fall 2013	Quality of Instructor/Course: 4.80/4.60 (program mean 4.14/3.98)
	Quality of Instructor/Course: 4.76/4.66
Fall 2012	Quality of Instructor/Course: 4.59/4.30 (program mean 3.76/3.47)
	Quality of Instructor/Course: 4.57/4.28

BADM 4101 Business Ethics & Law (1 section per semester)

Spring 2014	Quality of Instructor/Course: 4.69/4.69 (program mean 4.25/4.15)
Spring 2013	Quality of Instructor/Course: 4.67/4.50 (program mean 4.56/4.23)

BADM 6289/8289 Adv. Readings in Business Ethics (Ph.D.) (1 section per semester)

Spring 2014	Quality of Instructor/Course: 5.00/5.00 (program mean 4.25/4.15)
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The Catholic University of America

Quality of Instructor/Course out of 10.

MGT 301: Business Ethics (4 semesters)	9.7/9.4
MGT 475: Strategy (8 semesters)	9.3/8.9
MGT 223: Management Theory & Practice (8 semesters)	9.3/9.1
MGT 310: Leadership and Organizations (3 semesters)	9.6/8.8

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

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 in telecom industry for corporate strategy.
1993-1997	Andersen Consulting (Currently Accenture) Provided information system consulting services (aka coding) to firms 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-), Reviewer (2003 -) 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)

Reviewer: *Journal of Business Ethics, Journal of Business Research, The Information Society, Ethics and Information Technology, Ethics and Behavior, New Media and Society, First Monday*

SERVICE

GWSB Management-Strategy Doctoral Committee.
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	Dean Krehmeyer Executive Director Business Roundtable Institute for Corporate Ethics Darden Graduate School of Business
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