

Visiting Instructor (on leave from primary institution) Toulouse School of Management University of Toulouse - Capitole Course taught: Business Ethics and CSR	2025-2026
Associate Professor of Business Ethics (with Tenure) College of Business Metropolitan State University of Denver • Coordinator of Global CSR & Sustainability • Chair of Faculty Welfare Committee, University Senate (2024-25) Courses taught: <u>Undergraduate:</u> Global CSR and Sustainability; Technology & Society. <u>MBA:</u> Business Law & Ethics	2023-Present
Assistant Professor of Business Ethics • Coordinator of Global CSR & Sustainability College of Business Metropolitan State University of Denver	2019-2023
Assistant Professor of Business Ethics Trinity Business School Trinity College Dublin, The University of Dublin Courses taught: Fundamentals of Philosophy, Ethics, and Social Science; Business Ethics. <u>MSc:</u> International NGOs. • Institutional Review Board (IRB) on research ethics. • Undergraduate Curricular Committee.	2017-2019

Education and Certifications

Qualification Maître de Conférences (Assistant/ Associate Professor) Sciences de Gestion (Business Sciences) Ministère de l'Éducation Nationale, France	2025
Ph.D. in Philosophy University of Paris 1 - Panthéon Sorbonne • Dissertation: <i>Esthétique, Signification, et Valeur: Développements de la Seconde Philosophie de Ludwig Wittgenstein</i> • Mention: Très Honorable (High Honors)	2000
MA in Philosophy San Francisco State University • Thesis: <i>Compassion as a Means to Freedom from Constraint</i>	1994
California Graduate Certificate for Teaching Critical Thinking	1994

San Francisco State University

BA in Philosophy
University of Colorado at Boulder
Concentration in Values and Social Policy

1991

Publications

Peer and Editor Reviewed Articles

"Grounding the Language Games of Business Purpose in the Age of Artificial Intelligence." With Kristian Myrseth and David Balkin. Forthcoming in *Philosophy of Management* [ABS 1; FNEGE 4].

"Anchoring Social Purpose Beyond ESG." *California Management Review*, 7/15/24 [ABS 3].

"The Hazards of Putting Ethics on Autopilot." Lead author with David B. Balkin and Kristian Myrseth, *MIT Sloan Management Review*, 65(4) 2024. [FT 50].

"Avoiding Anthropomorphism." *Between the Species*, 27(1) 2024 [non-ABS].

"Beyond the Brave New Nudge: Activating Ethical Reflection over Behavioral Reaction." Lead author with Kristian Myrseth and David B. Balkin, *Academy of Management Perspectives*, 37(4) 2023. [ABS 4].

- AOM *Insights*. 2024. "Getting Lost On Shortcuts To Ethics," Research report arranged by Academy of Management and published by *Academy of Management Journal*.

"When Gig Workers Become Essential: Leveraging Customer Moral Self-Awareness Beyond COVID-19." Lead author with David B. Balkin, *Business Horizons*, 66(3) 2023. [ABS 2; IF: 10.5].

"Reframing the Purpose of Business Education: Crowding-in a Culture of Moral Self-Awareness." Lead author with Tanusree Jain, *Journal of Management Inquiry*, 31(1) 2022. [ABS 3].

"Uncovering the Moral Heuristics of Altruism: A Philosophical Scale." Lead author with Kyle Emich and Benjamin M. Cole, *PLOS ONE*, March, 2020, [non-ABS; Scimago Q1].

"A Ghost Workers' Bill of Rights: Establishing a Fair and Safe Gig Work Platform." Lead author with David B. Balkin and Ramiro Montealegre, *California Management Review*, Jan. 2020. [ABS 3].

"AI Can Help Us Live More Deliberately" *MIT Sloan Management Review*, 60(4) 2019. [FT 50].

- Reprinted in *How AI Is Transforming the Organization*, MIT Press: 2020.

"From Homo-Economicus to Homo-Virtus: A System-Theoretic Model for Raising Moral Self-Awareness." Lead author with Benjamin M. Cole, *Journal of Business Ethics*, 155 (1) 2019. [FT 50].

"Retrieving Philosophy in Management and Organization Science." *Philosophy of Management*, 15(2) 2016. [ABS 1; FNEGE 4].

"Sustainability, Public Health, and the Corporate Duty to Assist." *Business & Professional Ethics Journal*, Vol. 34 (2) 2015. [FNEGE 4].

"Expanding the Motivations for Altruism: A Philosophical Perspective." Lead author with Benjamin M. Cole. *Journal of Organizational Behavior*. 34(8) 2013. [ABS 4].

"Beyond Empiricism: Realizing the Ethical Mission of Management." *Business and Society Review*, 117(3) 2012. [ABS 2].

"Wittgenstein and the Metaphysics of Ethical Value." *Ethic@: An International Journal for Moral Philosophy*, 5(1) 2006.

"Wittgenstein and the Aesthetic Robot's Handicap." *Philosophical Investigations*, 38(2) 2005.

"The Utility of Offshoring: A Rawlsian Critique." *Electronic Journal of Business Ethics and Organization Studies (EJBO)*, 10(1) 2005.

"Minds that Matter: Seven Degrees of Moral Standing." *Between the Species*, 13(4) 2004.

"Ideation and Appropriation: Wittgenstein on Intellectual Property." *Law and Critique*, 12(2) 2001.

Works in Progress

"Curbing the Five-Star Lie: Reframing Customer Ratings for Honesty and moral Reflection." With David Balkin. Under review at *Journal of Interactive Marketing* [ABS 3].

"From Nudging to Boosting: How AI Can Empower Sustainable Behavior at Work." Under review at *Organizational Dynamics* [ABS 3].

"On the Indispensability of Systematic Moral Theory in Business and Professional Ethics." Under review at *Philosophy of Management* [ABS 1; FNEGE 4].

"Nurturing homo-virtus over nudging homo-behaviouralis: Behavioural science should shift its attention to human potential." With Kristian Myrseth, Michael Geers, and Ralph Hertwig. Commentary in preparation for *Nature Human Behaviour* [ABS 4].

"Maximalist Heuristics and the Modern Sacred: Taboo Tradeoffs in the Temple of Vision-Zero." With Kristian Myrseth. Target: *Academy of Management Perspectives* [ABS 4].

"A Metaethics of Management: Restoring Agency to Management Theory." With Kristian Myrseth and David Balkin. Target: *Academy of Management Review* [FT 50].

"Nudging versus Boosting in Digital Environments: Investigating Relative Merits." With Kristian Myrseth and Stuart Mills. Target: *Academy of Management Perspectives* [ABS 4].

"Agentic Social Marketing." With Kristian Myrseth. Target: *Journal of Marketing*.

A Moral Theory of Markets, book project invited by Routledge.

Case Studies (peer-reviewed)

PushediN: The Next Step in Social Media Marketing?
Sage Publications, Business Cases, 2018.
Nearly 23,000 downloads on philpeople.org

Less Than Mighty Fresh: Confronting Supermarket Food Waste
Sage Publications, Business Cases, 2018.

International Technology Machine's No-Tolerance Sexual Harassment Policy
Sage Publications, Business Cases, 2018.

"A Fair Wage? Capping Executive Compensation," *Journal of Business Ethics Education*,
Vol. 7 (1) 2010.

Books

Doing Well and Good: The Human Face of the New Capitalism, Edited book, Information Age
Publishing, Ethics and Practice Series, 2009.

• Available in over 250 university libraries: <http://www.worldcat.org/oclc/704520935>

Dissertation: *Esthétique, Signification et Valeur: Développements de la Seconde Philosophie de
Ludwig Wittgenstein*, Presses Universitaires du Septentrion: Villeneuve d'Ascq, France,
2002.

Book Chapters

"Wittgenstein and the Challenge of Global Ethics," *Humanistic Ethics in the Age of
Globality*, Pirson, M. et al. eds. Palgrave-Macmillan, 2011.

"Ushering-in the New Capitalism," *Doing Well and Good: The Human Face of the New
Capitalism*, Friedland, J. ed. Information Age Publishing, 2009.

Encyclopedia Entries

"Altruism's Moral Heuristics," *Encyclopedia of Business and Professional Ethics*, Springer,
2021.

"Moral Self-Awareness," *Encyclopedia of Business and Professional Ethics*, Springer, 2021.

"The World Trade Organization," *Encyclopedia of Business Ethics and Society*, Sage: Los
Angeles, 2007.

"Informed Consent," *Encyclopedia of Business Ethics and Society*, Sage: Los Angeles, 2007.

"Marxism," *Encyclopedia of Business Ethics and Society*, Sage: Los Angeles, 2007.

Presentations

Conference Talks

AI Tools for Workplace Sustainability: Trading Behavioral Nudging for Cognitive Boosting.

Workplace Sustainability Workshop

Toulouse School of Management, June 2025.

Grounding the Language Games of Business: Reifying Social Purpose in the Age of Artificial Assistance.

- Philosophy of Management Conference
Oxford UK, June 2025.
- Society for Business Ethics Conference
Copenhagen Denmark, July 2025.
- Academy of Management Conference, SIM Division
Copenhagen Denmark, July 2025.

Beyond the Brave New Nudge: Activating Ethical Reflection Over Behavioral Reaction

- Society for Business Ethics Conference
Boston MA, August 2023.
- Philosophy of Management Conference
Oxford UK, June 2023.
- Association for Practical and Professional Ethics Conference
Portland OR, March 2023.

Elevating Moral Self-Awareness of Customers Can Help Increase Gig Worker Autonomy with David B. Balkin.

Positive Organizational Studies Research Conference

Ross School of Business, University of MI, June 2022.

Activating Moral Agency by Design: Cultivating a Culture of Critical Self-reflection via AI-assisted Platforms

European Group for Organizational Studies (EGOS)

University of Edinburgh, July 2019.

Of Humanized Robots and Robotized Humans

Invited Public Philosophy Talk

University of Zurich, April 2019.

Uncovering the Moral Motivations for Altruism: A Philosophical Scale

International Vincentian Business Ethics Conference

New York NY, October 2018.

From Homo-Economicus to Homo-Virtus: Toward a Virtuous Global Economy

Society for Business Ethics

Anaheim CA, August 2016.

Untestable Truths (or: Knowledge Words Can Bring)

Academy of Management

Strategizing Activities and Practice (SAP)

Philadelphia PA, August 2014.

Sustainability, Public Health, and the Corporate Duty to Rescue
Academy of Management
Social Issues in Management (SIM)
Orlando FL, August 2013.

Beyond Empiricism: Restoring the Ethical Promise of Management
Eastern Academy of Management
Boston MA, May 2011.

A Fair Wage? Capping Executive Compensation
CASE Association
Eastern Academy of Management
Hartford CT, May, 2009.

Wittgenstein and the Aesthetic Robot's Handicap
APA Pacific Division Meeting, North American Wittgenstein Society
Pasadena CA, March, 2004.

Compassion as Emotive Sensibility
Northwest Conference on Philosophy
Washington State University-Pullman, October, 2001.

Recent Invited Talks

Keynote: Key Aspects of Ethical Leadership Post-Pandemic
KPMG Compliance Conference
Athens, May, 2021

How AI Can Help Us Live More Deliberately
TEDx
Trinity College Dublin, February, 2018.
• Over 1000 views.

Keynote: Getting Caught Doing the Right Thing: The Importance of Business Culture and Ethics in Crisis
Crisis Minds Conference
London, England, 2019.

Keynote: Getting Caught Doing the Right Thing: The Importance of Business Culture and Ethics in Crisis
GC Engage Conference
Dublin, Ireland, October, 2018.

Textbook Materials

"Philosophy Is Not a Science," *Introducing Philosophy: Questions and Readings*, Cunningham J., Hillier, S., O'Reardon, D. eds., Emond Montgomery: Toronto, 2014.

"Wages of Failure: The Ethics of Executive Compensation," (case study)

Ethical Theory in Business, Arnold D., Beauchamp T., Bowie N. eds., Prentice Hall, 8-10 eds., 2008-2020.

"Outsourcing at Any Cost? Do Corporations ever have an Obligation *not* to Outsource?" (case study)

Ethical Theory in Business, Arnold D., Beauchamp T., Bowie N. eds., Prentice Hall, 8-10 eds., 2008-2020.

Book Reviews

"Caveat Censor." Review of *Private Censorship*, by J. P. Messina, Oxford, 2024, *Philosophy of Management*, Special Issue on Managing Speech Rights, forthcoming, Vol. 23 (4), 2024 [ABS 1; FNEGE 4].

Approaches to Wittgenstein: Collected Papers, by Brian McGuinness, Routledge: New York, 2002; *Wittgenstein, Rules and Institutions*, by David Bloor, Routledge: New York, 2002, *Essays in Philosophy*, Vol. 5 (1): 2004.

"The Intellectual's New Clothes." Review of *One World: The Ethics of Globalization*, by Peter Singer, Yale: New Haven, 2002; *Public Intellectuals: A Study of Decline*, by Richard Posner, Harvard: Cambridge, 2002, *APA Newsletter on Teaching Philosophy*, Vol. 3 (1): 2003.

Feeling and Imagination: The Vibrant Flux of our Existence, by Irving Singer, Rowman & Littlefield: Oxford, 2001; *Explorations in Love and Sex*, by Irving Singer, Rowman & Littlefield: Oxford, 2001, *Philosophy in Review*, Vol. 23 (1): 80-82, 2003.

Selected Newsprint and Magazine Articles

"Beat the Simulation and Seize Control of Your Life", with Kristian Myrseth, *Psychology Today*, 12/23.

"Another Thing to Worry About", *Boston Globe*, 1/22.

"Business Schools Must Promote Social Responsibility Alongside Profit," *Irish Times*, 6/21.

"A Fairness Doctrine for the Twenty-First Century," *Areo Magazine*, 5/21.

"Capitalism After Covid," *The Philosopher's Magazine*, 6/20.

"Rebranding for Social Impact", with Darrin Duber-Smith, *Nutrition Industry Executive*, 2/20.

"To Weather Reputational Storms, Get Caught Doing the Right Thing," *Irish Times*, 1/18.

"Capitalism Isn't Broken - But it Does Need a Rewrite," *The Conversation*, 9/17.

"Regaining Culture in Post-Society America," *Quillette.com*, 6/16.

"The Interstellar Stakes Against God," *The Humanist*, Jan/Feb, 2015.

"Philosophy Is Not a Science," *The New York Times*, 4/12.

"Where Business Meets Philosophy: The Matter of Ethics," *The Chronicle of Higher Education*, Vol. 56 (12) 2009.

"Choosing Between the Rule of Law and the Rule of Men," *Denver Rocky Mountain News*, 10/08.

"The Responsible Shopper as Do-Gooder," *Boulder Daily Camera*, 6/08.

"Journalism's New Economics," *Denver Post*, 8/07.

"Compassion as a Means to Freedom," *The Humanist*, Vol. 59 (4) 1999.

Non-Tenure Track Appointments

University of Colorado at Denver 2015 - 2017
Online Instructor
Department of Philosophy
Course taught: Upper Division: Business Ethics

University of Hartford 2015 - 2016
Visiting Professor
Hillyer College - Philosophy
Courses taught: Introduction to Philosophy, Ethics

George Washington University 2013 - 2014
Visiting Assistant Professor of Business Ethics
Strategic Management & Public Policy
Courses taught: Upper division: Business Law & Ethics
MBA: Business Ethics

Fordham University 2011 - 2013
Visiting Assistant Professor of Business Ethics
School of Business Administration
Courses taught: Upper division: Ethics in Business
MBA: Ethics in Business, Ethical Lessons of the Financial Crisis
• Assisted in the design of new core MBA ethics course.
• Curricular committee for Sustainability Minor.

Temple University Fall 2011
Online Instructor
Fox School of Business
Course taught: Upper division: Business, Society, and Ethics

Jones International University 2010 - 2011
Adjunct Professor
College of Business
Online Courses taught:
MBA: Making Ethical Management Decisions
Upper division: The Legal Environment of Business,
Critical Thinking and Creative Problem Solving

Eastern Connecticut State University Visiting Assistant Professor of Business Ethics Department of Business Administration Courses Taught: <u>Upper division:</u> Business Ethics <u>Lower division:</u> Why Be Moral? (Freshman Liberal Arts Colloquium)	2009 - 2010
University of Colorado at Boulder, Leeds College of Business Instructor Center for Business and Society Courses taught: <u>Upper division:</u> Business Applications of Social Responsibility <u>Senior capstones:</u> Business Ethics Leadership, Global Business Ethics, Ethical Entrepreneurship	2005 - 2008
St. Cloud State University, MN Visiting Assistant Professor Department of Philosophy Courses taught: <u>Upper division:</u> Global Business Ethics, Senior Seminar: Wittgenstein and Contemporary Philosophy of Mind • Institutional Review Board (IRB) on research ethics.	2003 - 2004
University of Colorado at Boulder Lecturer Department of Philosophy; Program for Writing and Rhetoric Courses taught: <u>Lower division:</u> Philosophy and Society, Introductory Logic, First Year Writing and Rhetoric <u>Upper division:</u> Critical Thinking: Contemporary Topics, Writing on Science and Society, Writing on Business and Society	2001 - 2003
Metropolitan State College of Denver Adjunct Instructor Department of Philosophy Courses taught: <u>Lower division:</u> Introduction to Philosophy, Ethics <u>Upper division:</u> Business Ethics	1998 to 2001

Professional Service & Activities

- University Senator and Chair of Faculty Welfare Committee, MSU-Denver, 2024-25.
- Reviewer, *Academy of Management Perspectives*, 2025.
- Reviewer, *Ethics and Information Technology*, 2025.
- Reviewer, *Journal of Management Inquiry*, 2024.
- Reviewer, *Business Horizons*, 2024.
- Reviewer, *Nature Humanities and Social Sciences Communications*, 2023.
- Reviewer, *Ethics, Policy & Environment*, 2023.
- Reviewer, *Journal of Business Ethics*, 2016, 2017, 2019, 2020, 2021, 2022, 2023.
- Reviewer, *Environmental Values*, 2020, 2022.

- Reviewer, *Clio: A Journal of Literature, Philosophy, and the Philosophy of History*, 2022.
- Reviewer, *Business Ethics: A European Review*, 2019.
- Reviewer, *Canadian Journal of Administrative Sciences*, 2015, 2016.
- Reviewer, *Management Learning*, 2010, 2012.
- Reviewer, *Journal of Management and Organization*, 2010.
- AI Ethics Design Consultant, Accenture Human Insights lab, Dublin, The Dock, 2018 - 19.
- Institutional Review Board, safeguarding ethics in research, Trinity College Dublin 2017-19.
- Member, Academy of Management.
- Member, Society for Business Ethics.
- Editorial board, *Encyclopedia of Business Ethics and Society*, Sage: Los Angeles, 2007.

Grants, Honors, and Awards

- MSU Denver College of Business, Dean's Award for Scholarship Excellence, 2024.
- Rocky Mountain CIBER Faculty Research Grant, 2022.
- Trinity Business School, Research Excellence Award, 2019.
- Trinity Business School, Research Excellence Award, 2018.
- *Encyclopedia of Business Ethics and Society*, Sage: Los Angeles, 2007: CHOICE Award winner for Outstanding Academic Title, American Library Association, 2009; Reference and Users Association of the American Library Association Award winner for Outstanding Business Reference Work, 2009.
- Nominated for the Frasca Teaching Excellence Award, 2006. The highest teaching award at the Leeds School of Business.

References

David B. Balkin
 Professor Emeritus of Management
 Leeds School of Business
 University of Colorado at Boulder
 david.balkin@colorado.edu

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 Professor of Management
 Lerner College of Business
 University of Delaware
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Laurent Muzellec
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 Trinity Business School
 Trinity College Dublin
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