

**CURRICULUM VITAE**  
**Kevin W. Gibson**  
**Associate Professor**  
**Department of Philosophy**  
**Marquette University**

**Special Fields:**

Ethics; Applied Ethics; Business Ethics; Negotiation

**Degrees:**

Ph.D., University of Colorado, Boulder, Philosophy, 1991  
M.A., University of Colorado, Boulder, Philosophy, 1989  
Ed.M., Harvard University, Administration and Social Policy, 1985  
B.A. (Hons), Sussex University, U.K., Philosophy, 1980

**Academic Experience:**

Associate Professor, Management, Marquette University, 2004-present  
Associate Professor, Philosophy, Marquette University, 2002-present  
Assistant Professor, Philosophy, Marquette University, 1995-2002  
Lecturer, Business, University of Colorado, Boulder, 1994-1995  
Lecturer, Philosophy, University of Colorado, Boulder, 1993-1994

**PUBLICATIONS**

***Books Published Since Employment at Marquette University, After Tenure***

*Business and Ethics: An Introduction* Cambridge University Press 2007.

*Business Ethics: People, Profits and the Planet* McGraw-Hill 2005.

***Book Chapters in Print Published Since Employment at Marquette University, after Tenure***

“Ethics and Morality in Negotiation,” *The Negotiator’s Fieldbook*, A. Schneider and C. Honeyman eds. ABA/ALA Press (2006): 175-182.

***Book Chapters in Print Published Since Employment at Marquette University, Prior to Tenure***

“Alternative Dispute Resolution and Health Care,” in *Health Care Law Desk Reference*, ed. A. Barnes, ALI/ABA Press (2001): 137-152.

“Role Morality and Individual Moral Responsibility in Accounting,” in *Current Topics in Management*, v.4 ed. Rahim et al, JAI Press (1999): 81-97.

“Biases and Rationality in the Mediation Process,” K. Gibson, L. Thompson, and M. Bazerman (Primary contributor) *Applications of Heuristics and Biases to Social Issues*, ed. L. Heath, NY: Plenum (1994) 163-183.

***Book Chapter in Press***

“Expanding the Circle of Ethical Concern: Messick and Morality,” K. Gibson, J. Murnighan, *Social Decision Making, Social Dilemmas, Social Values, and Ethics*, Psychology Press, 32 pp. typescript (Primary contributor), forthcoming.

**Articles in Print Published Since Employment at Marquette University, After Tenure**

“The New Canon of Negotiation Ethics,” *Marquette Law Review*, v87, No.4, (2004): 747-752.

“Games Students Play: Incorporating the Prisoner’s Dilemma in Teaching Business Ethics,” *Journal of Business Ethics* 48 No.1, (November, 2003): 53-64.

“Exploring ethical traps for professionals,” *The Wisconsin CPA*, v.7#7 (July-August 2003): 10-11 (not refereed).

“Contrasting Role Morality and Professional Morality: Implications for Practice,” *Journal of Applied Philosophy*, Vol. 20, No.1 (2003): 17-29.

“Going beyond intuitions: Reclaiming the Philosophy in Business Ethics,” *Teaching Business Ethics* v.6, No.2 (May 2002):151-166.

“When Talk is Not Cheap: Substantive Penance and Expressions of Intent in the Rebuilding of Cooperation,” Bottom, B., Gibson, K., Daniels, S., Murnighan, J.K., (Equitable contributor), *Organization Science*, Vol. 13, No.5, (Sept-Oct. 2002): 497-513.

**Articles in Print Published Since Employment at Marquette University, Prior to Tenure**

“Promises and Problems in Alternative Dispute Resolution for the Elderly,” *Elder’s Advisor*, v.2, No.3, (Winter 2001): 82-91.

“Excuses, Excuses: Moral Slippage in the Workplace,” *Business Horizons* (October/November 2000): 65-72. Reprinted in Dushkin *Annual Editions* series “Business Ethics” (2002-2003): 86-93.

“The Moral Basis of Stakeholder Theory,” *Journal of Business Ethics*, Vol. 26 (August 2000): 245-257.

“Once Bitten: Defection and Reconciliation in a Cooperative Enterprise,” Gibson, Kevin; Bottom, William; Murnighan, J. Keith (Primary contributor) *Business Ethics Quarterly*; 9(1), (Jan. 1999): 69-85.

“Mediator Attitudes Toward Outcomes: A Philosophical View,” *Mediation Quarterly*, Vol. 17, No. 2 (Winter 1999): 197-211. Reprinted in *Negotiation: Readings, Exercises and Cases*, 4<sup>th</sup> Edition, ed. Roy Lewicki, D. Saundes, J. Minton, and B. Barry, McGraw Hill (2003): 454-466.

“Mediation in the Medical Field: Is Neutral Intervention Possible?” *Hastings Center Report* vol.29, no.5 (Sept/Oct 1999): 6-13.

“Distributing Adventitious Outcomes: Social Norms, Egocentric Martyrs and the Effects on Future Relationships,” J. Mclean Parks et al. (*Organizational Behavior and Human Decision Processes* Vol. 67, Issue 2 (August 1996): 181-200. (Equitable contributor)

“Shortcomings of Neutrality in Mediation: Solutions Based on Rationality,” Gibson, K.; Thompson, L.; Bazerman, M., (Equitable contributor) *Negotiation Journal*, Vol. 12, No. 1 (Jan. 1996): 69-80.

“Is the Numbering System in Wittgenstein’s *Tractatus* a Joke?” *Journal of Philosophical Research*, Vol xxi, (1996): 139-148.

“Fictitious Persons and Real Responsibilities,” *Journal of Business Ethics*, Vol.14 (September 1995): 761-767.

### ***Works in Progress***

#### ***Article***

“Profit from the Priceless: Heritage Sites, Property Rights and the Duty to Preserve” under review with the *Journal of Value Inquiry*

“Professional Roles and Personal Duties” (with Kati Berg, MU College of Communications) manuscript under preparation for submission to the *Journal of Mass Media Ethics* (Equitable contributor)

#### ***Articles in Print Published Prior to Employment at Marquette University***

“Business Ethics and Engineering Ethics: Some Reflections,” *International Journal of Applied Ethics*, Vol. 8 #2, (Winter/Spring 1994): 19-21.

“Harmony, Hobbes and Rational Negotiation: A Reply to Dees and Cramton’s ‘Promoting Honesty in Negotiation’,” *Business Ethics Quarterly*, Vol. 4, #3, (July 1994): 373-381.

“Transitivity, Torts and Kingdom Loss,” *Journal of Philosophical Research* Vol. XXXVIII, (Spring, 1993): 83-96.

“Confidentiality in Mediation: A Moral Reassessment,” *Journal of Dispute Resolution*, (Spring, 1992): 25-66. Reprinted in *Alternative Dispute Resolution: Strategies for Law and Business*, ed. E. W. Trachte Huber and S. Huber, Cincinnati OH: Anderson, (1997): 1235-1240.

“The Ethical Basis of Mediation: Why Mediators Need Philosophers,” *Mediation Quarterly*, Vol. 7, No. 1, (Fall, 1989): 41-50.

“Ranken on Disharmony and Business Ethics,” *Journal of Applied Philosophy*, Vol 6 #2, (Fall 1989): 209-213.

#### ***Encyclopedia Articles In Print Published Since Employment at Marquette University, After Tenure***

“Alternative Dispute Resolution,” *Encyclopedia of Business Ethics and Society*, Ed. R. W. Kolb, Sage, (2007): 66-69.

“Game Theory,” *Encyclopedia of Business Ethics and Society*, Ed. R. W. Kolb, Sage, (2007): 967-971.

“Negotiation and Bargaining,” *Encyclopedia of Business Ethics and Society*, Ed. R. W. Kolb, Sage, (2007): 1493-1496.

“Prisoner’s Dilemma,” *Encyclopedia of Business Ethics and Society*, Ed. R. W. Kolb, Sage, (2007): 1668-1671.

#### ***Book Reviews Published Since Employment at Marquette University, Prior to Tenure***

Larry May, *The Socially Responsive Self*,” *Philosophy in Review* (June, 1997): 188-190.

Joanne B. Cuilla, *Ethics: The Heart of Leadership, Teaching Business Ethics* Vol. 3 (1999): 202-

David Fritzsche: *Business Ethics: A Global and Managerial Perspective, Teaching Business Ethics*, Vol. 3 (1999): 197-199.

**PARTICIPATION IN PROFESSIONAL MEETINGS AND /OR PAPERS PRESENTED**

*After tenure at Marquette University*

“Hustling Heritage: Corporate Social Responsibility and The Things We Value”  
Society of Business Ethics Annual Conference, Anaheim, CA. August 2008. (Refereed).

“Hallowed Spaces and Hollow Promises,” European Business Ethics Network, Annual  
Conference, Cambridge, UK. April 2008. (Refereed).

14<sup>th</sup> Annual International Business Ethics Conference, DePaul, Chicago, November, 2007.  
(Session Chair).

Society of Applied Philosophy Conference on Emerging Areas of Scholarship, Princeton, NJ,  
October 2007 (Invited).

Society for Business Ethics Annual Meeting, Philadelphia, PA, August 2007, (Session Chair).

“Jumbo Shrimp and Business Ethics: The Triple Bottom Line and the Indian Fishing Industry,”  
Business Ethics In A Global World conference, Markkula Center, Santa Clara University, March,  
2007. (Refereed).

“Stakeholder Theory: Present Views and Future Directions,” European Business Ethics Network,  
Annual Conference, Cambridge, UK. April, 2006. (Refereed).

“What’s at Stake in Stakeholder theory?” Conversations in Ethics, Marquette University,  
November 2005.

“Decolonizing the Discourse,” 11<sup>th</sup> Annual International Business Ethics Conference, DePaul,  
Chicago, 2004 (Invited).

Midwest Business Ethics Roundtable, Chicago, IL, October, 2003; April 2004 (Participant).

Society for Business Ethics Annual Conference, New Orleans, August, 2004 (Session chair).

Emerging Canon of Negotiation Conference, Marquette Law School, Nov. 2003 (Participant).

“Serious Games” Society for Business Ethics Annual Conference, Seattle WA, 2003 (Refereed).

“A Grand Unified Theory of Conflict Resolution,” Conference on the Intractable Conflict  
Knowledge Base, Hewlett Foundation, Boulder, CO. April, 2003 (Invited).

“Role Morality Reconsidered,” Association of Professional and Practical Ethics, Annual  
Conference, Charlotte, NC. February, 2003. (Refereed).

Conference on Moral Imagination, Carlson School of Business, University of Minneapolis, 2003 (Invited).

“Games Students Play: Incorporating Game Theory in Business Ethics Education,” Teaching Business Ethics II: Technology and Innovation Conference, Brunel University, Uxbridge, U.K., December 2002 (Refereed).

“The Prisoner’s Dilemma,” Teaching Business Ethics II, Brunel University, Uxbridge, U.K., December 2002 (Invited).

Association for Practical and Professional Ethics, Charlotte, NC, February 2002. (Session Chair; Judge).

***Prior to tenure at Marquette University***

“Using Bargaining Games in Mediator Training,” Wisconsin Association of Mediators, Annual Meeting, Madison, WI, November. 2001 (Invited).

“Role Morality and Professional Morality: Two Labels Masking a Simple Truth,” Society for Business Ethics Annual Conference, Washington DC, August. 2001. (Refereed).

“Ethical Issues in EEOC Mediation Practice.” Society of Professionals in Dispute Resolution, Annual Conference, Albuquerque NM, October. 2000. (Invited).

“Issues in Contemporary Stakeholder Theory,” Colloquium speaker, University of Colorado, Boulder. April, 2000 (Invited).

“All for One and One for All? Contemporary Approaches to Stakeholder Theory,” Distinguished Visiting Ethics Lecture, Washington and Lee University, Lexington, VA, November, 1998. (Invited).

“The Moral Basis of Stakeholder Theory,” Annual Meeting of the Society for Business Ethics, San Diego, August 1998. (Refereed).

“Role Morality and Individual Moral Responsibility in Accountancy,” 5th International Conference on Advances in Management, Lincoln, UK, July 1998. (Refereed).

Conference on Social Issues in Management, Kellogg School of Management, Evanston IL, December 1997 (Invited participant).

Conference on Social Issues in Management, Kellogg School of Management, Evanston IL, December 1996 (Invited participant).

***Prior to employment at Marquette University***

“The Fair Distribution of Adventitious Outcomes,” (with Judi McLean Parks and others, 15% contribution to presentation), American Academy of Management, Dallas, August 1994.

“Ethics and Conflict Resolution,” Annual Meeting of the American Academy of Management, Panel on Social Issues in Business, Atlanta, August 1993.

“Is Engineering Ethics Just Business Ethics?” Society for Business Ethics, American Philosophical Association Eastern Division, Atlanta, December 1993.

## **TEACHING**

### ***Graduate Courses Taught***

PHIL 301:	Graduate Seminar, Business Ethics
PHIL 302:	Seminar in Applied/Professional Philosophy
EXBU 264:	Business Ethics: Executive MBA
EXBU 288:	Special Topics in Business
DIRS 200:	Theory of Dispute Resolution
DIRS 203:	Mediation
DIRS 207:	Advanced Issues in Mediation

### ***Undergraduate Courses Taught***

#### ***At Marquette University***

ARSC 125:	Capstone Seminar in Interdisciplinary Minor in Ethics
PHIL 104:	Theory of Ethics
PHIL 105:	Contemporary Ethical Problems
PHIL 108:	Business Ethics
PHIL 122:	Philosophy and Literature
PHIL 132:	Environmental Ethics
PHIL 158:	Philosophy of Education
PHIL 190:	Special Topics in Philosophy, Engineering Ethics
PHIL 190:	Special Topics in Philosophy, War and Morality
PHIL 196:	Undergraduate Seminar, Alternative Modes of Philosophical Discourse

#### ***At the University of Colorado School of Business***

Business and Society

#### ***At the University of Colorado, Boulder***

Ethics and Contemporary Issues  
Introduction to Logic  
Introduction to Philosophy  
Social and Political Philosophy

## **COMMITTEES AND UNIVERSITY SERVICE**

### ***University***

Board of Undergraduate Studies, Marquette University 2005-2008 (Co-chair)  
Director, Center for Ethics Studies, 2001-present  
Student Conduct Appeals Committee 1997-2000  
University Faculty Mentor Program 2005-present  
Presenter: Graduate Program in Dispute Resolution 1995-present  
Law School Faculty Forum, 2007, "Defection and Reconciliation"  
Mission Week February 2007, Faculty Commons, "The three legged stool of responsibility"  
Mission Week February 2007, Chair, Faculty Roundtable "Instilling ethical values in our students"  
Presenter: Center for Ethics Studies: Thoughts on Forgiveness, Jan. 1996  
Presenter: Health Care Law 1997/1998  
Presenter: Women Council Lecture Series, "Modern Approaches to Negotiation," 1998

### ***College of Arts and Sciences***

College of Arts and Sciences Advising Committee (Chair) 2001-2003  
Undergraduate Pre-major Advisor, College of Arts and Sciences, MU, 1997-present

### **Department**

Director of Graduate Studies, 2006-present  
Undergraduate Committee, Chair, 2004-2006  
Executive Committee, 2001-2003; 2005-present  
Department Hiring Committee 2004  
Graduate Committee, 2001-2003  
TA Teaching Workshop. 2001.  
Faculty liaison for Graduate Student Conference, 1999, 2000  
Graduate Student Advisor (1997-present)  
Graduate Placement Director, 1997-2001  
Research Committee, 1996-1999  
Undergraduate Major Advisor, 1996-present  
Interdisciplinary M.A. Committee, Linda Marcus  
Ph.D. Comprehensive Examination Committees:  
Christopher Ward, Jeffrey Goins, Michael Dougherty, Timothy Yoder, Patrick Tully,  
John Morse, Michael Forest, Jesus Maria Nacanaynay, Jussi Rautiainen, Erik Richardson,  
Gregory Schulz, Russell Snell, John Muenzberg, Jacob Held, Matthew Pierlott, Karl  
Schudt, Paul Copan, Lawrence Masek  
Ph.D. Comprehensive Examination Ethics Committee (Chair)  
Ph.D. Dissertation Committees:  
Eric Manchester (1999), John Morse (2003), Jeffrey Goins (2006), Michael Gillick  
(2004), Daniel Kern (2005), Christopher Ward (2008)  
Ph.D. Dissertation Director  
Andrew Gustafson, *Mill on Moral Affections, With Application to Marketing Ethics*  
(2001)

### **Community**

Interview, WISN Talk Radio "Green Business" July 2008.  
Interview, Exchange Magazine, "The Greening of Business Ethics" July 2007, Vol. 37 No.7  
pp.24-26  
First Unitarian Universalist Society of Milwaukee: "Martin Luther King and the Great March on  
Washington," January 2008; "Martin Luther King's Letter from a Birmingham Jail"  
January 2007; "Philosophical arguments for the existence of God" May 2005; 2006  
Speaker, Legatus of North Eastern Wisconsin, Appleton, "Christian Business Ethics" February  
2004  
Presenter, WICPA Professional Breakfast Series, 2003  
Presenter, WICPA Annual Conference, 2003  
Panelist, Channel 12, Leaders in the New Economy, 2002  
Presenter, Milwaukee Conference on Mediation and Special Education Programs. 2002  
Talkback presenter, Milwaukee Chamber Theatre, 2002, "The Herbal Bed"  
Discussant, Channel 4 TV, "Face to Face" 2002, "Workplace Ministry"  
Milwaukee Chamber Theatre, Invited talkback speaker 1998, 2002  
City of Boulder, CO. Designed and conducted workshop: "Ethics in the Workplace," 2000  
Midwest Association of Schools and College Personnel Administrators, Invited Keynote Address  
"Values and People Management" 1998  
Danes and Moore, Professional development session dealing with ethics and codes of conduct.  
1998  
Wisconsin Association of Schools and College Personnel Administrators, Presentation on ethical

issues in personnel management 1997  
RESOLVE, Wisconsin, 1997. Presentation on ethics of evolving reproductive technologies  
St. John's Cathedral Social Issues Forum, 1997. Invited Forum speaker on business ethics  
Presenter, Wisconsin Association of Mediators, 1997; 1998  
Institute of Management Accountants, Invited Speaker: "Ethical issues in Accountancy." 1996

### ***Professional***

Book Reviews Taylor and Francis Press, 2008  
Cambridge University Press, 2008  
Harvard Business School Press, 1999, 2000  
Oxford University Press, 1999, 2000  
Wadsworth Press. Reviewer for Hurley, *Logic*, 2<sup>nd</sup> edition  
Prentice Hall. Major reviewer for revised edition of Beauchamp *Philosophical Ethics*, 1998  
Jones and Bartlett Press. Major reviewer for Harwood, *Business as Ethical and Business as Usual*, 2000

### Journal Reviews

*Journal of Business Ethics*. Reviewer, 1996 - present  
*Canadian Journal of Behavioral Science*. Reviewer, 1998

### Other

Society for Business Ethics. Conference paper reviewer, 1999 –2008  
Academy of Management. Reviewer of conference submissions, 1996  
External Reviewer, Tenure and Promotion, SUNY Binghamton 2005  
Lecturer: National Institute for Credit Management, 1997-2008  
Assistant Director, American Leadership Study Groups, 1980-1984.

## **MEMBERSHIP IN PROFESSIONAL SOCIETIES**

American Philosophical Association  
Society of Business Ethics

## **HONORS, AWARDS, GRANTS**

### ***Teaching:***

Award of Excellence, MU EMBA Class 2007  
Excellence in Executive Education Award, MU EMBA Class, 1997, 2000, 2002, 2003, 2004  
Invited commencement speaker, EMBA class of 2001  
Invited Speaker, Class of 2003 "Last Lecture" commencement event  
Gender Neutral Language Teaching Award, C.U. Women's Organization, 1990

### ***Research:***

Way-Klinger Humanities Fellowship, Marquette University, 2008 (\$60,000).  
Mellon Grant, development of interdisciplinary minor capstone seminar, 2003. (\$8,500).  
Ethics in Business Research Fund, 2003, (\$7,500)  
Summer Faculty Fellowship, 2003  
Research Award, Ethics In Business Research Fund, 1992 (\$30,000)

### ***Civic:***

Police Commendation for Heroism, Milwaukee Police Department, November, 2007  
Police Commendation, Denver Police Department, 1990

