

Rev. Nicholas J.C. Santos S.J.

Marquette University
Curriculum Vitae

OFFICE ADDRESS:

Department of Marketing
Marquette University
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Milwaukee, WI 53233
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Education

- Ph D, Marquette University, 2009.
Major: Interdisciplinary: Marketing
Supporting Areas of Emphasis: Management, Ethics
Dissertation Title: Marketing to the impoverished: Developing a model for markets that justly and fairly serve the poor
- MBA, Marquette University, 2006.
Major: Marketing
- Jesuit School of Theology, 2002.
Major: Moral Theology
- Jnana Deepa Vidyapeeth, 1999.
Major: Theology
- University of Pune, 1994.
Major: Advanced Financial and Cost Accounting
- Jnana Deepa Vidyapeeth, 1994.
Major: Philosophy
- University of Pune, 1987.
Major: Accountancy
Supporting Areas of Emphasis: Economics

TEACHING

Courses Taught

Marquette University

- BUAD 6931, Topics in Business Admin., Graduate.
BUAD 6995, Independent Study in Business, Graduate.
HOPR 1953, Honors First Year Seminar., Undergraduate.
HOPR 2953, Honors Second Year Seminar., Undergraduate.
MARK 3001, Intro to Marketing, Undergraduate.
MARK 4070, Marketing & Society, Undergraduate.
MARK 4110, Marketing Management, Undergraduate.
MARK 6170, Marketing Ethics, Graduate.
MARK 6175, Marketing/Social Entrepreneur, Graduate.
MARK 6931, Topics in Marketing., Graduate.
MARK 6995, Independent Study in Marketing, Graduate.

SCHOLARLY ACTIVITY

Publications and Other Intellectual Contributions

Journal Article, Academic Journal, Refereed

Klein, T. A., Laczniak, E., Santos, N., Religion-motivated enterprises in the marketplace: A Macromarketing Inquiry. *To appear in Journal of Macromarketing*.

Ozanne, L., Phipps, M., Weaver, T., Caitlin, J., Carrington, M., Gupta, S., Luchs, M., Santos, N., Scott, K., Williams, J., Managing the tensions at the intersection of the triple bottom line: A paradox theory approach to sustainability management. *To appear in Journal of Public Policy & Marketing*.

Facca-Miess, T. M., Santos, N. (2016). Assessing Perceptions of the Integrative Justice Model Propositions: A Critical Step Toward Operationalizing a Macro Model. *Journal of Macromarketing*, 36 (1), 68-77.

Laczniak, E., Santos, N., Klein, T. (2016). On the Nature of 'Good' goods and the ethical role of marketing. *Journal of Catholic Social Thought*, 13 (1), 63-82.

Naughton, M., Santos, N. (2016). Poverty, Prosperity and Challenges of the Good Company. *Journal of Catholic Social Thought*, 13 (1), 3-16.

Santos, N., Laczniak, E. (2015). Marketing to the poor: A SWOT analysis of the Market Construction Model for engaging impoverished market segments. *Social Business*, 5 (2), 95-111.

Santos, N., Laczniak, E. (2015). The heritage and current status of the 'Integrative Justice Model' for marketing to the poor. *Social Business*, 5 (2), 89-95.

Facca-Miess, T. M., Santos, N., Assessing Perceptions of the Integrative Justice Model Propositions: A Critical Step Toward Operationalizing a Macro Model. *To appear in Journal of Macromarketing*.

Laczniak, E., Santos, N., Klein, T. A., On the nature of 'good' goods and the ethical role of marketing. *To appear in Journal of Catholic Social Thought*.

Santos, N., Laczniak, E., Facca-Miess, T. M. (2015). The "Integrative Justice Model" as Transformative Justice for Base-of-the-Pyramid Marketing. *Journal of Business Ethics*.

Santos, N., Facca-Miess, T. M. (2014). Marketing Planning for Social Entrepreneurial Organizations in the Context of Subsistence Marketplaces: A Pedagogical Reflection for Marketing Education in Jesuit Business Schools. *Journal of Jesuit Business Education*, 5 (1).

Facca, T. M., Santos, N. (2014). Fostering fair and sustainable marketing for social entrepreneurs in the context of subsistence marketplaces. *Journal of Marketing Management*, 30 (5-6), 501-518.

Santos, N. (2013). In Dr. Thane Kreiner (Ed.), Social Entrepreneurship that truly benefits the poor: An integrative justice approach. *Journal of Management for Global Sustainability*, 1 (2), 31-62.
[dx.doi.org/10.13185/JM](https://doi.org/10.13185/JM) [\[Link\]](#)

Santos, N., LKaczniak, E. (2012). Marketing to the Base of the Pyramid: A Corporate. *Business and Politics*, 14 (1 / Article 4), 44 pages.

Santos, N., Laczniak, E. (2011). Marketing to the Poor: A Justice Inspired Approach. *Journal of Jesuit Business Education*, 2 (1), 47-63.

Laczniak, E., Santos, N. (2011). The Integrative Justice Model for Marketing to the Poor: An Extension of S-D Logic to Distributive Justice and Marketing to the Poor. *Journal of Macromarketing*, 31 (2), 135-147.

Santos, N., Laczniak, E. (2009). Marketing to the Poor: An Integrative Justice Model for Engaging Impoverished Market Segments. *Journal of Public Policy & Marketing*, 28 (1), 3-15.

Santos, N., Laczniak, E. (2009). "Just" Markets from the Perspective of Catholic Social Teaching. *Journal of Business Ethics*, 89, 29-38.

Book, Chapter in Scholarly Book-New

Laczniak, E., Santos, N. The Integrative Justice Model: Fair, ethical, and innovative marketing to the poor. *Ethical Innovation in Business and the Economy: Studies in Transatlantic Business Ethics*: Edward Elgar Publishing.

Santos, N., Sealey, J., Onuoha, A. G.C. (2014). In Celine Louche; Tessa Hebb (Ed.). Shareholder Engagement and Chevron's Policy 520 on Human Rights: The Role Played by the United States' Jesuit Conference's "National Jesuit Committee on Investment Responsibility". *Socially Responsible Investing in the 21st Century: Does It Make a Difference for Society?*: Emerald Group Publishing.

Intellectual Contributions under Review

Journal Article, Academic Journal, Refereed

Kennedy, A.-M., Santos, N., The Papal Encyclical Laudato Si: A focus on sustainability that is attentive to the concerns of the poor. *Journal of Management for Global Sustainability*.

Santos, N., Facca-Miess, T. M., The Integrative Justice Model for Marketing to the Poor: An extension and application of the UN Global Compact and the UN-PRME to business ethics education and practice. *Journal of Business Ethics*.

Santos, N., Business Education for the Common Good: The Promise and Challenge of Incorporating Social Entrepreneurship into the Catholic Business School Curricula. *Journal of Catholic Higher Education*.

Presentations

National/International Academic

Santos, N. (Presenter & Author), 22nd IAJBS Annual World Forum, "Reflections on the Jesuit Task Force Report on "Justice in the Global Economy", " Jesuits of Eastern Africa, Nairobi. (July 19, 2016).

Santos, N. (Presenter & Author), Facca-Miess, T. M. (Presenter & Author), 22nd IAJBS Annual World Forum, "The Socially Innovative Jesuit Business School," Jesuits of Eastern Africa, Nairobi. (July 19, 2016).

Gustafson, A. (Author Only), Santos, N. (Presenter Only), 22nd IAJBS Annual World Forum, "The State of CST in Catholic Business Schools in the U.S.," Jesuits of Eastern Africa, Nairobi. (July 19, 2016).

Santos, N. (Presenter & Author), Facca-Miess, T. M. (Presenter & Author), 41st Annual Macromarketing Conference, "Social entrepreneurship oriented business education: Pedagogical activism that bridges the gap between critical theory and macro marketing," Trinity College & Macromarketing Society, Dublin, Ireland. (July 15, 2016).

Santos, N. (Presenter & Author), Facca-Miess, T. M. (Presenter & Author), 41st Annual Macromarketing Conference, "Conflict and Constructive Engagement at the Base of the Pyramid: An Integrative Justice Approach," Trinity College & Macromarketing Society, Dublin, Ireland. (July 13, 2016).

Santos, N. (Presenter & Author), Facca-Miess, T. M. (Presenter & Author), 19th Annual Colleagues in Jesuit Business Education Conference, "Transforming Jesuit Business Schools into "Instruments of Economic Justice and Reconciliation": Refining and Furthering the CJBE Mission," Le Moyne College, Syracuse, New York. (July 9, 2016).

Santos, N. (Presenter & Author), Facca-Miess, T. M. (Presenter & Author), Sustainable Water, Sanitation and Hygiene (WASH) Services for Rural Communities: Challenges and Solutions, "Fairness and ethics in the context of WASH for rural communities: An integrative justice framework," University of Development Studies and Catholic Relief Services, Tamale, Ghana. (June 30, 2016).

Santos, N. (Presenter & Author), Ray, S. (Author Only), The Sixth Subsistence Marketplaces Conference: Developing Pathways at the Intersection of Interdisciplinary Research and Practice, "Bringing subsistence contexts into the classroom: An EMBA class project focused on the Salia Sahi slum in Orissa, India," College of Business, University of Illinois at Urbana-Champaign, I-Hotel, Champaign. (June 19, 2016).

Facca-Miess, T. M. (Presenter & Author), Santos, N. (Author Only), The Sixth Subsistence Marketplaces Conference: Developing Pathways at the Intersection of Interdisciplinary Research and Practice, "Quantifying Qualitative Feedback from Subsistence Consumers in Complex Marketplaces: Doing More with Less Data," College of Business, University of Illinois at Urbana-Champaign, I-Hotel, Champaign. (June 19, 2016).

Santos, N. (Author Only), Facca-Miess, T. M. (Presenter & Author), 22nd Annual International Vincentian Business Ethics Conference, "The Integrative Justice Model for Marketing to the Poor: An Extension and Application of the UN Global Compact and the UN-PRME to Business Ethics Education and Practice," St. John's University, New York. (October 23, 2015).

Santos, N., Shultz, C., Facca-Miess, T. M., World Forum Leadership and Innovation for a Sustainable World, "Big Picture Thinking: Macromarketing, Shareholder Advocacy and Jesuit Networking and Methods as Tools for Differentiating Jesuit Business Education," IAJBS & CJBE, Universidad Católica del Uruguay, Montevideo. (July 21, 2015).

Facca-Miess, T. M. (Presenter & Author), Santos, N. (Presenter & Author), 40th Annual conference of the Macromarketing Society, "Investigating the Use of Generalized Additive Models for Predicting Propensity for Justice; Using the Integrative Justice Model (IJM) as a Framework for Measuring Justice Outcomes," Loyola University, Chicago. (June 28, 2015).

Santos, N. (Presenter & Author), Lacznia, E. (Presenter & Author), International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium, "Fair and Ethical Marketing to the Poor: An Integrative Justice Framework," University of Notre Dame, Rome Global Gateway, Rome, Italy. (April 21, 2015).

Lacznia, E. (Author Only), Santos, N. (Presenter & Author), Klein, T. A. (Author Only), 9th International Symposium on Catholic Social Thought and Management Education, "On the nature of 'good' goods and the ethical role of marketing," Ateneo de Manila University; De La Salle University; De La Salle College of Saint Benilde, Manila, Philippines. (February 2015).

Facca-Miess, T. M. (Presenter & Author), Santos, N. (Presenter & Author), Emelu, M. N. (Author Only), 9th International Symposium on Catholic Social Thought and Management Education, "Social Media as a "Good" good in subsistence contexts in developing countries: Using the integrative justice model as a framework for helping souls," Ateneo de Manila University; De La Salle University; De La Salle College of Saint Benilde, Manila, Philippines. (February 2015).

Santos, N. (Chair), 21st Vincentian Business Ethics Conference, "Good Goods: Are there any such things?," All Hallows College, Dublin, Ireland. (October 30, 2014).

Laczniak, E. (Presenter & Author), Santos, N. (Author Only), 8th Transatlantic Business Ethics Conference, "The Integrative Justice Model: Its Status and Prospects," Notre Dame University, South Bend, Indiana. (October 23, 2014).

Facca-Miess, T. M. (Presenter & Author), Santos, N. (Presenter & Author), 20th World Forum of the International Association of Jesuit Business Schools, "Using the Integrative Justice Model to Guide Networking and Collaboration: Fostering Communion in Jesuit Business Education," Sogang University, South Korea. (July 22, 2014).

Santos, N. (Panelist), 20th World Forum of the International Association of Jesuit Business Schools, "Fostering Social Innovation Learning Across Campus: Opportunities and Challenges," Sogang University, South Korea. (July 21, 2014).

Facca-Miess, T. M. (Presenter & Author), Santos, N. (Presenter & Author), 17th Annual Conference of the Colleagues of Jesuit Business Education, "The Integrative Justice Model as a Pedagogical Tool for integrating Ethics into Jesuit Business School Curriculum," University of San Francisco, San Francisco. (July 11, 2014).

Facca-Miess, T. M. (Presenter & Author), Santos, N. (Author Only), 39th Annual Macromarketing Conference, "Operationalizing the Constructs of the Integrative Justice Model: A Useful Tool for Marketers in Varied Contexts," Royal Holloway College, University of London, London, U.K. (July 4, 2014).

Facca-Miess, T. M. (Presenter & Author), Santos, N. J.C. (Author Only), Emelu, M. (Author Only), 5th Subsistence Marketplaces Conference, "Communication tools for fostering value co-creation in subsistence marketplaces: Comparing social media users in Nigeria and Honduras," University of Illinois, Urbana-Champaign. (June 15, 2014).

Santos, N. (Presenter & Author), Facca-Miess, T. M. (Presenter & Author), 3rd Annual Conference for Positive Marketing, "Fair and sustainable distribution channels in subsistence marketplaces: Normative perspectives from Evangelii Gaudium and the integrative justice model for impoverished markets," Fordham University, New York. (April 4, 2014).

Santos, N. (Panelist), Laczniak, E. (Moderator), 20th Annual International Vincentian Business Ethics Conference, "The Integrative Justice Model for Impoverished Markets," DePaul University, Chicago. (October 19, 2013).

Santos, N. (Moderator), 16th Annual Conference of the Colleagues of Jesuit Business Education, "Emerging Economies," St. Louis University, St. Louis. (July 15, 2013).

Santos, N. (Presenter & Author), Facca-Miess, T. M. (Presenter & Author), 16th Annual Conference of the Colleagues of Jesuit Business Education, "Marketing Planning for Social Entrepreneurial Organizations in the Context of Subsistence Marketplaces: A Pedagogical Reflection for Marketing Education in Jesuit Business Schools," St. Louis University, St. Louis. (July 15, 2013).

Santos, N. (Author Only), Laczniak, E. (Presenter & Author), 38th Annual Macromarketing Conference, "The Integrative Justice Model for Impoverished Markets and Transformative Justice," York University, Toronto, Canada. (June 5, 2013).

Santos, N. (Panelist), Colloquium on Bernard Lonergan's Economics and the Global Financial Crisis, "Response to Rev. Michael Czerny's paper: "The international monetary and financial systems: Who's moving any reform?," Marquette University, Milwaukee. (March 1, 2013).

Santos, N., Winter Marketing Educators' Conference 2013, "Marketing at the base-of-the-pyramid with fairness and equity: An integrative justice approach," American Marketing Association, Caesars Palace, Las Vegas. (February 16, 2013).

Santos, N. (Author Only), Facca, T. M. (Author Only), Laczniak, E. (Author Only), Second Annual Conference for Positive Marketing, "The "Integrative Justice Model" as a transformative justice framework for base-of-the-pyramid marketing," Fordham University, New York. (January 15, 2013).

Santos, N., 4th Subsistence Marketplaces Conference, "Marketing Planning for Social Entrepreneurs: A Preliminary Investigation," Loyola University, Chicago. (July 29, 2012).

Santos, N., Renewing Mission and Identity in Catholic Business Education, "Business Education for the Common Good: The Promise and Challenge of Incorporating Social Entrepreneurship into the Catholic Business School Curricula," University of Dayton, Ohio. (June 20, 2012).

Professional Service

Committee Member, Colleagues of Jesuit Business Education.

Reviewer, Journal Article, Journal of Business Research.

Reviewer, Journal Article, Journal of Religion and Business Ethics.

Board of Directors of a Company, Creighton University, Omaha, Nebraska. (July 1, 2015 - Present).

Board of Directors of a Company, Marquette University High School. (August 15, 2014 - Present).

Committee Member, Jesuit Committee for Investment Responsibility. (August 1, 2014 - Present).

Chaplain, Woodstock Business Conference - Brookfield Chapter. (August 15, 2012 - Present).

Reviewer, Journal Article, Journal of Macromarketing. (February 24, 2016 - March 17, 2016).

Reviewer, Journal Article, Journal of Catholic Higher Education. (February 3, 2016 - February 24, 2016).

Reviewer, Journal Article, Business Ethics Quarterly. (November 8, 2015 - December 20, 2015).

Reviewer, Journal Article, Journal of Jesuit Business Education. (November 6, 2015 - December 15, 2015).

Reviewer, Journal Article, Journal of Jesuit Business Education. (November 6, 2015 - December 15, 2015).

Reviewer, Journal Article, Journal of Jesuit Business Education. (November 6, 2015 - December 15, 2015).

Reviewer, Journal Article, Journal of Jesuit Business Education. (November 6, 2015 - December 15, 2015).

Reviewer, Journal Article, Journal of Jesuit Business Education. (November 6, 2015 - December 15, 2015).

Special issue co-editor, Journal of Catholic Social Thought. (March 13, 2015 - December 2, 2015).

Reviewer, Journal Article, Journal of Macromarketing. (September 22, 2015 - October 21, 2015).

Reviewer, Journal Article, Journal of Business Ethics. (August 10, 2015 - September 26, 2015).

Reviewer, Conference Paper, 2015 IMRA-IIMB International Conference, Bengaluru (Bangalore), Karnataka. (April 15, 2015 - July 31, 2015).

Member, CRS Faculty Fellows Project - Ghana. (July 4, 2015 - July 16, 2015).

Track Organizer, 40th Macromarketing Annual Conference. (June 25, 2015 - June 28, 2015).

Reviewer, Journal Article, Journal of Public Policy & Marketing. (May 14, 2015 - June 13, 2015).

Committee Member, 9th International Conference on Catholic Social Thought and Business Education, Manila. (October 12, 2012 - April 24, 2015).

Reviewer, Journal Article, Journal of Macromarketing. (March 21, 2015 - April 20, 2015).

Reviewer, Journal Article, Business Ethics Quarterly. (March 3, 2015 - April 13, 2015).

Reviewer, Journal Article, Journal of Public Policy and Marketing. (March 17, 2015 - April 2, 2015).

Reviewer, Journal Article, International Review of Retail, Distribution and Consumer Research. (February 20, 2015 - March 9, 2015).

Invited Speaker, Catholic Young Professionals Forum, Milwaukee, WI. (January 15, 2015).

Reviewer, Journal Article, Journal of Business Ethics. (October 23, 2014 - December 6, 2014).

Reviewer, Journal Article, Journal of Macromarketing. (August 27, 2014 - September 25, 2014).

Reviewer, Ad Hoc Reviewer, LEGO CHALLENGE - ASHOKA. (September 17, 2014 - September 23, 2014).

Reviewer, Journal Article, International Review of Retail, Distribution and Consumer Research. (June 25, 2014 - August 14, 2014).

Member, Immersion trip to Ethiopia. (June 1, 2014 - June 15, 2014).

Reviewer, Journal Article, International Journal of Business and Emerging Markets. (April 11, 2014 - May 11, 2014).

Reviewer, Journal Article, Journal of Business Ethics. (February 11, 2014 - March 19, 2014).

ACADEMIC AND UNIVERSITY SERVICE

University Service

Pastoral Availability, Campus Ministry.

Committee Member, University wide Master Plan Steering Committee. (April 14, 2015 - Present).

Committee Member, College of Business - Dean Search Committee. (November 11, 2014 - Present).

Faculty Advisor, Changemakers [Student Organization]. (August 15, 2014 - Present).

Program Coordinator, Social Innovation Initiative. (February 25, 2014 - Present).

Faculty Advisor, Alpha Sigma Nu. (August 15, 2013 - Present).

Committee Member, Presidential Inauguration steering committee. (May 15, 2014 - September 15, 2014).