Lucy R. Ford, Ph.D. Associate Professor of Management Haub School of Business Saint Joseph's University Mobile: +44 (0)7512 087743

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Current location: Lockington, Driffield YO25

EDUCATION

Ph.D. Virginia Commonwealth University - Organizational Behavior / Human Resources Management, 2003

B.B.A. East Tennessee State University, Johnson City, TN, Human Resources Management, 1993

ACADEMIC EXPERIENCE

Saint Joseph's University (2008 – present)

Associate Professor of Management (2020 – present)

Director, Human Resources and People Management (2015-2021)

Tenured Assistant Professor of Management (2014 – 2020)

Assistant Professor of Management (2008 – 2014)

Rutgers University (2002 – 2008)

Assistant Professor of Management (2003-2008)

Instructor (2002 - 2003)

Virginia Commonwealth University (1997 – 2002)

Graduate Research and Teaching Assistant

COURSES TAUGHT

Executive MBA: Teams, Leadership

MS SHRM: Strategic HR, Fundamentals of HR, HR Analytics

MBA: Organizational Behavior, Leadership

Undergraduate: HRM, HR Analytics, Organizational Behavior, HR Capstone experience,

Leadership, etc.

INTELLECTUAL CONTRIBUTIONS

Books

Ford, L. R., & Scandura, T. A. (Eds.). (Forthcoming 2023). The SAGE Handbook of Survey Development and Application.

Refereed Articles

Harden, E., Ford, L. R., Pattie, M., & Lanier, P. (2021) Understanding organizational change management: The role of micro and macro influences. *Leadership and Organizational*

- Development Journal. 48 (1), 144-160.
- Givens-Skeaton, S. & Ford, L. R. (2018) Exit Interviews: The Impact of Perceived Sensitivity and Perceived Threat on Individuals' Willingness to Disclose. *Journal of Organizational Psychology*. 18 (5), 85-107.
- Ford, L. R. & Scandura T. (2018) A typology of threats to construct validity in item generation. *American Journal of Management*. 18 (2), 132-142.
- Ford, L., Wilkerson, S., Seers, A., & Moormann, T. (2014). The generation of influence: Effects of leader-member exchange and team-member exchange. *Journal of Strategic and International Studies*, 9 (1), 5-14.
- Hardy, B. & Ford, L. R. (2014). It's not me, it's you: Miscomprehension in Surveys. *Organizational Research Methods*, 17 (2), 138-162.
- Rubino, C., Avery, D., Volpone, S., & Ford, L. (2014). Do all things really get better with time? The temporal effects of achievement diversity in teams. *Human Performance*, 27 (5), 416-434.
- Ford, L. R., Seers, A., & Neumann, J. S. (2013). Honoring complexity: Set-theoretic analysis as a complementary method in organizational research. *Management Research Review, 36 (7)*, 644-663.
- Williams, M. L., Brower, H. H., Ford, L. R., Williams, L. J., & Carraher, S. (2008). A Comprehensive Model and Measure of Compensation Satisfaction. *Journal of Occupational* and Organizational Psychology, 81 (4), 639-668.
- Williams, M. L., McDaniel, M., & Ford, L. R. (2007). Understanding Multiple Dimensions of Pay Satisfaction. *Journal of Business and Psychology*.
- Ford, L. R. & Seers, A. (2006). Relational and Team Climates: Pitting Differentiation Versus Agreement. *Leadership Quarterly*.
- Hodgson, L. & Ford, L. R. (2005). Using Digital Knowledge Management Tools to Influence
 Supply Chain Dynamics: Case Study of the Pitfalls and Unexpected Issues Encountered by a
 Large Organization. International Journal of Knowledge, Culture and Change, 4, 1365-
- Ford, L. R. & Locke, K. (2002). Paid Time-Off as a Vehicle for Self-definition and Sensemaking. *Journal of Organizational Behavior*.

Refereed Proceedings

- Ford, L. R., Hardy, B., Cogliser, C., Scandura, T. A., & Sturman, M. (2015) The Art and Science of Reviewing (and Writing) Survey Research. *Academy of Management Annual Meeting Proceedings*, 2015(1), 1.
- Ford, L. R., & Scandura, T. A. (2014). Modification of Measures: Threats to Construct Validity and Recommendations for Improving Items. *Academy of Management Annual Meeting Proceedings*, 2014(1), 1.
- Hardy, B. & Ford, L. R. (2013, August). It's not me, it's you: Individual factors in survey response. *Academy of Management Annual Meeting Proceedings*, 2013(1), 1.
- Hardy, B., & Ford, L. R. (2012). "When Often Becomes Always, and Sometimes Becomes Never: Miscomprehension in Surveys." *Academy of Management Annual Meeting Proceedings*, 2012(1), 1.
- Ford, L. R., Seers, A., & Neumann, J. (2011). Honoring complexity: A comparison of regression and set-theoretic analyses in leadership research. *Southern Management Association*.
- Ford, L. R. (2011). Developing ethics awareness isn't enough: Courage development in the graduate classroom. *12th Annual International Conference on Human Resource Development*.
- Ford, L. R., Hardy, B., & Scandura, T. (2009). Scale development: The current state of affairs. *Southern Management Association*.
- Ford, L. R. & Scandura, T. (2007). Item Generation: A Review of Commonly Used Measures and Recommendations for Future Practice. *Southern Management Association*.

- Ford, L. R. & Scandura, T. (2005). Garbage-in, Garbage-out: Item Generation as a Threat to Construct Validity. *Southern Management Association*.
- Seers, A., Ford, L. R., Wilkerson, J., & Moorman, T. E. (2001). The Generation of Influence Effects of Leader-Member Exchange and Team-Member Exchange. *Southern Management Association*.
- Williams, M. L., McDaniel, M. A., Nguyen, N., & Ford, L. R. (2000). A Meta-Analysis of the Antecedents and Consequences of Three Dimensions of Compensation Satisfaction. *Southern Management Association*.
- Williams, L. J. & Ford, L. R. (2000). Decomposition of Reliability of Latent Variables: Quantifying Invalidity Effects. *Southern Management Association*.
- Ford, L. R. & Williams, L. J. (2000). Measurement adequacy in structural equation modeling: A review. *Southern Management Association*.
- Ford, L. R. (1999). Experimental Replication of a Field Study of the Antecedents of Influence Outcomes. *Southern Management Association*.

Editorially-reviewed Articles

- Gallagher, D., Costal, J., & Ford, L. R. (2012). Validating a leadership model pinpointed self-awareness as a key to success. *T&D*.
- Ford, L. R. (1999). The Family and Medical Leave Act of 1993: Implications for Covered Employers. *Corporate Controller*.

Invited Articles/Reviews

Ford, L. R. (2009). BOOK REVIEW: Qualitative Organizational Research: Best Papers from the Davis Conference on Qualitative Research. *Organizational Research Methods*, 12, 618-620.

Refereed Book Chapters

- Ford, L. R. & Porter, G. (2012). Technology versus work versus life. *Contemporary Perspectives on Technological Innovation, Management and Policy Vol. 1.* Charlotte, NC: Information Age Publishing.
- Williams, L. J., Ford, L. R., & Nguyen, N. (2002). Basic and Advanced Measurement Models for Confirmatory Factor Analysis. *Research Methods in Industrial and Organizational Psychology*. Wiley-Blackwell.

Presentation of Refereed Papers

International

- Ford, L. R., & Dufresne, R. (2019, May). A case study of servant leadership development through action learning. European Association of Work and Organizational Psychology, Turin, Italy.
- Ford, L. R. (2015, August). *Threats to construct validity in the scale development process*. Academy of Management Annual Meeting, Vancouver, Canada.
- Ford, L. R. (2011). *Developing ethics awareness isn't enough: Courage development in the graduate classroom.* 12th Annual International Conference on Human Resource Development, Cheltenham, United Kingdom.
- Hardy, B. & Ford, L. R. (2009). 'Our survey says...' very different things to different people: Linguistics in survey research. Academy of Management, Chicago, Illinois.
- Seers, A. & Ford, L. R. (2009, August). Studying leadership in the age of configural organizing. Academy of Management, New Orleans, Louisiana.
- Rubino, C., Avery, D. R., Volpone, S. D., & Ford, L. R. (2009, April). *The impact of achievement diversity on team effectiveness over time*. Society for Industrial & Organizational Psychology (SIOP), New Orleans, Louisiana.
- Seers, A. & Ford, L. R. (2009, April). Leadership in the Age of Configural Organizing. Society

- for Industrial & Organizational Psychology (SIOP), Anaheim, California.
- Hardy, B. & Ford, L. R. (2008, August). *The questions we ask are not always the ones that people answer: Linguistics in survey research.* Academy of Management Annual Meeting, Anaheim, California.
- Rubino, C., Avery, D. R., Volpone, S. D., & Ford, L. R. (2008, April). *The impact of achievement diversity on team effectiveness over time*. Society for Industrial & Organizational Psychology (SIOP), New Orleans, Louisiana.
- Seers, A. & Ford, L. R. (2008, April). *Studying leadership in the age of configural organizing*. Society for Industrial & Organizational Psychology (SIOP), New Orleans, Louisiana.
- Harden, E. & Ford, L. R. (2007, April). *Coping with Change isn't Just an Individual Difference:* The Role of Leaders and Team Members. Society for Industrial & Organizational Psychology (SIOP), New York, New York.
- Seers, A. & Ford, L. R. (2006, October). Accelerating Leadership Development for the Age of Configurational Organizing. Gallup Leadership Summit, Washington, District of Columbia.
- Hodgson, L. & Ford, L. R. (2004, August). Using Digital Knowledge Management Tools to Influence Supply Chain Dynamics: Case Study of the Pitfalls and Unexpected Issues Encountered by a Large Organization. Fourth International Conference on Knowledge Culture and Change in Organisations, Greenwich, Great Britain.
- Williams, M. L., Ford, L. R., Brower, H. H., & Williams, L. J. (2004, August). *Development and Examination of a Comprehensive Compensation Satisfaction Construct.* Academy of Management Annual Meeting, New Orleans, Louisiana.
- Ford, L. R. & Locke, K. (2000, August). Self-identity: Its Impact on Employee Perceptions and Use of Paid Time Off Policies. Academy of Management Annual Meeting, Toronto, Canada.
- Williams, M. L., Ford, L. R., Dohring, P. L., & Lee, M. D. (2000, August). *Outcomes of Reduced Load Work Arrangements at Managerial and Professional Levels: Perspectives from Multiple Stakeholders*. Academy of Management Annual Meeting, Toronto, Canada.
- Ford, L. R. & Locke, K. (2000, April). *Manager and Employee Reactions to Changes in Paid Time Off Policies: A Case Study.* Society for Industrial & Organizational Psychology (SIOP), New Orleans, Louisiana.
- Ford, L. R. & Williams, L. J. (1998, August). *Assumptions about Secondary Factor Loadings and their Impact on Factor Correlations*. Academy of Management Annual Meeting, San Diego, California.

National

Seers, A. & Ford, L. R. (2007, October). *Studying Leadership in the Age of Configurational Organizing*. Festschrift honoring James (Jerry) G. Hunt at Texas Tech., Lubbock, Texas.

Regional

- Ford, L. R. & Scandura, T. (2007, November). *Item Generation: A Review of Commonly Used Measures and Recommendations for Future Practice*. Southern Management Association, Nashville, Tennessee.
- Ford, L. R. & Scandura, T. (2005, November). *Garbage-in, Garbage-out: Item Generation as a Threat to Construct Validity*. Southern Management Association, Charleston, South Carolina.
- Seers, A., Ford, L. R., Wilkerson, J., & Moorman, T. E. (2001, November). *The Generation of Influence Effects of Leader-Member Exchange and Team-Member Exchange.* Southern Management Association, New Orleans, Louisiana.
- Ford, L. R. & Williams, L. J. (2000, November). *Measurement adequacy in structural equation modeling: A review*. Southern Management Association, Orlando, Florida.
- Williams, M. L., McDaniel, M. A., Nguyen, N., & Ford, L. R. (2000, November). A Meta-Analysis of the Antecedents and Consequences of Three Dimensions of Compensation Satisfaction. Southern Management Association, Orlando, Florida.

Williams, L. J. & Ford, L. R. (2000, November). Decomposition of Reliability of Latent Variables: Quantifying Invalidity Effects. Southern Management Association, Orlando, Florida.

Ford, L. R. (1999, November). Experimental Replication of a Field Study of the Antecedents of Influence Outcomes. Southern Management Association, Atlanta, Georgia.

Presentation of Non-Refereed Papers Local

Ford, L. R. & Locke, K. (2001, April). Paid Time-off as a Vehicle to Advance Definitions of Self and Other: Implications for Work/Life Initiatives. Virginia Commonwealth University Graduate Student Association Research Symposium and Exhibit, Richmond, Virginia.

Working Papers / Current projects

Ford, L.R. & Scandura, T. A. (Eds) "SAGE Handbook of Survey Development and Application". Under contract, and scheduled for publication April 2023.

Ford, L. R. & Scandura, T. A. "Modification of Measures: Threats to construct validity and recommendations for improving items". Targeted for Organizational Research Methods.

Other Intellectual Activities

Applied or Integrative/application Scholarship

2011: Assisted book author with development of a measure of leadership for use in the book. All profits to City Year (i.e. uncompensated)

SERVICE

Service to the University

Department

Director:

2015 – 2021: Director, Human Resources and People Management Major Supported students taking SHRM-CP certification exams

Conducted Program Review 2021

Re-developed curriculum, implemented in 2016

Aligned major/minor with SHRM and SHRM-CP 2016 and 2021

Chair:

2018-2019: Search committee, Tenure track law

2015: Committee to establish online testing guidelines

2009-2010; 2013-2014: Empowering Human Potential teaching team

Member:

2008 – present: MSHRM teaching team

2010-2011: New major development (Managing Human Capital): Conducted research and developed curriculum in collaboration with department chair and faculty committee.

2008-2009; 2009-2010: MBA / MSHRM committee

2008-2009: Organizations in Perspective teaching team: Member of committee, but led project to coordinate materials, including negotiating with publisher for publication of custom books

College

Member:

2018-2021: Co-op Committee

2018-2021: Assurance of Learning Committee (AACSB) Department rep 2020-2021

2013-2021: Human Capital Admissions 2012-2014: HSB Executive Committee

2010-2013: Human Resources Admissions

2008-2015: Assurance of Learning Committee

University

Chair:

Spring 2021: Acting chair of Academic Policies and Procedures Committee

2020-2021: Academic Policies and Procedures Curriculum Committee

2020-2021: Subcommittee (APP) to study mandate on Neurodiversity Minor

2019: Subcommittee (APP) to study mandate on Double Counting

2018: Subcommittee (APP) to study mandate on Interdisciplinary I/O psychology major

2018-2019: Advisory Board on Faculty Compensation, co-chair

2010-2011: Working group on writing intensive courses: Coordinate approval of writing-

intensive syllabi, work with faculty to develop courses consistent with aims of curriculum

Member:

2020-2021: Committee to study university adult educations programs

2019-2021: Academic Honesty Board

2019-present: Advisory Board for Industrial Organizational Psychology interdisciplinary minor

2018-2021: Academic Policies and Procedures Committee

2018-2020: Faculty Review Board (alternate)

2017-2018: Faculty Senate Executive Council

2016-2019: Advisory Board on Faculty Compensation

2017-2018: Planning and Budgeting Committee

2016-2019: Internal Title VII Investigator (investigated allegations of discrimination internally)

2016-2017: Committee to replace BlackBoard Collaborate

2016-2017: Working group for Strategic Planning (Strategic Plan)

2015: Ad hoc committee on university communications

2014: Assessment committee (university level)

2013-2014: Software Adoption Committee

2013-2015: LMS implementation committee

2012-2013: Assessment committee: Source and assess university wide assessment of learning solutions.

2011-2013: Advisory Board on Faculty Compensation

2009-2010: Writing intensive course committee

Service to the Profession

Academic Conference: Moderator / Facilitator

2014-2015: Southern Management Association. Session facilitator.

2011-2012: Southern Management Association. Building the management pipeline: A townhall meeting. Developed proposal for town hall meeting and facilitated it. Secured \$10K in funding for pre-doctoral consortium 2012.

2011-2012: Academy of Management, San Antonio, Texas. Doctoral student consortium panelist

2006-2007: Society for Industrial & Organizational Psychology (SIOP), New York, New York. Symposium Chair

2005-2006: Academy of Management, Honolulu, Hawaii. Workshop Organizer and Chair: Thirteenth Annual Craft of Reviewing Workshop

2004-2005: Academy of Management, New Orleans, Louisiana. Workshop organizer and chair: Twelfth Annual Craft of Reviewing Workshop

2003-2004: Academy of Management, Seattle, Washington. Workshop chair and presenter: The Eleventh Annual Craft of Reviewing Workshop

2002-2003: Academy of Management, Denver, Colorado. Workshop chair and presenter: Tenth Annual Craft of Reviewing Workshop

2000-2001: Academy of Management, Toronto, Canada. Symposium Chair: Time use, flexibility and identity: Challenging traditional schedules and career structures in

organizations.

Chair: Committee / Task Force

- 2009-2012: Southern Management Association. Undergraduate Research Initiative Committee. Co-chair first year. Chair effective 12-2010
- 2005-2006: Academy of Management, Research Methods Division. Chair of New Member Committee
- 2003-2005: Academy of Management, Research Methods Division. Chair, Internationalization Committee

Chair: Conference / Track / Program

2012-2014: Chair (and founder), pre-doctoral consortium, Southern Management Association 2008-2009: Southern Management Association, St. Pete Beach, Florida. Research Methods

track chair.

Invited Lecture

- 2015: iFBE Delivered a virtual seminar on conflict handling to members of the Institute for Family Business and Entrepreneurship
- 2014-2015: University of Greenwich / London School of Economics. I gave a talk on scale development that was attended by faculty, staff and doctoral students at both the University of Greenwich and London School of Economics. The talk was hosted by U. of Greenwich.
- 2011-2012: Crozer Medical Center Nurse Anesthesia Program.
- 2011-2012: Villanova School of Nursing.
- 2011-2012: Pennsylvania Association of Nurse Anesthetists, Bedford, Pennsylvania.

Officer: Organization / Association

- 2014-2017: Elected Member at large, Board of Governors, Southern Management Association, Jacksonville, Florida.
- 2003-2006: Academy of Management, Research Methods Division. Elected Rep-at-large
- 2001-2003: Academy of Management, Research Methods Division. Appointed student rep to exec committee
- 2000-2001: Center for the Advancement of Research Methods and Analysis. Assistant Director
- 1997-1999: Center for the Advancement of Research Methods and Analysis. Managing Editor

Other Professional Service Activities

- 2000-2001: Organizational Research Methods. Managing editor
- 1997-1999: Organizational Research Methods. Managing editor

Presentation

- 2015: Southern Management Association, St. Pete Beach, FL. Professional Development Workshop on Scale Development
- 2015: Academy of Management, Vancouver, Canada. Professional Development Workshop on Scale Development
- 2014: Academy of Management, Philadelphia, Pennsylvania. Professional Development Workshop on Scale Development
- 2011: Academy of Management, San Antonio, Texas. Scale development and validation: A practical guide
- 2010: Academy of Management, Montreal, Canada. Invited address 'The Mentor-Mentee relationship' New Doctoral Student Consortium, Academy of Management, Montreal, CA August 2010.
- 2009: HSB Faculty Research Forum at Saint Joseph's University. Scale development
- 2007: Rutgers University. Organizational Behavior Research Seminar
- 2007: Academy of Management, Philadelphia, Pennsylvania. Doing Well by Doing Research: A Workshop on Survey Scale Development and Validation
- 2006: Southern Management Association, Clearwater Beach, Florida. Item Generation and Scale Development
- 2006: Southern Management Association, Nashville, Tennessee. Navigating the Dissertation: Hints from a Successful Student/Chair Partnership. Panel session at Doctoral Student

Consortium.

2005: Rutgers University. Organizational Behavior Research Seminar

2004: Southern Management Association, San Antonio, Texas. Organized and conducted workshop: Mediation and Multi-Group Methods in Regression and Structural Equation Modeling. Co-presenter, Mark Gavin

2003: Academy of Management, Seattle, Washington. Workshop chair and presenter: New Doctoral Student Consortium, Research Methods Session.

Member: Editorial Review Board

2014-2017: Group & Organization Management.

Reviewer: Ad Hoc Reviewer for a Journal

2020 – present: Oxford Research Encyclopedia of Business and Management

2018-present: Group & Organization Management

2014-2016: Journal of Applied Psychology.

2006-present: Academy of Management Journal.

2008 - present: Organizational Research Methods.

SERVICE TO THE COMMUNITY

SJU Center for Professional Development select engagements:

St. Charles Borromeo Seminary 2020-2021: Leadership development program

PMA Insurance 2020: Internal employer branding assessment

Kennedy Health Systems (Jefferson New Jersey) 2014-2019: Servant Leadership Development

Wawa, 2011-2013: Servant Leadership Development

Comcast University, 2009: Performance Management short courses

Other Community Service Activities

2009-2010 – 2010-2011: Development of instrument for inclusion in a book. Profits were donated to CityYear.

FACULTY DEVELOPMENT

Instructional-Related Conference

2014: Teaching and Learning Conference. Academy of Management, Philadelphia, PA.

2008-2009: Saint Joseph's University, Philadelphia, Pennsylvania. Troubling Behavior in the Classroom.

2008-2009: Mid-Atlantic Organizational Behavior Teaching Conference, Philadelphia,

Pennsylvania. Attended one day regional conference on teaching

2000-2001: Organizational Behavior Teaching Conference, Harrisonburg, Virginia.

Research-Related Conference/Seminar

2008-2009: Center for the Advancement of Research Methods and Analysis, Richmond, Virginia. A 2 day workshop on Qualitative Comparative Analysis

2001-2002: Center for the Advancement of Research Methods and Analysis, Richmond, Virginia. Advanced Structural Equation Modeling.

2000-2001: Center for the Advancement of Research Methods and Analysis, Richmond, Virginia. Multi-level Methods: Measurement, Design and Analysis Issues.

1999-2000: Center for the Advancement of Research Methods and Analysis, Richmond, Virginia. Grounded Theory in Action.

Other Professional Development

2017-2018: Coach Leader Program, Saint Joseph's University. Completed and obtained ICF ACC certification - passed May 2019

2012-2013: Academy of Management, Boston, Massachusetts. Accepted for a cross-divisional special session.

2010-2011: 12th Annual International Conference on Human Resource Development, Cheltenham, United Kingdom.

2009-2010: Academy of Management, Chicago, Illinois.

2009-2010: Academy of Management, New Orleans, Louisiana.

2008-2009: Society for Industrial & Organizational Psychology (SIOP), New Orleans, Louisiana.

2008-2009: Academy of Management Annual Meeting, Anaheim, California.

Professional Seminars / Workshops

2006-2007: Society for Industrial & Organizational Psychology (SIOP), New York, New York. Building Legal Defensibility into your HR Processes.

2006-2007: Society for Industrial & Organizational Psychology (SIOP), New York, New York. Get to the Point! Presenting Survey Research Data for Maximum Impact.

2004-2005: Southern Management Association, San Antonio, Texas. Executive Education: Being a Catalyst for Learning.

2004-2005: University of Georgia, Institute for Leadership Advancement, Athens, Georgia. Teaching Leadership.

2003-2004: Southern Management Association, Clearwater Beach, Florida. Teaching methodologies for the 21st century.

1999-2000: Southern Management Association, Orlando, Florida. Service Learning: What and How.

HONORS, AWARDS and GRANTS

2021-2022: Sabbatical research grant, Saint Joseph's University

2019: Summer research grant, Saint Joseph's University

2019: Faculty Teaching Award, Saint Joseph's University

2014: Sabbatical grant, Saint Joseph's University

2012-2013: *Sage Publishing / RMD Best Paper Award*. Sage Publishing / Research Methods Division of the Academy of Management. This award was for the best paper submitted to RMD in 2012. Award included \$1000 per author.

2012: Summer research grant, Saint Joseph's University

2012: Michael J. Morris Grant for Scholarly Research, Saint Joseph's University

2012: *Emerald Citation Award*. Emerald Publishing. The Emerald Citation Award is awarded each year to the fifty most impactful journal across business, management and economics (totaling over 300 journals and more than 16,000 manuscripts). This award was made in 2012 for our 2008 paper in Journal of Occupational and Organizational Psychology

2005: Technology teaching award, Rutgers University. Award was given for innovative use of tablet technology in the classroom.

2005-2006: Southern Management Association. Research Methods Track Best Paper Award

Memberships

Society for Human Resource Management, 1993 - present Southern Management Association, 1997 – present International Coach Federation, 2018 – 2020 Philadelphia Society for People and Strategy, 2016 – 2021 Society for Industrial and Organizational Psychology, 1998 - 2016 Academy of Management, 1997 - 2016 Society for Business Ethics, 2010