About the Contributors

Daniel E. Palmer is an associate professor of philosophy at Kent State University, Trumbull Campus. His primary research interests are in ethical theory and applied ethics, with particular emphasis upon business ethics and health care ethics. He is a co-editor of the volume Stakeholder Theory: Essential Readings in Ethical Leadership and Management (Prometheus Books, 2008), and his publications on business ethics have appeared in such scholarly journals as the Journal of Business Ethics and Business Ethics Quarterly. Dr. Palmer’s current research interests include exploring the ethical issues found in e-business, international business communication, and green marketing practices.

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James B. Coleman received B.A. and M.A. degrees in philosophy from Kent State University in Ohio, and received a Ph.D. in philosophy Purdue University in 2002. Professor Coleman is currently an Assistant Professor at Central Michigan University in Mount Pleasant, Michigan. He works on issues involving applied and professional ethics, and teaches classes in a variety of areas in philosophy, including philosophy of law, philosophy of religion, business ethics, and ethical theory. Among his current projects is the composition and design of a web-based course in professional ethics. He is also working on Hume’s ethical theory.

Susan Emens is an Assistant Professor at Kent State University’s Trumbull Campus in the Business Management Technology Program. Her primary research interests are in the areas of marketing for the service and non-profit industry. Previously published work includes a chapter in IGI Global’s volume, Best Practices for Online Procurement Auctions. Professor Emens has previous industry experience in a variety of marketing positions in the manufacturing and software industries.

Matt Hettche is an Assistant Professor of Marketing at Christopher Newport University (Newport News, Virginia USA). His research interests include topics in consumer behavior, social marketing, and European intellectual history. His most recent research project involves a meta-analysis of how fear and shock as advertising appeals can be used to demarket drug addiction and substance abuse. Dr. Hettche is particularly interested in understanding how the tools and techniques of marketing can be applied to contemporary social problems.

Fernando Lagraña is an adjunct professor of management at the Webster University Geneva, Switzerland. He is also a research fellow at the Grenoble School of Management, France. Fernando is
currently in charge of private-public partnerships in the Telecommunication Development Bureau of the International Telecommunication Union and has more than thirty years of experience in the field of telecommunications and of information and communication technologies, both at the national and international level. His current research interests include electronic communications, and, in particular, issues of e-mail and friendly spam, as well as business ethics and interpersonal and organizational behaviors.

Kirsten Martin is an assistant professor at The Catholic University of America where she teaches business ethics, leadership, and strategy. Dr. Martin received her Ph.D. and MBA from the University of Virginia’s Darden School of Business and her B.S. Engineering from the University of Michigan. In conjunction to her work at CUA, Dr. Martin is a Business Roundtable Institute for Corporate Ethics fellow conducting research and writing cases on innovation and privacy. Dr. Martin has published several articles in the Journal of Business Ethics, has chapters in several ethics academic texts, and co-authored a business ethics textbook. Her work has been reprinted overseas and has been featured in the Financial Times. Dr. Martin’s research is focused on business ethics, technology, and privacy.

Erkan Özdemir received his PhD in marketing from Uludag University in 2005. He is currently a research assistant in the marketing program of the Department of Business Administration at Uludag University in Bursa, Turkey. His current research and educational interests include marketing ethics, e-marketing, online consumer behaviors, high-tech marketing, and gender based marketing strategies.

Leonard I. Rotman is Professor of Law at the Faculty of Law, University of Windsor. He has authored 5 books and over 80 chapters, essays, and articles in Aboriginal Law, Constitutional Law, Corporate Law and Governance, Equity, Fiduciary Law, Trusts, Remedies, Unincorporated Associations, and Unjust Enrichment/Restitution. His work has been cited by domestic and international commissions and courts, including the Supreme Court of Canada. He has presented papers at law schools and conferences in Canada, the United States, England, France, and Israel, including the American Association of Law Schools, the International Association of Legal Methodology, the American Association of Canadian Studies, Boston College School of Law, Boston University School of Law, Duke University School of Law, Southeastern Association of Law Schools, and the 12th Biennial Jerusalem Conference in Canadian Studies. He was a visiting professor at Washington and Lee University, School of Law in the Fall Term, 2008.

Eric M. Rovie is currently a Visiting Instructor in the Philosophy Department at Agnes Scott College in Atlanta. He holds graduate degrees in Philosophy from Georgia State University and Washington University in St Louis, and is co-editor (with Larry May and Steve Viner) of The Morality of War: Classical and Contemporary Readings (Prentice-Hall). He works in normative and applied ethics, with particular interests in the problem of dirty hands and virtue ethics. Recent publications include “Reevaluating the History of Double Effect: Anscombe, Aquinas, and the Principle of Side Effects” (Studies in the History of Ethics) and “Tortured Knowledge: Epistemological Problems With Ticking Bomb Cases” (forthcoming in the International Journal of Applied Philosophy).

J.J. Sylvia IV recently graduated from The University of Southern Mississippi with an M.A. in philosophy. He was also the creator, webmaster, and customer service manager for the e-commerce website for Unfinished Furniture Showcase for almost a decade. One of his major areas of interest includes the ethical and epistemological issues involved with all forms of media. Because of how immersed we are
daily in these forms of communication and entertainment, be it radio, television, or the internet, he believes it is important to stop and ask questions about how such media may affect us, both positively and negatively. It is only through asking these questions that we can then make the best use of such media.

**Mary Lyn Stoll** is currently a member of the Department of Philosophy and Political Science at the University of Southern Indiana in Evansville, Indiana. Dr. Stoll’s past research has been devoted to questions concerning the overlap between media ethics and business ethics. She has published articles discussing boycotts, communicating the value of corporate social responsibility, the moral obligations of multimedia conglomerates, and the nature and extent of corporate rights to free speech. She continues to be concerned with issues involving corporate accountability and developing the measures necessary to create socioeconomic conditions conducive to fostering morally acceptable corporate conduct.

**Andrew Terjesen** is currently a visiting Assistant Professor of Philosophy at Rhodes College in Memphis, TN. He previously held positions at Washington & Lee University and Austin College. His dissertation was on the role of empathy in moral judgment with special emphasis on the work of David Hume and Adam Smith. His work on Adam Smith’s moral theory has instilled an interest in the philosophy of economics and problems in business ethics, with particular attention being paid to how the developments in business and economics have diverged from Smith’s ideas. In addition, he remains interested in the possibility of developing a modern form of 18th Century moral sentimentalism that does not fall prey to charges that it is committed to moral relativism.

**D.E. Wittkower** received a Ph.D in Philosophy from Vanderbilt University in 2006. His training concentrated on German philosophy and the history of value theory (ethics, aesthetics, social/political philosophy), and his research has concentrated primarily on issues of technology and political philosophy. Current projects focus on the way digital media shape online culture, including questions of how social networks impact our ethical reasoning, how community membership and political action are formulated online, and why online communications have trended towards an unforeseen predominance of the aesthetics of the cute. He also writes philosophy for a broader audience, and is editor of *iPod and Philosophy* (Open Court, 2008), *Monk and Philosophy* (Open Court, forthcoming 2009), and *Facebook and Philosophy* (Open Court, forthcoming 2010).

**Abe Zakhem** holds a PhD in philosophy and is currently an assistant professor of philosophy at Seton Hall University. Before returning to academia, he worked in private industry as an organizational management consultant and chief operating officer. His areas of specialization are in business ethics, corporate social responsibility, corporate governance, and management theory. Dr. Zakhem’s published work covers a range of theoretical and practical ethical issues in stakeholder management theory, organizational communication, and corporate governance.