

JAMES EDWIN FISHER

EDUCATION

Ph.D., 1988, University of Illinois, Urbana.
Major Field: Business Administration with Marketing concentration.
Dissertation Title: "Consumer Coping Strategies."

Master of Divinity, 1978, Yale Divinity School.

A.B., 1975, University of Illinois, Urbana.

PROFESSIONAL/ACADEMIC EXPERIENCE

Saint Louis University: Assistant Professor of Marketing, August 1985-July 1991;
Associate Professor of Marketing, July 1991-present; Director, Emerson Center for
Business Ethics, January 1994-2006; Shaughnessy Fellow, Emerson Ethics Center, 2006-
present; Chair, Department of Marketing, 2010-present.

Tenure: July 1, 1991.

Date of hire: September 1, 1985.

Millikin University: Visiting Assistant Professor, Decatur, Illinois, Spring 1985.

University of Illinois-Urbana: Graduate Teaching and Research Assistant, 1980-1984.

Associate Minister, Rochester United Methodist Church, Rochester, Illinois, 1978-1980.

TEACHING/RESEARCH INTERESTS

Marketing Management, Marketing Ethics, Business Ethics, Buyer Behavior, Marketing
Research, Consumer Complaining Behavior.

PUBLICATIONS (Academic/Peer Reviewed-past ten years)

"The US Subprime Mortgage Crisis: What Have We Learned?" *The Company
Lawyer*, (forthcoming). With N. Seitz, J. Gilsinan, E. Harshman, M. Islam, F.
Yeager, and J. Millar.

"Ethical Dimensions of SPAM" *International Journal of Internet and Enterprise
Management*, (forthcoming). With J. Buerck and R. Mathieu.

"A Rose by Any Other Name: Identity and Impression Management in Résumés,"
Employee Responsibilities and Rights Journal, Volume 21, Number 4, (2010). pp.
319-332. With D. Kaplan.

“Signaling Trust in Print Advertisements: An Empirical Investigation” *Journal of Marketing Communications*, Volume 16, Number 3, (2010). pp. 133-147. With B. Till and S. Stanley.

“Bank Integrity: The Case of Subprime Lending.” *The Company Lawyer*, Vol. 30 Number 9, (2009). pp. 271-277. With J. Gilsinan, E. Harshman, M. Islam, J. Millar, N. Seitz, and F. Yeager.

“Bank Integrity: The Case of Subprime Lending.” *The Company Lawyer*, (Vol. 30 No. 9 (2009). pp. 271-277. With J. Gilsinan, E. Harshman, M. Islam, J. Millar, N. Seitz, and F. Yeager.

“The Role of Private Sector Organizations in the Control and Policing of Serious Financial Crime and Abuse.” *Journal of Financial Crime*, Volume 15, Number 2 (2008). pp. 111-123. With J. Gilsinan, E. Harshman, M. Islam, J. Millar, N. Seitz and F. Yeager.

“Professional Ethics in a Virtual World: The Impact of the Internet on Traditional Notions of Professionalism.” *Journal of Business Ethics*, Vol. 58, Spring (2005). pp. 227-236. With E. Harshman, J. Gilsinan, and F. Yeager.

“Assessing the Impact of the USA PATRIOT Act on the Financial Services Industry.” *Journal of Money Laundering Control*, Vol. 8, No. 3, March (2005). pp. 243-251. With J. Gilsinan, E. Harshman, M. Islam, and F. Yeager.

“Ethical Conflicts in Sin Industries: Two Case Studies.” Chapter in *Rights, Relationships, & Responsibilities: Business Ethics and Social Impact Management, Volume I* (2003). Lou E. Pelton and Sheb L. True, Editors Kennesaw, Georgia: Kennesaw State University Coles College of Business. pp. 231-243. With Timothy Keane and James F. Gilsinan.

“The Practice and Purpose of Teaching Business Ethics.” Chapter in *Business Ethics*. (2002). Laetus Lategan and Piet Le Roux, Editors. South Africa: Teksor. pp. 93-101.

CONFERENCE PROCEEDINGS (Refereed Publications-past ten years)

Proceedings of the Eighth Annual Ethics & Technology Conference (2005). Edited by John P. Buerck and James E. Fisher. Hosted at Saint Louis University, June 24-25, 2005.

“Expertise on the Web: Distribution, Deception, and Deflation.” *Proceedings of the Sixth Annual Ethics and Technology Conference*. (2003). Edited by Richard A. Spinello. pp. 90-97. With James Gilsinan, Ellen Harshman, and Fred Yeager.

“The Practice and Purpose of Teaching Business Ethics.” *Preparing for Employability: The Application of Business, Work and Career Ethics.* Programme Proceedings (2000). Edited by Laetus Lategan. Bloemfontein, South Africa: Technikon Free State. pp. 80-89. (Subsequently published in *Business Ethics*. (2002). Laetus Lategan and Piet Le Roux, Editors. South Africa: Teksor. pp. 93-101.)

“Learning And Engagement: The Case Method Meets Service-Leadership.” *Interactive Teaching and Learning Across Disciplines and Cultures: Case Methods & Other Techniques*. Selected Papers of the 18th International Conference on Case Method Research & Application. (2001). Edited by Hans E. Klein. Madison, Wisconsin: Omni Press. pp. 333-343. With Debra Faughn and Kathy Lund Dean.

VIDEO PRODUCTIONS

“Asking Questions: Case Study and Ethical Decision Making.” Videotape, 18 minutes. Produced by Cor Productions in association with the Emerson Center for Business Ethics and Ethics Across the Curriculum. (2002). With H. Hempstead.

“Making Choices: Case Study and Ethical Decision Making.” Videotape, 23 minutes. Produced by Cor Productions in association with the Emerson Electric Center for Business Ethics and Ethics Across the Curriculum. (2000). With H. Hempstead.

“Alternative Work Arrangements.” Videotape, 15 minutes. Produced by Cor Productions in association with the Emerson Electric Center for Business Ethics and the Mercantile Program for Women. (1996). With E. Harshman, H. Hempstead, and C. Hindeman.

OTHER PUBLICATIONS (past ten years)

“E²—Profiles in Entrepreneurial Ethics.” Introduction to *Beyond the Lemonade Stand: 14 Undergraduate Entrepreneurs Tell Their Stories of Ethics in Business* (2004). Nicole Amare, Editor. St. Louis, Missouri: Saint Louis University. pp. XV-XVII.

“Ethics: Don’t Wait For a Crisis to Worry About Ethical Behavior.” In *St. Louis Post-Dispatch*. (July 20, 2004). p. B7

“Show Me the Value.” In *St. Louis Post-Dispatch*. (July 30, 2002). p. B7.

“Tomorrow’s Assignment: Enron.” In *St. Louis Business Journal*. (February 15-21, 2002). p. 55.

PROFESSIONAL MEMBERSHIPS

North American Case Research Association (1997-present)
Association for Practical and Professional Ethics (1996-present)

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Academy of Marketing Science (1986-present)
Association for Consumer Research (1983-present)
American Marketing Association (1980-present)