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Publications

Journal Articles


Assudani, Rashmi H., Chinta, Ravi, Manolis, Chris, and Burns, David J. “The Effect of Pedagogy on Students’ Perceptions of the Importance of Ethics and Social Responsibility in the Behavior of a Business Firm,” Ethics and Behavior, 21 (March/April), 103-117, 2011. (Based on Rashmi’s IMP project)


Papers in Other Publications

Conference Proceedings


Burns, David J. and Mooney, Debra “Are Colleges and Universities Losing Their Way and Seemingly Becoming Merely Sources of Employment for Unemployed Administrators? An Exploration into Mission Officers, including a Chief Mission Officer, as a Source of Focus for Colleges and Universities.” In Enriching Theoretical and Practical Understanding of Marketing, Glen Riecken and Dave Shepherd, eds. Muncie IN: Association of Marketing Theory and Practice, 2012.

Burns, David J., Chinta, Ravi, Matherly, Michelle, and Pfaltzgraff-Carlson, Rhonda “Mission Integration: An Exploration into the Deep Things.” In


Papers Under Review
“Maintaining a University’s Mission: The Role of a Chief Mission Officer “
“Collegial Leadership: A New Paradigm for Higher Education”
“Consumer Mentality: A Comparison of Students Attending an Evangelical Protestant University with Those Attending Catholic and Public Institutions”
“Views toward Social Responsibility: A Comparison of U.S. and German College Students”
“Consumer Ethics: A Cross-National Study”
“Ethics Integration across the Business Curriculum: An Examination of the Effects of the Jesuit Approach”