

**David J. Burns**  
**Xavier University**

**Publications**

**Journal Articles**

- Burns, David J. and Mooney, Debra "Facilitating Integrating Mission into the Classroom: Reaching Senior Faculty Members," *Jesuit Higher Education*, forthcoming, 2013.
- Smith, Yvonne, Burns, David J., and Starcher, Keith, "Koinonia in the Academy: The Role of Community in Providing a Voice in the Academy," *Christian Business Academy Review*, forthcoming, 2013.
- Burns, David J., Gupta, Pola B., and Burns, Steven D. "Are Business Students at Jesuit Universities More Socially Responsible?" *Social Responsibility Journal*, forthcoming, 2013.
- Burns, David J. and Fawcett, Jeffrey K. "The Role of Brands in a Consumer Culture: Can Strong Brands Serve as a Substitute for a Relationship with God," *Journal of Biblical Integration in Business*, 15 (Fall), 28-42, 2012.
- Warren, Homer, B. Burns, David J., and Tackett, James A. "Likelihood of Deception in Marketing: A Criminological Contextualization," *Business and Professional Ethics Journal*, 31 (1), 109-134, 2012.
- Burns, David J. "Exploring the Effects of Using Consumer Culture as a Unifying Pedagogical Framework on the Ethical Perceptions of MBA Students," *Business Ethics: A European Review*, 21 (January), 1-14, 2012. (Based on my [IMP](#) project)
- Burns, David J. "Motivations to Volunteer and Benefits from Service Learning: An Exploration of Marketing Students," *Journal for Advancement of Marketing Education*, 17, 83-96, 2011.
- Burns, David J. "Altruism and the Benefits Perceived from Service Learning: Are the Benefits Students Receive from Service Learning Affected by Their Motivations?" *NSEE Quarterly Journal*, Summer, Issue 1, 2011.
- 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)
- Manolis, Chris and Burns, David J. "Attitudes Toward Academic Service Learning Semesters: A Comparison of Business Students with Non-Business Students," *Journal of Scholarship of Teaching and Learning*, 11 (January), 13-32, 2011.

**Papers in Other Publications**

- Burns, David J. and Mooney, Debra K. "Xavier Mission Academy," *AJCU Connections*, 13 (February), 2012.

### Conference Proceedings

- Burns, David J. "The Role of Empathy in the Benefits Sought from Volunteering." In *Enriching Theoretical and Practical Understanding of Marketing*, Glen Riecken and Dave Shepherd, eds. Muncie IN: Association of Marketing Theory and Practice, 2013.
- Batory, Stephen S., Batory, Anne Heineman, Burns, David J., and Lanasa, John "The Role of a Consumer Mentality in Higher Education and Exploring How it Can be Overcome." In *Enriching Theoretical and Practical Understanding of Marketing*, Glen Riecken and Dave Shepherd, eds. Muncie IN: Association of Marketing Theory and Practice, 2013.
- Burns, David J. and Mooney, Debra "Maintaining a University's Mission: Mission Officers, including a Chief Mission Officer, as a Source of Focus for Faith-Based Colleges and Universities." In *Proceedings of the Christian Business Faculty Association Annual Conference*, Kevin Hughes, ed. Mt. Vernon OH: Christian Business Faculty Association, 2012.
- Burns, David J., Smith, Yvonne, and Starcher, Keith "Koinonia in the Academy: The Role of Community in Providing a Voice in the Academy." In *Proceedings of the Christian Business Faculty Association Annual Conference*, Kevin Hughes, ed. Mt. Vernon OH: Christian Business Faculty Association, 2012.
- Lynn, Monty, Burns, David J., White, Gwendolyn, and Kinder, Keegan "One Body, Many Parts: What we can Learn from Scholarly Business and Religion/Spirituality Associations." In *Proceedings of the Christian Business Faculty Association Annual Conference*, Kevin Hughes, ed. Mt. Vernon OH: Christian Business Faculty Association, 2012.
- Burns, David J. "Facilitating Integrating Mission into the Classroom: Xavier's Mission Academy." In *Renewing Mission and Identity in Catholic Business Education Proceedings*. St. Thomas MN: John K. Ryan Institute, 2012.
- Mooney, Debra, Burns, David J., and Chadwick, Scott "Collegial Leadership: Deepening Collaborative Processes to Advance Mission and Outcomes." In *A Collection of Papers on Self-Study and Institutional Improvement 2012*. Chicago: Higher Learning Commission, 2012.
- 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

- Proceedings of the Colleagues in Jesuit Business Education Conference.*  
Cincinnati OH: Colleagues in Jesuit Business Education, 2011.
- Burns, David J. "Consumption in Consumer Culture: The Role of Fear and Internal Longings." In *Proceedings of the Colleagues in Jesuit Business Education Conference.* Cincinnati OH: Colleagues in Jesuit Business Education, 2011.
- Burns, David J. "Fear and Consumption: The Search for Home." In *Proceedings of the Christian Business Faculty Association Annual Conference*, Timothy Redmer, ed. Virginia Beach VA: Christian Business Faculty Association, 2011.
- Burns, David J., Smith, Yvonne, and Starcher, Keith "Research in the Life of a Christian Scholar: Overcoming the Hindrances in Providing a Christian Voice in the Academy." In *Proceedings of the Christian Business Faculty Association Annual Conference*, Timothy Redmer, ed. Virginia Beach VA: Christian Business Faculty Association, 2011.
- Burns, David J. and Fawcett, Jeffrey K. "The Role of Brands in a Consumer Culture: Can Strong Brands Serve as a Substitute for a Relationship with God?" In *Proceedings of the Christian Business Faculty Association Annual Conference*, Timothy Redmer, ed. Virginia Beach VA: Christian Business Faculty Association, 2010. Received Award for Best Faith Integration paper.
- Burns, David J. "Effectiveness of Ethics Instruction: The Effects of Exploring Consumer Culture on the Ethical Perceptions of MBA Students." In *Proceedings of the Colleagues in Jesuit Business Education Conference.* Milwaukee WI: Colleagues in Jesuit Business Education, 2010.

### **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"
- "The Meaning of Money and Possessions: A Cross-Institutional Comparison of Future Business Personnel Attending a Public and a Jesuit University"