

Nicholas J. C. Santos, SJ

Heider College of Business
Creighton University
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Research Interests:

Business Ethics; Business and Society; Catholic Social Teaching; Corporate Social Responsibility; Ethical issues in the base-of-the-pyramid market; Marketing *strategy for* Impoverished Market Segments; Social Innovation and Entrepreneurship

Education:

- **Doctor of Philosophy (Ph.D.)**, May 2009
Marquette University, Milwaukee, Wisconsin
Areas: Marketing, Management, Ethics
Director: Dr. Gene R. Laczniak
Title: Marketing to the impoverished: Developing a model for markets that justly and fairly serve the poor
- **Master of Business Administration (M.B.A.)**, May 2006
Marquette University, Milwaukee, Wisconsin
Specialization: Marketing
- **Master of Theology (Th.M.)**, May 2002
Jesuit School of Theology, Berkeley, California
Specialization: Moral Theology
- **Master of Commerce (M.Com.)**, May 1994
University of Pune, India
Specialization: Advanced Financial and Cost Accountancy
- **Bachelor of Theology (B.Th.)**, April 1999
Jnana Deepa Vidyapeeth, Pune, India
- **Bachelor of Philosophy (B.Ph.)**, April 1994
Jnana Deepa Vidyapeeth, Pune, India
- **Bachelor of Commerce (B.Com.)**, May 1987
University of Pune, India
Major: Accountancy; Minor: Economics

Professional Experience:

- July 2019 – present
- Creighton University, Nebraska
 - Associate Professor of Marketing
 - Member of the Board of Trustees (since July 2015)
 - Creighton Preparatory School
 - Member of the Board of Directors (since August 2019)
 - Colleagues of Jesuit Business Education
 - Member of the Board of Directors (since July 2010)
 - President (since July 2018)
 - Jesuit Committee on Investment Responsibility (JCIR) of the Jesuit Conference of the U.S. and Canada
 - Committee member (since May 2014)
 - Macromarketing Society
 - Member of Policy Board (since July 2017)
- August 2012 – May 2019
- Marquette University, Wisconsin
 - Assistant Professor of Marketing
 - Courses taught:
 - International Marketing (undergraduate)
 - Principles of Marketing (undergraduate)
 - Marketing Management (undergraduate)
 - Marketing and Society (undergraduate)
 - Marketing Ethics and Social Responsibility (graduate)
 - Marketing and Social Entrepreneurship (graduate)
 - Co-Director of the Social Innovation Initiative (since February 2014)
 - Co-Chair of Marquette’s CRS Global Campus Initiative (since Spring 2016)
 - Member of the steering committee for the Office of Corporate Engagement (since March 2018)
 - Faculty Adviser:
 - Alpha Sigma Nu – Marquette chapter (since August 2013)
 - Changemakers – Student organization (since August 2014)
 - Marquette University High School, Wisconsin
 - Member of the Board of Directors (since August 2014)
 - Catholic Relief Services University, Baltimore
 - Member of the Faculty Advisory Committee (since April 2017)
 - Creighton University, Nebraska
 - Member of the Board of Trustees (since July 2015)
 - Visiting professor for DBA program (since January 2018)

Colleagues of Jesuit Business Education
 Member of the Board of Directors (since July 2010)
 President-elect (since July 2017)
 President (since July 2018)
 Jesuit Committee on Investment Responsibility (JCIR) of the Jesuit
 Conference of the U.S. and Canada
 Executive committee member (since May 2014)
 Macromarketing Society
 Member of Policy Board (since July 2017)

August 2009 – August 2012 Santa Clara University, California
 Visiting scholar and post-doctoral fellow [Markkula Center
 for Applied Ethics]
 Visiting professor [Leavey School of Business]
 Courses taught:
 ▪ Business Ethics (undergraduate)
 ▪ Corporate Social Responsibility and Public Policy
 (AMBA)
 ▪ Marketing Analysis (undergraduate)
 Program Council Member [Justice and the Arts Initiative]
 (from Sept 2011 – June 2012)
 Resident Minister [Campus Ministry] (from Sept 2009 –
 June 2011)
 Program Chair – Global Social Benefit Incubator Network
 workshop [Center for Science, Technology, and Society]
 (October 2011)
 Reviewer – Global Social Benefit Fellowship [Center for
 Science, Technology, and Society] (February-March 2012)

Step-Up Silicon Valley
 Co-chair – Incubation Committee (from June 2010 to June
 2012)

Colleagues in Jesuit Business Education (CJBE)
 Board Member (since July 2010)

Spring 2009 Marquette University, Milwaukee
 Adjunct Lecturer
 Course: Conducting an Ethical Audit (MBA)

August 2002 – July 2004 Poona Catholic Educational Assoc. Pvt. Ltd., Pune - India
 Treasurer
 Member – Board of Directors
 Poona Jesuit Schools' Society, Pune – India
 Treasurer
 Sadhana Institute, Lonavla – India
 Financial Advisor
 St. Vincent's College of Commerce, Pune – India

Lecturer (undergraduate)

Courses: Commercial Mathematics and Statistics
Financial Accounting
Managerial and Cost Accounting
Principles of Marketing
Marketing and Salesmanship
Advertising and Publicity

June 1999 – July 2001

Loyola Training Center, Pune – India (Retreat Center)
Manager

Poona Catholic Educational Assoc. Pvt. Ltd., Pune – India
Assistant Treasurer

Poona Jesuit Schools Society, Pune – India
Assistant Treasurer

Sadhana Institute, Lonavla – India
Financial Advisor

St. Vincent's College of Commerce, Pune – India
Lecturer (undergraduate)

Courses:

- Commercial Mathematics and Statistics
- Financial Accounting
- Managerial and Cost Accounting
- Principles of Marketing
- Marketing and Salesmanship
- Advertising and Publicity

St. Vincent's Jesuit Residence
Minister

June 1996 – May 1999

Sadhana Institute, Lonavla – India
Financial Advisor

St. Vincent's College of Commerce, Pune – India
Lecturer (undergraduate)

Courses:

- Commercial Mathematics and Statistics
- Financial Accounting
- Managerial and Cost Accounting
- Principles of Marketing
- Marketing and Salesmanship
- Advertising and Publicity

June 1995 – May 1996

St. Vincent's College of Commerce
Part-time lecturer

Courses:

- Principles and Practice of Management (Graduate)
- Principles of Marketing (undergraduate)
- Marketing and Salesmanship (undergraduate)

- Advertising and Publicity (undergraduate)

July 1985 – July 1988

Prashant Udyog and Gaurav Associates, Pune – India
Accountant

Honor Society Membership:

- Alpha Sigma Nu (since April 2013)
- Beta Gamma Sigma (since April 2006)
- The National Scholars' Honor Society (since January 2007)

Awards:

- American Marketing Association Nonprofit Travel Grant recipient 2007
- Marquette University Jesuit International Fellowship (2004 to 2009)
- Finalist – Society of Business Ethics Doctoral Dissertation Award 2010
- Highly Commended Award – 2010 Emerald/EFMD Outstanding Doctoral Research Award
- George Fisk Award for the best conference paper at the Annual Macromarketing Conference (Chicago, 2015) with Dr. Tina M. Facca-Miess

Professional Association Membership:

- Academy of Marketing Science
- American Marketing Association
- International Association of Business and Society
- International Society of Business, Economics and Ethics
- Macromarketing Society
- Society of Business Ethics

Publications:

Kennedy, Ann-Marie and Nicholas J.C. Santos (forthcoming). Social Fairness and Social Marketing: An Integrative Justice Approach to Creating an Ethical Framework for Social Marketers. *Journal of Social Marketing*.

Santos, Nicholas J.C. (2019). Integrating Non-Profit Leadership and Social Entrepreneurship into Catholic Business Education. *Expositions*, 13(1): 20-30.

Laczniak, Gene R and Nicholas J.C. Santos (2018). Gross National Happiness (GNH): Linkages to and Implications for Macromarketing. *Journal of Macromarketing*, 38(3): 331-340.

Kennedy, Ann-Marie and Nicholas J.C. Santos (2017). The Papal Encyclical *Laudato Si'*: A focus on sustainability that is attentive to the concerns of the poor. *Journal of Management for Global Sustainability*, 5(1): 109-134.

Laczniak, Gene R. and Nicholas J.C. Santos (2017). The 2016 Jesuit Task Force Report on 'Justice in the Global Economy:' Analysis, Implications and Actions for Jesuit Business Schools. *Journal of Jesuit Business Education*, 8 (1): 15-42.

Klein, Thomas A., Gene R. Laczniak and Nicholas J.C. Santos (2017). Religion-motivated Enterprises in the Marketplace: A Macromarketing Inquiry. *Journal of Macromarketing*, 37(1):102-114.

Ozanne, Lucie, Marcus Phipps, Todd Weaver, Michal Carrington, Michael Luchs, Jesse Catlin, Shipra Gupta, Nicholas Santos, Kristin Scott, and Jerome Williams (2016). Managing the Tensions at the Intersection of the Triple Bottom Line: A Paradox Theory Approach to Sustainability Management. *Journal of Public Policy and Marketing*, 35(2): 249-261.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2016). Assessing Perceptions of the Integrative Justice Model Propositions: A Critical Step Toward Operationalizing a Macro Model. *Journal of Macromarketing*, 36 (1), 68-77.

Naughton, Michael and Nicholas J.C. Santos (2016). Poverty, Prosperity and Challenges of the Good Company. *Journal of Catholic Social Thought*, 13 (1), 3-16. [special issue co-editor]

Laczniak, Gene R., Nicholas J.C. Santos, and Thomas A. Klein (2016). On the Nature of 'Good' goods and the ethical role of marketing. *Journal of Catholic Social Thought*, 13 (1), 63-82.

Laczniak, Gene R. and Nicholas J.C. Santos (2016). The Integrative Justice Model: Fair, ethical, and innovative marketing to the poor. *Ethical Innovation in Business and the Economy: Studies in Transatlantic Business Ethics*. Edward Elgar Publishing.

Santos, Nicholas J.C. and Gene R. Laczniak (2015). The heritage and current status of the 'Integrative Justice Model' for marketing to the poor. *Social Business*, 5(2), 89-95.

Santos, Nicholas J.C. and Gene R. Laczniak (2015). Marketing to the poor: A SWOT analysis of the Market Construction Model for engaging impoverished market segments. *Social Business*, 5(2), 95-111.

Santos, Nicholas J.C., Gene R. Laczniak and Tina M. Facca-Miess (2015). The "Integrative Justice Model" as Transformative Justice for Base-of-the-Pyramid Marketing. *Journal of Business Ethics*, 126: 697-707.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2014). Marketing Planning for Social Entrepreneurial Organizations in the Context of Subsistence Marketplaces: A Pedagogical Reflection for Marketing Education in Jesuit Business Schools. *Journal of Jesuit Business Education*, 5 (1): 35-49.

Facca-Miess, Tina M. and Nicholas J.C. Santos. (2014). Fostering fair and sustainable marketing for social entrepreneurs in the context of subsistence marketplaces. *Journal of Marketing Management*, 30 (5-6), 501-518.

Santos, Nicholas J.C., John Sealey and Austin G.C. Onuoha (2014). Shareholder engagement and Chevron's policy 520 on human rights: The role played by the United States Jesuit conference's "National Jesuit Committee on Investment Responsibility. In Celine Louche and Tessa Hebb (eds.) *Socially Responsible Investment in the 21st Century: Does it Make a Difference for Society? (Critical Studies on Corporate Responsibility, Governance and Sustainability, Volume 7)* Emerald Group Publishing Limited, pp. 43-63.

Santos, Nicholas J.C. (2013). Social Entrepreneurship That Truly Benefits the Poor. *Journal of Management for Global Sustainability*, 2: 31-62.

Santos, Nicholas J.C. and Gene R. Laczniak (2012). Marketing to the Base of the Pyramid: A Corporate Responsibility Approach with Case Inspired Strategies. *Business and Politics*, 14 (1): Article 4.

Laczniak, Gene R. and Nicholas J. C. Santos (2011). The Integrative Justice Model for Marketing to the Poor: An Extension of S-D Logic to Distributive Justice and Macromarketing. *Journal of Macromarketing*, 31 (2): 135-147.

Santos, Nicholas J.C. and Gene R. Laczniak (2011). Marketing to the Poor: A Justice-Inspired Approach. *Journal of Jesuit Business Education*, 2 (1): 47-63.

Santos, Nicholas J.C. and Gene R. Laczniak (2009). 'Just' Markets from the perspective of Catholic Social Teaching. *Journal of Business Ethics*, 89 (supplement 1): 29-38.

Santos, Nicholas J.C. and Gene R. Laczniak (2009). Marketing to the Poor: An Integrative Justice Model for Engaging Impoverished Market Segments. *Journal of Public Policy & Marketing*, 28 (1): 3-15.

Papania, Lisa, Jamie Ressler and Nicholas Santos (2007). 2007 AMA Nonprofit Marketing Conference: Overview. [available at <http://www.themarketingfoundation.org/documents/2007AMANonprofitMktgConfOverview.pdf>]

Santos, Nicholas J. C. (2000). The Marketing Strategies of Saint Ignatius of Loyola. *Ignis*, 29 (1): 4-32.

Conference presentations:

Facca-Miess, Tina M. and Nicholas J.C. Santos (2019). Measuring Impact at the Margins: Predicting Transformation in Quality of Life for Beneficiaries of Jesuit Worldwide Learning Higher Education at the Margins. *11th International Social Innovation Research Conference, Glasgow Caledonian University, Glasgow (Scotland)*, September 3.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2019). Collaborative Innovation in the Jesuit Network: ‘Helping souls’ to Flourish by Impacting the Sustainable Development Goals. *25th World Forum of the International Association of Jesuit Business Schools and the 1st Regional Meeting of the Colleagues of Jesuit Business Education in South Asia, Xavier University, Bhubaneshwar (India)*, July.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2019). Using Technology and the Integrative Justice Model to Enhance Ethics in Bottom-Up Innovation Research. *22nd Annual Meeting of the Colleagues of Jesuit Business Education and the 3rd Global Jesuit Business Ethics Conference, Santa Clara University, Santa Clara (CA)*, July.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2019). Applying the Integrative Justice Model to Predict Transformative Impact: The Case of Jesuit Worldwide Learning, Higher Education at the Margins. *Annual MacroMarketing Conference, John Carroll University, Cleveland (OH)*, June.

Santos, Nicholas J.C. (2019). An integrative justice approach towards fair and ethical intermediaries in base of the pyramid markets. *Annual MacroMarketing Conference, John Carroll University, Cleveland (OH)*, June.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2018). The Solidaristic Economics of Heinrich Pesch, S.J. and the Sustainable Development Goals. *25th International Vincentian Business Ethics Conference, St. John’s University, New York (NY)*, October.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2018). Social Enterprises and the Solidarism Economics of Heinrich Pesch, S.J.: An Alternative Foundation to Catalyze Social Change. *1st*

Social Enterprise World Forum Academic Symposium, Glasgow Caledonian University, Glasgow (UK), September.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2018). Sustainable Innovation for the Base of the Pyramid: Perspectives from the Solidarism of Heinrich Pesch, S.J. *24th Annual IAJBS World Forum and 20th Annual CJBE Meeting, Seattle University, Seattle (WA), July.*

Facca-Miess, Tina M. and Nicholas J.C. Santos (2018). The Integrative Justice Model and Strategic Value Co-creation: The Case of Jesuit Worldwide Learning (JWL) and Higher Education at the Margins, *Annual MacroMarketing Conference, Penta Hotel, Leipzig (Germany), July.*

Kennedy, Ann-Marie and Nicholas J.C. Santos (2018). Ethical Social Marketing: An Integrative Justice Approach, *Annual MacroMarketing Conference, Penta Hotel, Leipzig (Germany), July.*

Facca-Miess, Tina M. and Nicholas J.C. Santos (2018). The “Integrative Justice Model” as a Normative Evaluative Tool for Determining the “Common Good” orientation of a Business, *10th International Conference on Catholic Social Thought and Management Education, University of St. Thomas, Minnesota (MN), June.*

Santos, Nicholas J.C. and Gene R. Laczniak (2018). Building Institutions for the Common Good: Perspectives from the 2016 Task Force Report on ‘Justice in the Global Economy,’ *10th International Conference on Catholic Social Thought and Management Education, University of St. Thomas, Minnesota (MN), June.*

Santos, Nicholas J.C. and Tina M. Facca-Miess (2018). Reconciling a Fractured World: The Integrative Justice Model for Impoverished Markets and the Solidarism Economics of Heinrich Pesch, S.J., *Managing and Teaching Business Ethics: Global Trends and Challenges, lassalle institut, Kanton Zug (Switzerland), May.*

Kennedy, Ann-Marie and Nicholas J.C. Santos (2018). Ethical Social Marketing: An Integrative Justice Approach. *International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium, University of Nottingham, Nottingham (UK), April.*

Santos, Nicholas J.C. and Christian Files (2017). The Food Industry and Obesity in the United States: A Virtue Ethics Approach for the Common Good. *24th Annual International Vincentian Business Ethics Conference, DePaul University, Chicago (IL), October.*

Santos, Nicholas J.C. (2017). The Jesuit Committee on Investment Responsibility and Shareholder Advocacy on the Issue of Human Rights. *3rd Business and Human Rights Scholars Conference*, **Santa Clara University, Santa Clara (CA)**, September.

Santos, Nicholas J.C. (2017). Leveraging Social Impact: Promoting and supporting social entrepreneurs in the local community. Panel moderator and organizer. *AJCU conference on the commitment to Justice in Jesuit Higher Education: Through the Eye of the needle*. **Seattle University, Seattle**, August.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2017). Integrating the Integrative Justice Model (IJM) into Jesuit Education: Student Engagement with the IJM to Assess Justice Outcomes. *AJCU conference on the commitment to Justice in Jesuit Higher Education: Through the Eye of the needle*. **Seattle University**, August.

Nicholas J.C. Santos and Tina M. Facca-Miess (2017). The integrative justice model and peace marketing at the base of the pyramid. Panel on “Marketing and Policy Innovations to End War and to Sustain Peace.” *American Marketing Association Summer Educators’ Conference*, **Marriott Hotel, San Francisco (CA)**, August.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2017). The economic thought of Bernard Lonergan S.J. and Heinrich Pesch S.J.: An exploratory essay in search of new foundations for Jesuit business education. *23rd Annual Forum of the International Association of Jesuit Business Schools*, **University of Namur, Belgium**, July.

Kohls, Heather and Nicholas J.C. Santos (2017). The Applied Global Business Learning program at Marquette’s Business School: A case of international collaboration and sharing. *23rd Annual Forum of the International Association of Jesuit Business Schools*, **University of Namur, Belgium**, July.

Santos, Nicholas J.C. (2017). *c20th Annual Conference of the Colleagues of Jesuit Business Education*, **Creighton University, Omaha (NE)**, July.

Santos, Nicholas J.C., Tina M. Facca-Miess and Kevin Kraver (2017). Social Entrepreneurship: Empowering Poor Persons to be Businesspeople and Create Jobs. Panel presentation at the *World Union of Jesuit Alumni Global Congress*, **John Carroll University, Cleveland (OH)**, June.

Laczniak, Gene R. and Nicholas J.C. Santos (2017). Gross National Happiness (GNH): Its Linkages to and Implications for Marketing. *42nd Annual Macromarketing Conference*, **Heritage Hotel, Queenstown (New Zealand)**, June.

Santos, Nicholas J.C. (2017). The Jesuit Task Force Report on “Justice in the Global Economy”: Opportunities and Challenges for Business Ethics Education and Practice. *Managing and Teaching Business Ethics: Global Trends and Challenges*, **Ateneo de Manila (Philippines)**, June.

Santos, Nicholas J.C. and Nicholas McDonough (2017). Overcoming Hypocrisy in Health Care: Normative Guidelines from the Integrative Justice Model. *Managing and Teaching Business Ethics: Global Trends and Challenges*, **Ateneo de Manila (Philippines)**, June.

Facca-Miess Tina M. and Nicholas J.C. Santos (2017). The integrative justice model and amplifying the voice of the impoverished consumer. *International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium*. **Notre Dame University (IN)**, April.

Santos, Nicholas J.C. (2016). Keynote address on the Jesuit Task Force Report on Justice in the Global Economy. *22nd Annual Conference of the International Association of Jesuit Business Schools*, **Nairobi (Kenya)**, July.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2016). The Socially Innovative Jesuit Business School: Collaborating for the Common Good. *22nd Annual Conference of the International Association of Jesuit Business Schools*, **Nairobi (Kenya)**, July.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2016). Conflict and Constructive Engagement at the Base of the Pyramid: An Integrative Justice Approach. *41st Annual Macromarketing Conference*, **Trinity College, Dublin (Ireland)**, July.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2016). Social entrepreneurship oriented business education: Pedagogical activism that bridges the gap between critical thinking and macromarketing. *41st Annual Macromarketing Conference*, **Trinity College, Dublin (Ireland)**, July.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2016). Transforming Jesuit Business Schools into “Instruments of Economic Justice and Reconciliation”: Refining and Furthering the CJBE Mission. *19th Annual Conference of the Colleagues in Jesuit Business Education*, **Le Moyne College, Syracuse (NY)**, July.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2016). Quantifying Qualitative Feedback from Subsistence Consumers in Complex Marketplaces: Doing More with Less Data. *6th Subsistence Marketplaces Conference*, **I-Hotel, Champaign (IL)**, June.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2016). Fairness and ethics in the context of WASH for rural communities: An integrative justice framework. *Symposium on Sustainable Water, Sanitation and Hygiene (WASH) Services for Rural Communities: Challenges and Solutions*, **University of Development Studies, Tamale (Ghana)**, June.

Santos, Nicholas J.C. and Subhasis Ray (2016). Bringing subsistence contexts into the classroom: An EMBA class project focused on the Salia Sahi slum in Orissa, India. *6th Subsistence Marketplaces Conference*, **I-Hotel, Champaign (IL)**, June.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2015). The Integrative Justice Model for Marketing to the Poor: An Extension and Application of the UN Global Compact and the UN-PRME to Business Ethics Education and Practice. *22nd Annual International Vincentian Business Ethics Conference*, **St. John's University (NY)**, October.

Santos, Nicholas J.C., Cliff Shultz, and Tina M. Facca-Miess (2015). Big Picture Thinking: Macromarketing, Shareholder Advocacy and Jesuit Networking and Methods and Tools for Differentiating Jesuit Business Education. *21st Annual Conference of the International Association of Jesuit Business Schools and 18th Annual Conference of the Colleagues of Jesuit Business Education*, **Universidad Católica del Uruguay, Montevideo**, July.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2015). Investigating the Use of Generalized Additive Models for Predicting Propensity for Justice: Using the Integrative Justice Model (IJM) as a Framework for Measuring Justice Outcomes. *40th Annual Conference of the Macromarketing Society*, **Loyola University (Chicago)**, June.

Santos, Nicholas J.C. and Gene R. Laczniaak (2015). Fair and ethical marketing to the poor: An integrative justice framework. *International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium*. **Notre Dame University Rome Gateway (Italy)**, April.

Facca-Miess, Tina M., Nicholas J.C. Santos and Maurice N. Emelu (2015). Social Media as a “Good” good in Subsistence Contexts in Developing Countries: Using the Integrative Justice Model as a Framework for Helping Souls. *9th International Symposium on Catholic Social Thought and Management Education*, **Ateneo de Manila University; De La Salle University; De La Salle-College of Saint Benilde (Manila, Philippines)**, February.

Laczniaak, Gene R. and Nicholas J.C. Santos (2014). The Integrative Justice Model: Its Status and Prospects. *8th Transatlantic Business Ethics Conference*, **Notre Dame University (IN)**, October.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2014). Operationalizing the Constructs of the Integrative Justice Model: A Useful Tool for Marketers in Varied Contexts. *39th Annual Macromarketing Conference*, **Royal Holloway College (London, U.K.)**, July.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2014). The Integrative Justice Model as a Pedagogical Tool for Integrating Ethics into Jesuit Business School Curriculum. *17th Annual Conference of the Colleagues of Jesuit Business Education*, **University of San Francisco (CA)**, July.

Facca-Miess, Tina M. and Nicholas J.C. Santos (2014). Using the Integrative Justice Model to Guide Networking and Collaboration: Fostering Communion in Jesuit Business Education. *20th Annual Conference of the International Association of Jesuit Business Schools*, **Sogang University (South Korea)**, July.

Santos, Nicholas J.C. (2014). Fostering social innovation learning across campus: Opportunities and challenges. *20th Annual Conference of the International Association of Jesuit Business Schools*, **Sogang University (South Korea)**, July.

Facca-Miess, Tina M., Nicholas J.C. Santos and Maurice N. Emelu (2014). Communication tools for fostering value co-creation in subsistence marketplaces: Comparing social media users in Nigeria and Honduras. Paper presented at the 5th Subsistence Marketplaces Conference, **University of Urbana-Champaign (IL)**, June.

Santos, Nicholas J.C. and Tina M. Facca-Miess (2014). Fair and sustainable distribution channels in subsistence marketplaces: Normative perspectives from *Evangelii Gaudium* and the integrative justice model for impoverished markets. *3rd Annual Conference for Positive Marketing*, **Fordham University (NY)**, April.

Laczniak, Gene R., Nicholas J.C. Santos and Thomas A. Klein (2014). On the nature of ‘good’ goods and the ethical role of marketing. Background paper for the *9th International Symposium on Catholic Social Thought and Management Education*, Planning seminar, **De La-Salle University (Manila, Philippines)**, February.

Santos, Nicholas J.C. (2013). The integrative justice model for impoverished markets. Special panel addressing perspectives concerning ethical markets in developing and impoverished economic sectors. *20th Annual International Vincentian Business Ethics Conference*, **DePaul University (Chicago, IL)**, October.

Santos, Nicholas J.C. (2013). Marketing Planning for Social Entrepreneurial Organizations in the Context of Subsistence Marketplaces: A Pedagogical Reflection for Marketing Education in

Jesuit Business Schools, *16th Annual Conference of the Colleagues of Jesuit Business Education*, **St. Louis University (MO)**, July.

Santos, Nicholas J.C. and Gene R. Laczniak (2013). The integrative justice model for impoverished markets and transformative justice. *38th Annual Macromarketing Conference*, **York University (Toronto, Canada)**, June.

Santos, Nicholas, J.C. (2013). Response to Rev. Michael Czerny, S.J.'s paper: The international monetary and financial systems: Who's moving any reform? *Colloquium on Bernard Lonergan's Economics and the Global Financial Crisis*, **Marquette University (WI)**, February/March.

Santos, Nicholas J.C. (2013). Marketing at the base-of-the-pyramid with fairness and equity: An integrative justice model. Special Academic Council Session on Marketing Ethics: Vulnerable Consumer Segments – Emerging Issues and Future Directions. *AMA Winter Marketing Educators' Conference*, **Caesars Palace (Las Vegas)**, February.

Santos, Nicholas J.C., Tina M. Facca and Gene R. Laczniak (2013). The “Integrative Justice Model” as a Transformative Justice Framework for Base-of-the-pyramid Marketing. *2nd Annual Conference for Positive Marketing*, **Fordham University (NY)**, January.

Facca, Tina M. and Nicholas J.C. Santos (2012). Marketing Planning for Social Entrepreneurs: A Preliminary Investigation. *4th Subsistence Marketplaces Conference: Micro-level Insights to Macro-level Impact*, **Loyola University Chicago (IL)**, July.

Santos, Nicholas J.C. (2012). Business Education for the Common Good: The Promise and Challenge of Incorporating Social Entrepreneurship into the Catholic Business School Curricula. *8th International Symposium on Catholic Social Thought and Management Education: Renewing Mission and Identity in Catholic Business Education*, **University of Dayton (OH)**, June.

Santos, Nicholas J.C. and Gene R. Laczniak (2010). Marketing to the Poor: Caritas in Veritate, the Integrative Justice Model and Jesuit Business Education. *13th Annual Conference of the Colleagues of Jesuit Business Education on Jesuit Business Schools: Leaders or Running with the Pack*, **Marquette University (WI)**, July.

Santos, Nicholas J.C. and Gene R. Laczniak (2009). Marketing to the Poor: Extending models and frameworks for engaging impoverished market segments with an Integrative Justice approach. *Annual Conference of the Society of Business Ethics*, **Allerton Hotel, Chicago (IL)**, August.

Santos, Nicholas J.C. and Gene R. Laczniak (2009). The Integrative Justice Model as a Framework for Sustainable Development. *15th Annual World Forum of the International Association of Jesuit Business Schools: Taking the Lead Towards Sustainable Development*, **XLRI (India)**, June.

Santos, Nicholas J.C. and Gene R. Laczniak (2009). The Integrative Justice Model for Impoverished Markets: A Framework for 21st Century Business Leadership Development in the Jesuit Tradition. *12th Annual Conference of the Colleagues of Jesuit Business Education: Leading Others and Developing Leaders for Business in the 21st Century*, **Rockhurst University (MO)**, July.

Santos, Nicholas J.C. and Gene R. Laczniak (2008). Marketing to the Poor: A Justice-Inspired Business Approach. *14th Annual World Forum of the International Association of Jesuit Business Schools: Business and Education in an Era of Globalization - The Jesuit Position*, **Fordham University (NY)**, July.

Santos, Nicholas J.C. and Gene R. Laczniak (2008). The Integrative Justice Model and its Relevance to Business Education at Catholic Business Schools. *7th International Symposium on Catholic Social Thought and Management Education: Business Education at Catholic Universities – The Role of Mission-Driven Catholic Business Education*, **University of Notre Dame (IN)**, June.

Laczniak, Gene R. and Nicholas J. C. Santos (2008). The Integrative Justice Model for Marketing to the Poor: An Extension of S-D Logic to Distributive Justice and Macromarketing. *Forum on Markets and Marketing: Extending Service-Dominant Logic*, **University of New South Wales (Australia)**, December.

Santos, Nicholas J. C. and Gene R. Laczniak (2006). Catholic Social Teaching and the Construction of ‘Just’ Markets. *6th International Symposium on Catholic Social Thought and Management Education: The Good Company – Catholic Social Thought and Corporate Social Responsibility*, **Pontifical University of St. Thomas, Rome (Italy)**, October.

Santos, Nicholas J.C. and Gene R. Laczniak (2006). Marketing to the Poor: A SWOT Analysis of the Market Construction Model for Engaging Impoverished Market Segments. *3rd International Conference on Corporate Responsibility*, **London Business School (U.K.)**, July.

Invited Reviewer:

- Asian Journal of Public Affairs

- Business and Professional Ethics Journal
- Business Ethics Quarterly
- International Journal of Business and Emerging Markets
- International Review of Retail, Distribution and Consumer Research
- International Studies of Management & Organization
- Journal of Business Ethics
- Journal of Business Research
- Journal of Catholic Higher Education
- Journal of Consumer Affairs
- Jesuit of Jesuit Business Education
- Journal of Global Marketing
- Journal of International Marketing
- Journal of Macromarketing
- Journal of Management for Global Sustainability
- Journal of Public Policy & Marketing
- Journal of Religion and Business Ethics
- Psychology and Marketing

Invited speaker/panelist:

2019 (March 28-29). The Horizons of Business Education Conference on Non-Profit Leadership and Social Entrepreneurship, King's College, PA. "Integrating non-profit leadership and social entrepreneurship into Catholic Business Education: What's distinctive about it?"

2018 (October 4). Legatus Lecture – Appleton and Green Bay chapter, Wisconsin. "The Market Economy and Catholic Higher Education: A Personal Reflection."

2018 (January 9). Santa Clara Law School Talk. "The 2016 Jesuit Task Force Report on 'Justice in the Global Economy': Implications for Jesuit Law Schools."

2017 (May 2). Bannan Memorial Lecture. Ignatian Center at Santa Clara University, California. "The Moral Margins of Poverty and Prosperity: Towards an Integrative Justice Model in Business."

2017 (April 28). Water Conversations. Global Water Center, Milwaukee, Wisconsin. “Fairness and Ethics in the Context of Implementing Water, Sanitation and Hygiene Projects: An Integrative Justice Framework.”

2017 (February 17). Seattle University. Panel on The Jesuit Brand: Perspectives on the Marketing of Jesuit Universities.

2017 (February 16). Seattle University: Albers Schools of Business. “Reflections on the 2016 Jesuit Task Force Report on ‘Justice in the Global Economy’.”

2016 (September 28). Office of Research and Innovation – Staff Retreat, Marquette University, Wisconsin. “IgNovation: Ignatian Spirituality and Innovation.”

2016 (August 23). Trinity Fellows Orientation, Marquette University, Wisconsin. “Ignatius, the Jesuits and Education.”

2015 (March 19): Association of Jesuit Colleges and Universities (AJCU) Graduate Deans Meeting, Marquette University, Wisconsin.

2015 (January 15): Catholic Professionals Forum, Westmoor Country Club, Brookfield, Wisconsin.

2014 (March 20): Panel on Business, Entrepreneurs & Social Value: How can we build a brighter future? Alverno College, Wisconsin.

2014 (March 13): Invited speaker on “Fair and Just marketing with impoverished populations.” Villanova University, Philadelphia.

2014 (February 13): Hispanic Professionals of Greater Milwaukee and Marquette University: Conexiones Networking Event. “New Trends in Marketing: Connecting the Message and the Market.”

2010 (June 24): Catholic School Principals’ Institute, Markkula Center for Applied Ethics, Santa Clara University, California. “Rethinking the Catholic School: New Perspectives from Marketing and Justice.”

2010 (February 24): Ethics@noon event [Alleviating Poverty Through Profitable Partnerships: Reflections on Markets and the Bottom Billion], Markkula Center for Applied Ethics, Santa Clara University, California. “The Integrative Justice Model.”

2010 (January 28): Centennial Leadership Summit, Catholic Charities USA, Santa Clara University, California. Panelist: “Work to Reduce Poverty in your Community.”

2009 (November 6): Net Impact Event, Leavey School of Business, Santa Clara University, California.

2009 (December 3): MBA Event, Loyola University, New Orleans.

Additional conferences/seminars/workshops attended:

Conferences:

Convening of US Academic Centers on Catholic Social Thought, Georgetown University, Georgetown, May 31-June 2, 2017.

Macromarketing and Sustainability Workshop, University of Wyoming College of Business, Laramie, WY, August 1-3, 2016.

Mission Driven Business Education: A Curricular Project Examining the Uniquely Catholic Dimension of Undergraduate Business Education, University of Portland, August 2-4, 2010.

Forging a New Economic Paradigm: Perspectives from Bernard Lonergan, Seton Hall University, New Jersey, June 19-20, 2009.

Conceptualizing Conscious Capitalism, Bentley University, Massachusetts, May 28-29, 2009.

Globalization and the Good Corporation, Baruch College, New York, June 26-28, 2007.

Seminars & Workshops:

In-Class Assessment Techniques Workshop, Marquette University, February 10, 2015.

Creating multiple-choice questions, Marquette University, February 16, 2015.

Advanced Multivariate Statistical Methods, 4 week workshop, Marquette University, November 2008.

Ph.D. seminar on *Marketing, Development, and Globalization*, University of Texas – Pan American, May 19-26, 2008.

Faculty seminar on *Catholic Higher Education*, Marquette University, Spring 2006.