

Curriculum Vitae

**MARY GODWYN**

History and Society Division, Babson College  
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**EDUCATION**

Ph.D., Brandeis University, Department of Sociology

M.A., Brandeis University, Department of Sociology

B.A., Wellesley College, Departmental Honors in  
Philosophy

**EMPLOYMENT**

**2017 -** Professor of Sociology, Babson College

**2011-16** Associate Professor of Sociology with Tenure, Babson College

**2015-16** Visiting Assistant Professor, Management and Marketing Department,  
School of Business, Manhattan College

**2004 - 11** Assistant Professor of Sociology, Babson College

**2000 - 04** Visiting Assistant Professor of Sociology, Babson College

**2000 - 01** Assistant Professor, Department of Social Science, Lasell College.

**PUBLICATIONS**

**Books**

**2015.** *Ethics and Diversity in Business Management Education: A Sociological Study with International Scope.* Heidelberg, Germany: Springer-Verlag. (Please see abstract at the end of CV).

**2012.** *Sociology of Organizations: Structures and Relationships* (coedited with Jody Hoffer Gittel, Ph.D.). Thousand Oaks, CA: Pine Forge Press/Sage Publications, Inc. (Please see abstract at the end of CV).

**2011.** *Minority Women Entrepreneurs: How Outsider Status Can Lead to Better Business Practices* (coauthored with Donna Stoddard, D.B.A.). Palo Alto, CA: Stanford University Press and Sheffield, UK: Greenleaf Publishing, Ltd. (Please see abstract at the end of CV. A short video description is also available at: <http://www.youtube.com/watch?v=V5zTvs8t8kA>).

## **Book Chapters**

**Forthcoming 2019.** "Management Education as the Crucible for Ethical Social Change" coauthored with Suzanne Fox Buchele in *Positive Impact Investing: A Sustainable Bridge Between Strategy, Innovation, Change and Learning*. Karen Wendt, (Ed.) as part of the series *CSR, Sustainability, Ethics and Government*. Switzerland: Springer International Publishing. ISBN: 978-3-319-10118-7. <http://www.springer.com/de/book/9783319101170>

**2017.** "The Banality of Good and Evil: Ethics Courses in Business Management Education," in *Dimensional Corporate Governance: An Inclusive Approach*. Capaldi, Nicholas, Idowu, Samuel O., and Schmidpeter, Rene (Eds.) Switzerland: Springer International. ISBN: 978-3-319-56181-3.

**2015.** "It Can Be Done! Organizational Interventions that Can Reduce the Influence of Gender Prejudice on Perceptions, Performance, and Aspirations" (coauthored with Nan S. Langowitz) in UN PRME (Principles for Responsible Management Education) as part of the series *Gender Equality as a Challenge for Business and Management Education*, Maureen Kilgour, Kathryn Haynes, and Patricia Flynn. (Eds.) Sheffield, UK: Greenleaf Publishing, Ltd.

**2009.** "Hugh Connerty and Hooters: What is Successful Entrepreneurship?" in *The Dark Side: Critical Cases on the Downside of Business*. Emmanuel Raufflet and Albert. J. Mills (Eds.) Sheffield, UK: Greenleaf Publishing, Ltd.

**1988.** "Action and Representation in Ordinary and Lucid Dreams" (coauthored with Wynn Schwartz) in *Conscious Mind, Sleeping Brain*, edited by Jayne Gackenback and Stephen LaBerge. NY: Plenum Press.

## **Articles**

**2016.** "Surviving and Thriving in Constructive Conflict: The Emotional Lives of Business Ethics Faculty and Non-Profit Human Service Workers" (coauthored with

Jana Craft, PhD) in *Research in Ethical Issues in Organizations*, Volume 16, Special Issue on The Contribution of Love, and Hate, to Organizational Ethics, Michael Schwartz and Howard Harris (eds.) pps. 59-93.

<http://www.emeraldinsight.com/series/reio>

ISBN: 978-1-78635-504-1 eISBN: 978-1-78635-503-4

*Dr. Craft and I received a 2017 Outstanding Author Contribution Award for Excellence from Emerald Publishing for this article.*

[http://www.emeraldgroupublishing.com/authors/literati/oac\\_2017.htm](http://www.emeraldgroupublishing.com/authors/literati/oac_2017.htm)

**2013.** "Early-Career Outcomes and Gender: Can Educational Interventions Make a Difference?" (coauthored with Nan S. Langowitz, D.B.A and I. Elaine Allen, Ph.D.) *Gender and Management: An International Journal*. Volume 28, Issue 2, pp. 111-134.  
<http://www.emeraldinsight.com/fwd.htm?id=aob&ini=aob&doi=10.1108/17542411311303248>

**2009.** "This Place Makes Me Proud to be a Woman": Theoretical Explanations for Success in Entrepreneurship Education for Low-Income Women." *Research in Social Stratification and Mobility*. Volume 27: Issue 1, pp. 50-64.  
[doi:10.1016/j.rssm.2008.10.003](https://doi.org/10.1016/j.rssm.2008.10.003).

**2009.** "Can Liberal Arts and Entrepreneurship Work Together?" *Academe: The Bulletin of the American Association of University Professors*. Volume 95:1, pp 36-38.  
<http://www.aaup.org/AAUP/pubsres/academe/2009/JF/Feat/godw.htm>

**2006.** "Using Emotional Labor to Create and Maintain Relationships in Service and Sales Interactions" *Symbolic Interaction*. Volume 29: 4, pp. 487-505.

**2006.** "Women's Business Centers in the United States: Effective Entrepreneurship Training and Policy Implementation," in *Journal of Small Business and Entrepreneurship* (coauthored with Nan S. Langowitz and Norean Sharpe), Volume 19: 2, pp. 167-181.

**2003.** "Rationalism and Traditionalism in Classical Sociological and Contemporary Feminist Theory" in *Current Perspectives in Social Theory: Critical Theory: Diverse Objects, Diverse Subjects*, edited by Jennifer Lehmann. Volume 22. Elsevier Science, Ltd.

### **Encyclopedia Entries**

**2013.** "Gender-Specific Contributions to Social Responsibility" in *Encyclopedia of Corporate Social Responsibility*, Idowu, S.O.; Capaldi, N.; Zu, L.; Das Gupta, A. (Eds.) Springer- Verlag, Heidelberg, Germany.

**2013.** "Critiques of Corporate Social Responsibility" in *Encyclopedia of Corporate Social Responsibility*, Idowu, S.O.; Capaldi, N.; Zu, L.; Das Gupta, A. (Eds.) Springer-Verlag, Heidelberg, Germany.

## Dictionary Entries

**2015.** “UN Principles for Responsible Investment,” in *Dictionary of Corporate Social Responsibility: CSR, Sustainability, Ethics and Governance*. Samuel O. Idowu, editor-in-chief ; Nicholas Capaldi, Matthias S. Fifka, Liangrong Zu, René Schmidpeter, co-editors. Springer International Publishing.

**2015.** “Clinton Global Initiative,” in *Dictionary of Corporate Social Responsibility: CSR, Sustainability, Ethics and Governance*. Samuel O. Idowu, editor-in-chief; Nicholas Capaldi, Matthias S. Fifka, Liangrong Zu, René Schmidpeter, co-editors. Springer International Publishing.

**2015.** “Greenleaf Publishing,” in *Dictionary of Corporate Social Responsibility: CSR, Sustainability, Ethics and Governance*. Samuel O. Idowu, editor-in-chief ; Nicholas Capaldi, Matthias S. Fifka, Liangrong Zu, René Schmidpeter, co-editors. Springer International Publishing.

***Dictionary of Corporate Social Responsibility, was named Outstanding Reference Book Award of the Year in 2016 from the American Library Association (ALA) in Boston, Mass, USA:***

<http://rusa.ala.org/blog/2016/01/10/years-most-outstanding-business-reference-sources-announced-by-rusas-business-reference-and-services-section-brass/>

## AWARDS

**2017** Outstanding Author Contribution from Emerald Publishing for the paper “Surviving and Thriving in Constructive Conflict: The Emotional Lives of Business Ethics Faculty and Non-Profit Human Service Workers” published in *Research for Ethical Issues in Organizations*.

[http://www.emeraldgrouppublishing.com/authors/literati/oac\\_2017.htm](http://www.emeraldgrouppublishing.com/authors/literati/oac_2017.htm)

**2017** Babson Faculty Research Fund Award (\$10,000)

**2015-18** Babson Research Scholar Award

**2015** Babson Faculty Research Fund Award (\$10,000)

**2014** Best Presentation Award, Global Corporate Governance Institute, First Annual Conference, 14-15 August 2014, University of Surrey, Guildford, U.K., for “The Banality of Good and Evil: Ethics Courses in Business Management Education.”

- 2013** Women's Leadership Award, World CSR (Corporate Social Responsibility) Congress, Mumbai, India.  
[http://www.worldcsrcongress.com/award\\_winner.html](http://www.worldcsrcongress.com/award_winner.html)
- 2013** Babson Faculty Research Fund Award (\$10,000)
- 2012** Best Paper Award: Equality, Diversity and Inclusion Conference, 23-25 July 2012 Toulouse, France for "Challenging Stereotypes: The Impact of Organizations in Shaping Individual Responses to Prejudice" (coauthored with Nan S. Langowitz).
- 2012** The Nan Langowitz Women Who Make a Difference Award, Babson College.
- 2011** Babson Faculty Research Fund Award (\$10,000)
- 2009** Outstanding Reviewer Award, Critical Management Division, Academy of Management
- 2008** Winner of the "Dark Side Case Competition," sponsored by the Critical Management Studies Interest Group and the Management Education Division of the Academy of Management, for "*Hugh Connerty and Hooters: What is Successful Entrepreneurship?*" (\$500)
- 2008** *Minority Voices in Entrepreneurship: Democratization of Influence and Resources*, selected as a new undergraduate elective course and awarded funding by the Committee for a Diverse Community at Babson College (\$5000)
- 2007** Babson Faculty Research Fund Award (\$10,000)
- 2006** Babson College, sub-award funding by the Harold S. Geneen Charitable Trust to integrate ethics across the undergraduate curriculum (\$10,000)
- 2005** United States Association of Small Business and Entrepreneurship (USASBE), sub-award funding by the Coleman Foundation for research focused on centers of excellence in Minority and Women's Entrepreneurship (\$500)
- 2005** Babson College Board of Research Summer Stipend (\$7,500)
- 2004** Association of Women's Business Centers, sub-award funding by the Ewing Marion Kauffman Foundation for research on the success of entrepreneurial training (\$10,000)

**2003** Babson College Board of Research Summer Stipend (\$5000)

**2001** Babson College Board of Research Summer Stipend (\$5000)

**1999** Brandeis Outstanding Teaching Award

**1995-8** Brandeis Teaching Fellowships

## **PRESS**

- *Boston Globe* (10 November 2017)  
<https://www.bostonglobe.com/lifestyle/2017/11/10/not-your-grandmother-conversation-gender-gap/cnmcv1HZbQFEftF9lnbNoO/story.html#comments>
- *Boston Globe* (22 October 2015)  
<https://www.bostonglobe.com/magazine/2015/10/22/the-truth-about-women-entrepreneurs-and-crowdfunding/lnretjTCPXQ7s868PeajL/story.html>
- *Practical Reason: Advocating Humanities and Liberal Arts in Business Education* (11 July 2013) <https://www.youtube.com/watch?v=EVPIGJTkruY>
- *New York Times* (26 March 2011) [http://boss.blogs.nytimes.com/2011/03/26/three-new-books-highlight-female-entrepreneurship/?\\_r=0](http://boss.blogs.nytimes.com/2011/03/26/three-new-books-highlight-female-entrepreneurship/?_r=0)
- New England Cable Network (14 March 2011) [http://www.necn.com/news/new-england/\\_NECN\\_Minority\\_Women\\_Entrepreneurs\\_NECN-251870111.html](http://www.necn.com/news/new-england/_NECN_Minority_Women_Entrepreneurs_NECN-251870111.html)
- *Business Week* (11 February 2011)  
[http://newsletters.businessweek.com/view\\_online.asp?927265&09e1351bcecb9e45&18](http://newsletters.businessweek.com/view_online.asp?927265&09e1351bcecb9e45&18)
- *Working Mother* (11 May 2011)  
<http://www.workingmother.com/advancement/turning-outsider-status-real-life-success>
- *The Times Higher Education*, "What are you reading?" (6 Oct 2011)  
<https://www.timeshighereducation.com/books/what-are-you-reading/417639.article>

## **INVITED LECTURES**

**2016.** "The Odd Couple: Can Management Education and Liberal Arts Work Together without *Driving Each Other Crazy?*" Plenary address given at the 15th

Annual Conversation on the Liberal Arts, "From Inquiry to Impact: Social Transformation through Liberal Learning," Westmont College, Santa Barbara, CA. February 4, 2016.

Westmont College in Santa Barbara, California, February 4-6, 2016. What knowledge, skills, and character traits are essential for addressing our most critical social challenges, and how can a liberal arts education help develop them? This conference is one of a series exploring the tangible contributions that liberal learning makes to the social good; the hypothesis is that holistic educational models that stress breadth and integration are especially important for fostering positive social change. The conference features educators and practitioners working at the intersections of liberal education and political activism, social entrepreneurship, and community engagement to explore specific ways in which liberal learning equips students to desire, envision, and make change.  
[http://www.westmont.edu/institute/conversations/2016\\_program/Speakers\\_2016.html](http://www.westmont.edu/institute/conversations/2016_program/Speakers_2016.html)

**2016.** "Around the World with Business Ethics: A Sociological Examination of Business Management Education." Presented to the faculty at Westmont College, Santa Barbara, CA. February, 2016.

**2016.** "Organizational Interventions that Produce Leadership Success across Diverse Populations" Guest speaker to Dr. Todd Pittinsky's Seminar, "The Promise of Diversity: Emerging Research," at Harvard Graduate School of Education. January 6, 2016.

**2015.** "Ethics in Education: The Long-term Business Effects of an Ethics Program at Ashesi University College, Ghana. Invited to present on Workshop on Ethics in Finance and Investment: Positive Impacts and Sustainable Innovation Opportunities. Goethe University. Frankfurt. October 2, 2015

**2013.** "Integrating Liberal Arts and Entrepreneurship: Theory and Practice," Guest speaker to School of Management, Victoria University, Wellington, New Zealand. September, 2013.

**2013.** "Diversity, Community and Minority Status in Entrepreneurial Enterprises" Guest speaker to Wellesley Selectmen Meeting, Wellesley, Massachusetts. January, 2013.

**2011.** "Minority Women Entrepreneurs" Guest lecturer to Dr. dt ogilvie's Ph.D. seminar "Entrepreneurship" at Rutgers Business School, Rutgers University. February, 2011.

**2010.** “Minority Women Entrepreneurs” Guest speaker to Dr. Lindsay Barrett’s “Women as Entrepreneurs,” an undergraduate course at Fairleigh Dickinson University. November, 2010.

**2005.** “Race, Class, Gender and Power: Identifying Trends in Social Inequality,” Lecture to Greater Boston Institute for Responsible Leadership Innovation in Enterprise: A Convening of Social Capitalists. Babson College. February, 2005.

**2001.** “Feminine and Masculine Personalities in Freudian and Neo-Freudian Developmental Schemes,” Lecture to “Introduction to Psychoanalysis,” taught by Dr. Wynn Schwartz, a graduate seminar at Harvard University. December, 2001.

**2001.** “Social, Moral and Ethical Dilemmas: How do people make tough choices?” Lecture at Wheelock College sponsored by Dr. Cate Solomon, Freshman Dean. December, 2001.

**2000.** “Bringing up Babies: Feminist and Anti-Feminist Formulations of Co-Parenting,” Lecture to “Introduction to Psychoanalysis,” taught by Dr. Wynn Schwartz, a graduate seminar in psychology at Harvard University. December, 2000.

**2000.** “A Short History of Ethics in Decision-making,” Lecture to “Emerging Leaders” student group at Lasell College. February, 2000.

**1999.** “Feminist Revisions of Freud in Sociological Theory,” Lecture to “Introduction to Psychoanalysis,” taught by Dr. Wynn Schwartz, a graduate seminar in psychology at Harvard University. December, 1999.

**1998.** “Chodorow and Gilligan: Focusing psychoanalytic theory on female development,” lecture to “Introduction to Psychoanalysis,” taught by Dr. Wynn Schwartz, a graduate seminar in psychology at Harvard University. December, 1998.

**1998.** “A Critique on Chodorow’s *The Reproduction of Mothering*,” lecture to “Feminist Theory,” taught by Dr. Karen Hansen, an undergraduate sociology class at Brandeis University. October, 1998.

**1997.** “The Dialectics of Wage Work: Class Construction in Domestic Service,” lecture to “Work and Gender,” taught by Dr. Carmen Sirianni, an undergraduate sociology class at Brandeis University. March, 1997.

## **CONFERENCE PRESENTATIONS**

**2014.** “The Banality of Good and Evil: Ethics Courses in Business Management Education” for the Global Corporate Governance Institute First Annual Conference. University of Surrey. Surrey, U.K. August 14-15, 2014. **Best Paper Award.**



**2013.** “The Odd Couple: Can Management Education and Liberal Arts Work Together without *Driving Each Other Crazy?*” for stream “Management Education and the Liberal Arts: Crisis as Opportunity” for the 8<sup>th</sup> International Conference in Critical Management Studies, Manchester University, Manchester, England, July 2013.

- Video interview on paper 11 July 13 and published by University of St. Gallen, St. Gallen, Switzerland, 20 Oct 13 practicalreasoning.eu.

<https://www.youtube.com/watch?v=EVPIGJTkrUY>

**2012.** “Challenging Stereotypes: The Impact of Organizations in Shaping Individual Responses to Prejudice,” for stream: “Organizations as Mesolevel Influencers of Social Change” for the 5<sup>th</sup> annual Equality, Diversity and Inclusion International Conference, Toulouse, France, Toulouse Business School. Conference theme: Country and Comparative Perspectives on Equality, Diversity and Inclusion, July 2012. **Best Paper Award.**

**2012.** “Organizational Interventions and Women’s Leadership” presented at the annual meeting of the Eastern Sociological Association, New York, NY, February 2012.

**2010.** “Minority Women: *(In)Visible* Entrepreneurs” presented at the annual meeting of the Eastern Sociological Association, Boston, MA, March 2010.

**2008.** “Hugh Connerty and Hooters: What is Successful Entrepreneurship?” presented at the annual meeting of the Academy of Management, Anaheim, CA, August 2008.

**2007.** “Challenging and Changing Stereotypes about the Gender of Business Leaders” presented at the annual meeting of the American Sociological Association, New York, August 2007.

**2006.** “Education Strategies for Aspiring Women Entrepreneurs” presented at the annual meeting of the American Sociological Association, Montreal, August 2006.

**2006.** “Women’s Business Centers: Theoretical Explanations for Success in Educating Low-Income Women Entrepreneurs” presented at the annual meeting of Eastern Sociological Society, Boston, February 2006.

**2006.** “Women’s Business Centers: Providing Intra-group Solidarity and Neutralizing Stereotype Threat” presented at the USASBE (United States Association of Small Business and Entrepreneurship), Tucson, January 2006.

**2005.** “Women’s Business Centers: Strategies to Educate Low-Income Women Entrepreneurs,” co-authored with Nan S. Langowitz and Norean Sharpe, presented

at the annual meeting of the Society for the Study of Social Problems, Philadelphia, August 2005.

**2005.** "Women's Business Centers as Drivers of Nascent Entrepreneurship," co-authored with Nan S. Langowitz and Norean Sharpe, International Council of Small Business Conference, June 2005 (presented by Nan S. Langowitz).

**2005.** "Engaging Service Work in the Retail Sector: Attending to Self and Other," presented at Symbolic Interaction and Ethnographic Research 2005: The Intellectual Legacy of Herbert Blumer, Pittsburgh, April 2005.

**2005.** "The Impact and Influence of Women's Business Centers" co-authored with Nan S. Langowitz and Norean Sharpe, presented at the annual meeting of the Eastern Sociology Society, Washington D.C., March 2005.

**2005.** "Assessing the Impact of Women's Business Centers: Summary and Discussion of Recent Research," Ann Marie Almeida, Nan S. Langowitz and Julie Weeks, United States Association of Small Business and Entrepreneurship (USASBE) annual conference, January 2005 (presented by Nan S. Langowitz).

**2004.** "Service, Sales and Emotional Work in the Conferral of Cultural Capital," presented at the annual meeting of the Society for the Study of Social Problems, San Francisco, August 2004.

**2004.** "Service workers and the Conferral of Cultural Capital: Can Emotional Labor Enhance Self-Esteem?" presented at the annual meeting of the Eastern Sociological Society, New York, February 2004.

**2003.** "Conferring Cultural Capital through Clothing Sales," presented at the annual meeting of the Eastern Sociological Society, Philadelphia, Pennsylvania, March, 2003.

**2002.** "Rationalism and Traditionalism in Classical Sociological and Contemporary Feminist Theory," presented at the annual meeting of the Eastern Sociological Society, Boston, Massachusetts, March 2002.

**2001.** "How Does Sociological Theory Address Extreme Inequality: The Case of Female Genital Mutilation," presented at the annual meeting of the Eastern Sociological Society, Philadelphia, Pennsylvania, March 2001.

**1999.** "Co-parenting and Gender Equality: A Re-examination of Nancy Chodorow's Contribution," presented at the annual meeting of the Society of Social Problems, Chicago, Illinois, August 1999.

**1998.** “Resolving Tensions between Rationality and Emotion: Race, Social Class and Religion in Feminist Perspectives,” presented at the annual meeting of the American Sociological Association, San Francisco, California, August 1998.

**1997.** “Two Worlds Collide: Rationality and Equality vs. Traditionalism and Difference within Feminist Orientations,” forum sponsored by the Women’s Studies Department, Brandeis University, Waltham, Massachusetts, May 1997.

## **TEACHING AND RESEARCH INTERESTS**

Ecological conservation and environmental awareness, Sociology of Entrepreneurship, Business Ethics, Social Inequality, Sociology of Gender, Race & Ethnicity, Sociology of Organizations, Economic Sociology, Critical Management Studies, Symbolic Interaction, Feminist Theory, Critical and Classical Sociological Theory

## **SAMPLE OF COURSES TAUGHT**

- Designing and Operating Sustainable Businesses
- Minority in Entrepreneurship: The Democratization of Influence and Resources
- Introduction to Sociology
- Nature and the Environment
- Inequality in Everyday Life: A Sociological Perspective
- Ethics
- Introduction to Gender Studies: A Global Perspective
- Women’s Studies
- Crises in Citizenship and Community on Global, National, and Personal Levels

## **ACADEMIC SERVICE**

### **Babson College, History and Society Division Service**

2017 Publication Equivalents Committee: The core charge of this committee is to make recommendations on what in the History and Society and Arts and Humanities divisions counts as a peer-reviewed publication and what counts as an equivalent. Final recommendations will address the issue of quality of publications.

2016 Liberal Arts Taskforce: The Committee on Writing Intensive Courses and Liberal Arts Courses is charged with examining our divisions’ “writing

intensive courses,” offering recommendations for liberal arts credit with special attention to fine/studio arts and performance courses.

- 2016 History and Society Global Studies Search Committee
- 2013 Fourth-year review committee, Xinghua Li
- 2013 Foundation Course Design: Nature and the Environment
- 2012 Foundation Redesign Taskforce: designed a new History and Society, Arts and Humanities Foundation program to serve in concert with the redesigned Foundations of Management and Entrepreneurship course for the revised Undergraduate curriculum.
- 2009-11 Littauer Committee (The Littauer Committee is a funded committee charged with inviting speakers to campus expressly for faculty development in the Arts and Humanities and History and Society Divisions.)
- 2011- Coordinator of Identity and Diversity Concentration, Babson College
- 2004-11 Coordinator of Gender Studies Concentration, Babson College
- 2009 Chair, History and Society Media Studies Search Committee
- 2006 Chair of the Curriculum Committee First-Year History and Society Course
- 2006 Chair of the Littauer Committee
- 2001-6 Littauer Committee

### **Babson College, College-wide Service**

- 2016-17 Babson Faculty Research Fund Committee (BFRF) – Elected. Committee members review faculty research project proposals, give input to applicants, and provide unbiased evaluation of projects.
- 2014-15 Appointments Decision-Making Body (ADMB) – Elected. This committee is charged with hearing cases regarding tenure, promotion and initial appointments and making recommendations to the President. In addition, the Faculty ADMB is responsible for continually evaluating policies, procedures, and standards regarding appointment, rank, and tenure and making recommendations to the faculty as a whole as appropriate.

- 2012-13 Chair of Faculty Senate Executive Committee – Elected  
The Faculty Senate serves as the authorized body to deliberate on behalf of the faculty and call a general meeting of the faculty as a whole when needed. The Faculty Senate is the main body of faculty governance and is charged with all the academic business of the college including curriculum, and bylaws covering rank, tenure, faculty workload, and delivery of academic content.
- 2011-12 Member of Faculty Senate Executive Committee (Co-Secretary and Treasurer) - Elected
- 2011- Advisor for Women Giving Back, Special Interest Housing program through Residence Life at Babson. Women Giving Back organizes and participates in community service initiatives that focus on women and children and brings lecturers and sponsors other campus events
- 2011-12 Faculty Advisor for Irena Natalia's Honor's Thesis: *The Effect of Early Discovery of Infertility on Feminine Selfhood*
- 2009-13 Member of the Faculty Senate - Elected
- 2008-11 Member of the Babson Undergraduate Academic Policy Committee (UAPC) - Elected
- 2010 Co-Chair, Foundation Curriculum Taskforce (UAPC)
- 2009 Academic Policy Committee Liaison to Entrepreneurial Thought and Action/People, Planet, Profit Taskforce. (UAPC)
- 2009 Mentor for Diversity Leadership Scholar
- 2009-12 Member of Council for Inclusiveness and Community
- 2008-12 Member of the Advisory Board for the Center for Women's Leadership at Babson College
- 2008 Advisor to Shellana Henderson's Independent Study: *A Diversity Snapshot: The Black Experience at Babson*
- 2007-11 Member of the Institutional Review Board Human Subjects Research, Babson College
- 2004-9 Faculty Member Advisor for First-Year Experience, Babson College
- 2008-9 Member of the Babson Judicial Board

- 2008-9 Faculty Member Advisor to David Mancarella, Honors Thesis: *The "History" of Class*
- 2006 Martin Luther King Essay Contest Judge
- 2004-5 Member of an advisory group for the Undergraduate Decision Making Body (UGDMB) reviewing the second-year management experience, Babson College.
- 2002-4 Member of the Honorary Degree Committee, Babson College
- 2003-4 Faculty Advisor for Vanessa Stacio's Honor's Thesis: *Eating Disorders as Lifestyle Choice: Chat Rooms and Normalization of Pathology.*
- 2002-3 Portfolio Learning Plan Advisor, Babson College

### **National and International Professional Service**

- 2015 Dark Side Case Competition Reviewer, Critical Management Studies (CMS) Division, Academy of Management
- 2014-15 PDW Organizer for Critical Management Studies workshop at Academy of Management Annual Meeting 2015, "Teaching and Writing Critical Cases" with Todd Bridgman, Denise Barros, Fernanda Sauerbronn, and Debapratim Purkayastha.
- 2012 - Editorial Review Board, SAGE Open, a peer-reviewed, open access publication.
- 2013 Member of the Babson College delegation to Aspen Institute Undergraduate Business Education Consortium.
- 2012 Article Editor of peer-review process for "Sociology and the Modern Corporation" for SAGE Open Publications.
- 2012 Stream Organizer (with dt oglivie and Ethné Swartz), presenting the introductory paper, "Challenging Stereotypes: The Impact of Organizations in Shaping Individual Responses to Prejudice," for stream: "Organizations as Mesolevel Influencers of Social Change" for the 5<sup>th</sup> annual Equality, Diversity and Inclusion International Conference, Toulouse, France, Toulouse Business School. Conference theme: Country and Comparative Perspectives on Equality, Diversity and Inclusion.
- 2010-11 Guest co-editor (with Emmanuel Raufflet and Todd Bridgman) for special *Dark Side* issue of *International Journal of Case Studies in Management.*

Volume 9, issue 4, November 2011.

[http://web.hec.ca/revuedecas/en/parutions/en\\_cours.cfm](http://web.hec.ca/revuedecas/en/parutions/en_cours.cfm)

- 2010-11 Dissertation Competition Organizer, Executive Committee, Critical Management Studies (CMS) Division, Academy of Management
- 2010 Discussant, Doctoral Project Colloquium (in partial fulfillment of Psy.D.) Sara Beautz, Massachusetts School for Professional Psychology
- 2010 Dark Side Case Competition Co-Organizer, Executive Committee, Critical Management Studies (CMS) Division, Academy of Management
- 2009-11 Representative-at-Large, Membership, Executive Committee, Critical Management Studies (CMS) Division, Academy of Management
- 2009 Chair for Gender and Management Session, Academy of Management Annual Conference, Chicago,
- 2009 Dark Side Case Competition Co-Organizer, Critical Management Division, Academy of Management
- 2009 Paper reviewer for Academy of Management Annual Conference, 2009
- 2007 Paper reviewer for United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, 2007

Reviewer for *International Journal of Entrepreneurial Behaviour & Research*

Reviewer for *International Journal of Gender and Entrepreneurship*

Reviewer for Sage Publications

Reviewer for *Equality, Diversity and Inclusion*

Reviewer for *Social Problems*

Reviewer for *Symbolic Interaction*

Reviewer for the *Journal of Contemporary Ethnography*

### **Professional Organizations**

American Sociological Association

Eastern Sociological Association

Society for the Study of Social Problems

Sociologists for Women in Society

Academy of Management

American Association of University Professors

## CONSULTING

- 2011- Advisor for *The Story Exchange: Empowering Women Entrepreneurs*: this is a nonprofit business that produces series of short films intended for teaching purposes; the films have a global reach and feature diverse women entrepreneurs from around the world in a variety of industries.
- 2010 Member of the External Research Advisory Committee for Women's Initiative publication *Job Creation through Microenterprise Development*. San Francisco, CA. Women's Initiative is a Women's Business Center located in San Francisco and funded by the U.S, Small Business Administration.
- 2007-9 Hiram College: Wrote, organized, presented and hired speakers for the four-day workshop: ***Integrating Liberal Arts and Entrepreneurship at Hiram College*** (delivered with speakers Steven Spinelli and Andrew Zacharakis in 2007, Elizabeth Goldberg and Ben Dawson in 2008, Elizabeth Goldberg, Andrew Matheson and Rita Chang in 2009). This workshop ran for 3 years and was supported by sub-grant funding from the Ewing Marion Kauffman and Burton D. Morgan Foundations. Each year, a different group of approximately thirty Hiram faculty members explored entrepreneurial thinking as a critical orientation inspiring them to analyze, critique, and be entrepreneurial from their own primary base of disciplinary knowledge while also gaining a more complete understanding of entrepreneurship as enterprise development and economic activity.
- 2009 Lawrence Tech University: As the Social Science speaker, I presented strategies for the successful integration of entrepreneurship across a range of liberal arts disciplines. I assisted faculty members in their modification of syllabuses to reflect the concepts of entrepreneurial thought and action within courses covering humanities, sciences and engineering. As part of the Kern Entrepreneurship Education Network, Lawrence Tech is pursuing an action-oriented entrepreneurial mindset for engineering, science, and technical undergraduates.
- 2008 Ohio Northern University: Social Scientist panelist on ***Engage the***



***Entrepreneurial Mindset at ONU: A Workshop.*** This two-day workshop was part of an initiative to “embed the entrepreneurial mindset within ONU’s institutional DNA.” The primary focus was on altering mindset, not necessarily creating businesses. Forty faculty members from across all disciplines participated in this workshop. I assisted faculty members in integrating one or more elements of the entrepreneurial mindset into the syllabus of a course they will teach.

## **ADMINISTRATIVE EXPERIENCE**

2000-01 Director of the Donahue Institute for Values and Public Life, Lasell College.

As the first Director, I constructed the mission statement and planned all of the sponsored events. The Donahue Institute’s mission is to foster awareness of the importance of a civil society and to explore the moral and ethical dimensions of citizen choice within democratic societies. I structured opportunities for the Donahue Institute to sponsor forums that augment and transcend classroom experiences. During my tenure as director, the Donahue Institute hosted guest lectures, funded mini-grants for students to attend and report back on conferences, built a film library, piloted the Donahue Honors curriculum (an optional year-long service-learning project for college seniors) and initiated campus-wide town meetings. In addition, under my directorship, the Donahue Institute awarded fellowships to a select group of college seniors at Lasell who demonstrated exceptional leadership and civic advocacy in community service endeavors.

## **CONTINUING EDUCATION**

2007 **Price-Babson Symposium for Entrepreneurial Educators (SEE):** this program is designed to build an international cadre of educators who understand the importance of combining entrepreneurship theory and practice in teaching. During an intensive four-day period, participants explore the entrepreneurial process, the “art and craft” of teaching and learning entrepreneurship. The program provides an introduction to case-method teaching and venture-based teaching methodologies. Attendees are encouraged to identify, plan, and personalize their entry (or re-entry) strategy into academia, and to improve as teachers, learners, researchers, colleagues, and entrepreneurs. Participants identify and explore new content, programs, and materials, and are exposed to the realities of the cyberspace revolution.

2007 **The Experiential Classroom:** Reaching and Teaching Tomorrow’s Entrepreneurs. A 4-day residency program at the Whitman School of Management at Syracuse University lead by master teachers from across the nation. The focus is

on sharing best practices, the discovery of new methods for teaching entrepreneurship -- methods that reflect individual style and pedagogical goals.

## ABSTRACTS OF BOOKS

***Minority Women Entrepreneurs:  
How Outsider Status Can Lead to Better Business Practices***  
(coauthored with Donna Stoddard, D.B.A.)

2011 Palo Alto, California: Stanford University Press and Sheffield, UK: Greenleaf Publishing.

<http://www.sup.org/book.cgi?id=20856>

- Link to online videos: <http://www.youtube.com/watch?v=V5zTvs8t8kA>
- New England Cable News interview: [http://www.necn.com/02/02/11/Minority-Women-Entrepreneurs/landing\\_business.html?blockID=402880&feedID=4209](http://www.necn.com/02/02/11/Minority-Women-Entrepreneurs/landing_business.html?blockID=402880&feedID=4209)
- Link to *Business Week* interview: [http://www.businessweek.com/smallbiz/content/feb2011/sb20110211\\_707883.htm](http://www.businessweek.com/smallbiz/content/feb2011/sb20110211_707883.htm)
- Link to *New York Times* interview: <http://boss.blogs.nytimes.com/tag/mary-godwyn/>

We use surveys, observation and in-depth interviews to examine ten businesses owned and operated by twelve minority women. Though minority women are the fastest growing population of entrepreneurs in the United States, they are virtually absent from media images, workplace research, business case studies, sociological and women's studies literature. Underrepresentation in literature and research is one of many obstacles to entrepreneurship these women face.

Our research began as a demographic study on an under-represented population; however, we found that these women are highly innovative and tend to direct their practices and profits toward social good. We use theories of social-psychological development to explain how and why the minority women entrepreneurs in our study often demonstrate non-instrumental behavior and act counter to the assumptions that rule economic theory and free-market capitalism. By contextualizing profit accumulation within social values, environmental sustainability and the development of self-identity, these minority women offer an alternative to conventional business assumptions.

Our qualitative study also provides insight into the voluminous, yet largely unexplained, quantitative findings from around the world that women are much more likely to contribute their earnings and their time to social good than are men. Moreover, we use a sociological lens to interrogate classical economic theory and bring fresh solutions to economic inequality and humanistic alternatives to exploitative business policies.

***Sociology of Organizations: Structure and Relationships***  
(coauthored with Jody Hoffer Gittel, Ph.D.)

2012. Los Angeles: Sage Publications, Inc. and Pine Forge Press

<http://www.pineforge.com/books/Book235506>

We focus on three things: providing a wider and historically accurate portrait of the diversity of sociological theories and their application to organization studies; updating the selections to reflect a variety of ways that new technology affects methods of organizing and types of organizations, and including readings that examine a range of both formal and informal structures, and both deliberate and impromptu interactions. Tracing organization theory to founders Mary Parker Follett and Max Weber, we identify the two often competing conceptual orientations: relational and bureaucratic. This volume incorporates a critical perspective that makes it lively and provocative, theoretically rigorous, disciplinarily informed and representative of the heterogeneity within organizational studies. Our anthology serves as a core text appropriate for undergraduate and graduate students in sociology, management, organizational theory and organizational behavior.

***Ethics and Diversity in Business Management Education:  
A Sociological Study with International Scope***

2015: Heidelberg, Germany: Springer-Verlag

<http://www.springer.com/us/book/9783662466537>

By using sociological and ethical theory, this study provides alternative disciplinary frameworks to economic theory, which is primarily used as the foundation for contemporary business education. Sociology provides empirical and theoretical traditions that explore social goals and social change, quality of life concerns, power dynamics, diversity and inclusion. Ethics identifies and evaluates the moral underpinnings and assumptions of applied systems. Together, these disciplines have different starting premises and different standards of valuation from that of economic theory, and therefore elicit analyses often underdeveloped in business education and research.

Through interviews with business faculty, students, and graduates from around the world, and when possible, attendance in classes and examination of course materials, I analyze narratives, patterns of theory, perspectives, and practices in a number of business schools. Respondents are from 17 countries including the US, UK, China, New Zealand, Canada, Ghana, Lebanon, Turkey, and India.

In addition to collecting narrative experiences of respondents, I examine the diversity and inclusion represented in course materials and in faculty and student populations. This entails an exploration of gendered, cultural, class, and racial discourses. Finally, there is a section of the book devoted to alternative and/or critical approaches within business schools and recommendations for improvements going forward.

## **WORKS IN PROGRESS**

***Creating Ecosystems for Ethical Culture in Business and Non-Business Organizations***, coauthored with Karen Wendt, MBA. Under contract with Springer International, signed April 3, 2017.

In reaction to several contemporary crises such as climate change, food and water shortages, fiduciary malfeasance and economic collapse, how have some organizations reflected on past mistakes and forged new paths forward? In this process, how are ecosystems for ethical culture created and sustained? How do they demonstrate and maintain their legitimacy, proliferate into other ecosystems, and how do these transitions happen?

The book examines leadership, culture emergence, and organizational development in differing contexts and from a variety of theoretical perspectives found in the humanities and social sciences. We investigate factors in established and emerging organizations such as education, consensus and network building, governance, and solidarity that contribute to the deliberate creation of ethical cultures, while keeping the pillars of environmental sustainability, and in the business arena, profitability, intact.

We provide case studies in the formation of ethical ecosystems from the domains of business, education, and eco-settlement living communities. Through in-depth interviews with participants in these domains, our examples will demonstrate how change is accomplished, sustained, and legitimized. These examples of how ethical eco-systems are created can then be used as blueprints to further proliferate ethical organizations.

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