

## **Tara L. Ceranic**

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### **Education**

University of Washington, Seattle, Washington: PhD (June 2008)  
Business Ethics and Organizational Behavior  
Dissertation: *The Importance of Being Emotional: Exploring Emotions, Context and Ethical Behavior*

University of Limerick, Limerick, Ireland: M. A. International Studies  
Valedictorian, First Class Honors  
Thesis: *La Mordida: The Reality of Corruption in Mexico*

University of Pittsburgh, Pittsburgh, Pennsylvania: B. A. Political Science  
Latin American Studies and Spanish language concentration

### **Peer Reviewed Publications, Encyclopedia Entries & Chapters**

- Reynolds, S. J. and Ceranic, T.L. Forthcoming. On the causes and conditions of moral behavior: Why is this all we know? In David de Cremer's (ed.) *Psychological perspectives on ethical behavior and decision making*. Information Age Publishing.
- Reynolds, S. J. and Ceranic, T.L. 2007. The Effects of Moral Identity on Moral Behavior: An Empirical Investigation of the Moral Individual. *Journal of Applied Psychology*, 92: 1610-1624.
- Harman, W.S. and Ceranic, T.L. Who's Afraid of the Big, Bad Woman? Hypermasculinity in the Business School and Beyond. *Gender, Work and Organisation Proceedings*, 2007.
- Harman, W.S., Ceranic, T.L. and Montiel, I. Grenada Chocolate Company: Deliciously Responsible. *International Association for Business and Society Proceedings*, 2007.
- Ceranic, T.L. *Encyclopedia of Business Ethics and Society*: Absolutism, Ethical (entry) to be published by Sage, 2007.

- Ceranic, T.L. *Encyclopedia of Business Ethics and Society*: Satisficing (entry) to be published by Sage, 2007.
- Ceranic, T. L., and Harman, W.S., The New Corporate Men: Women? *International Association for Business and Society Proceedings*, 2006.
- Harman, W.S., Ceranic, T. L., and Portnoy, R. From the First Day to the Final Grades: Tips and Techniques for Teaching Effectiveness. *Institute of Behavioral and Applied Management Proceedings*, 2005.
- Ceranic, T.L. El Machismo y La Mordida: Towards a Theory of Masculinity and Corruption. *International Association for Business and Society Proceedings*, 2002.

## Research Interests

I explore individual ethical decision-making and behavior as they relate to emotions (dissertation), gender, moral identity and cross-cultural issues.

Dissertation Abstract:

Scholars in many disciplines recognize the importance of emotions. This dissertation takes a cross-disciplinary approach to studying the significance of emotions in ethical decision-making and behavior. Utilizing Social Interactionism, the Affective Events Theory and Social Cognitive Theory as primary foundations, I examine four moral emotions and their interaction with the context to investigate their impacts on ethical behavior. Eight hypotheses are empirically tested in two studies and implications for both theory and practice are presented.

## Teaching Experience

University of Washington, Seattle, Washington: 01/04-present

Instructor, Department of Management and Organization

- Business Ethics and Corporate Social Responsibility: Undergraduate elective course
- Business, Government and Society (BGS): Undergraduate core course

Teaching Assistant

- Ethical Leadership: MBA Elective

Lead Teaching Assistant, Business School

- Teaching effectiveness seminar: Required course for all incoming PhD students

University of Pittsburgh, Pittsburgh, Pennsylvania: 08/02-12/02

Teaching Assistant, Business School

- Ethics in the Business Environment: Undergraduate core course

## Awards and Scholarships

- University of Washington Faculty Instructor of the Year, Management: 2005/2006
- University of Washington Faculty Instructor of the Quarter, Management: Spring, 2006
- University of Colorado at Boulder Leeds School Center for Business and Society Doctoral student scholarship: Teaching Business Ethics Conference, Boulder, CO, June, 2006
- University of Washington Center for International Business Education and Research (CIBER) Summer Fellowship, 2006
- Nominated for University of Washington Faculty Instructor of the Quarter, Management: Winter, 2006
- University of Washington PhD Teaching Award recipient: Awarded based upon teaching evaluations and portfolio, 2005
- University of Notre Dame Institute for Ethical Business Worldwide Doctoral student scholarship: Conference on Ethical Dimensions in Business, South Bend, IN, November, 2005
- Santa Clara University Markkula Center for Applied Ethics Doctoral student scholarship: Biennial Global Conference on Business Ethics, Santa Clara, CA, February, 2005

## Conference Presentations

- Ceranic, T.L. *The Importance of Being Emotional*. Paper to be presented at the Society for Business Ethics Emerging Scholar Program, Philadelphia, PA, August, 2007.
- Harman, W.S., Ceranic, T.L. and Montiel, I. *Grenada Chocolate Company: Deliciously Responsible*. Case to be presented at the International Association for Business and Society Meeting, Florence, Italy, June, 2007.
- Desa, G. and Ceranic, T.L. *Are Social Entrepreneurs Different? An Analysis into the Ethical Predispositions and Cognitive Frameworks of Social Entrepreneurial behavior*. Paper presented at the Conference on Ethics and Entrepreneurship, Carlson School of Management, University of Minnesota, April, 2006.
- Ceranic, T. L., and Harman, W.S., *The New Corporate Men: Women?* Paper presented at the International Association for Business and Society Meeting, Mérida, Mexico, March, 2006.
- Ceranic, T.L. *Masculinity in the Drivers Seat?: Possible Cross-Level Explanations for Unethical Behavior in Workgroups*, Discussion Session presented at the International Association for Business and Society Meeting, Mérida, Mexico, March, 2006.

- Reynolds, S. J. and Ceranic, T.L. *The Effects of Moral Identity on Moral Behavior: An Empirical Investigation of the Moral Individual*. Paper presented at Academy of Management Meeting, Honolulu, HI, August, 2005.
- Ceranic, T.L. *The Effects of Cultural Indoctrination on Ethical Norm Appreciation*. Paper presented at the International Association for Business and Society Meeting, Sonoma, CA, April, 2005.
- Reynolds, S. J. and Ceranic, T.L. *The Effects of Diverse Ethical Predispositions on Group Ethical Decision Making*. Paper presented at Markkula Center for Applied Ethics Biennial Global Conference on Business Ethics, Santa Clara, CA, February, 2005.
- Harman, W.S., Ceranic, T. L, Portnoy, R. *From the First Day to the Final Grades: Tips and Techniques for Teaching Effectiveness*. Invited workshop presented at Institute of Behavioral and Applied Management annual conference, Providence, RI, October, 2004.
- Reynolds, S. J. and Ceranic, T.L. *The Effects of Diverse Ethical Predispositions on Group Ethical Decision Making*. Paper presented at Academy of Management Meeting, New Orleans, LA, August, 2004.
- Ceranic, T.L. *Organizational Riots*. Discussion Session at the International Association for Business and Society Meeting, Jackson Hole, WY, March, 2004.
- Ceranic, T.L. *El Machismo y La Mordida: Towards a Theory of Masculinity and Corruption*. Discussion Session at the International Association for Business and Society Meeting, Victoria, B.C. June, 2002.

## Works in Progress

- Ceranic, T. L. and Jones, T. M. *Theory of Moral Attraction*.
- Ceranic, T. L. and Harman, W. S. *The Curse of the Big, Bad Woman*.
- Desa, G. and Ceranic, T. L. *Are Social Entrepreneurs Different? Exploring the Ethical Frameworks that Underlie Social and Commercial Entrepreneurial Activity*.
- Reynolds, S. J. and Ceranic, T. L. *The Effects of Diverse Ethical Predispositions on Group Ethical Decision Making*.
- Ceranic, T. L. *Nau: Sustainability in a Parka?*

## Professional Affiliations and Service

- Member and reviewer, Academy of Management (AOM): OB and SIM divisions
- Member and reviewer, International Association for Business and Society (IABS): Nominating Committee, 2006-2007
- Member and reviewer, Society for Business Ethics (SBE)
- Reviewer, Business Ethics Quarterly
- Reviewer, Business and Society
- Coordinator of University of Washington Business School Undergraduate Research Pool
- Member of Undergraduate Curriculum Review Committee for core Ethics and OB courses
- Invited to create a course-specific teaching portfolio used by all instructors to standardize University of Washington Business, Government and Society course

## Professional Experience

David Berg Center for Ethics and Leadership: University of Pittsburgh, Katz Graduate School of Business, Pittsburgh, Pennsylvania: 09/01-12/02

### *Coordinator*

Served as main interface with public for Center while providing consultation with internal and external stakeholders such as foundations, corporations, professional societies and students. Assisted in development of undergraduate certificate in Leadership and Ethics. Conducted interviews with American Business Ethics Awards nominees. Wrote business case entitled: *Alcoa: Ethics Globalization* for use in MBA courses.

House of Commons, London, England: 6/99-9/99

### *Parliamentary Intern for the Honorable Joan Ryan, Member of Parliament (MP)*

Developed and researched policy discussions for the Member. Planned constituent/Member engagements regarding third world debt relief.

Katz Graduate School of Business, Pittsburgh, Pennsylvania: 8/95-12/99

### *Academic Assistant*

Participated in post-doctoral research regarding the ethical behavior of CEOs. Aided in development of international business ethics website. Maintained abstracts for Business and Society.

## References

Thomas M. Jones, PhD  
Professor of Management and Organization  
The Boeing Company Endowed Professor in Business Management  
Michael G. Foster School of Business  
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Seattle, Washington 98195-3200  
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Scott J. Reynolds, PhD  
Assistant Professor of Business Ethics  
Helen Moore Gerhardt Fellow  
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Donna J. Wood, PhD  
David W. Wilson Professor of Business Ethics  
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