

BIDHAN (BOBBY) L. PARMAR

The Darden School of Business Administration
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ACADEMIC APPOINTMENTS

- 2017+ **Darden School of Business Administration**, Charlottesville, VA
Shannon Smith Emerging Scholar of Business
Associate Professor of Business Administration, Strategy, Ethics, & Entrepreneurship Area
- 2011-2017 **Darden School of Business Administration**, Charlottesville, VA
Assistant Professor of Business Administration, Strategy, Ethics, & Entrepreneurship Area
- 2008-11 **Darden School of Business Administration**, Charlottesville, VA
Faculty appointment as Visiting Lecturer to teach *First Year Leading Organizations + Business Ethics (Required MBA courses)*
- 2003-08 **Olsson Center for Applied Ethics**, Darden School of Business Administration
Research Associate

EDUCATION

- 2011 **Darden School of Business Administration**, Charlottesville, VA
MBA/Ph.D. in Management
Dissertation: "The Role of Ethics & Sensemaking in Enacting Authority Relationships."
Chair: R. Edward Freeman
- 2003 **University of Virginia**, Charlottesville, VA
BA in Religious Studies

RESEARCH & TEACHING INTERESTS

Managerial Sense Making, Ethical Decision Making, Ethics and Corporate Responsibility, and Stakeholder Theory

RECENT PUBLISHED JOURNAL ARTICLES (refereed)

- Ong, M., Cunningham, J. L., & Parmar, B. L. (2023) Lay Beliefs about Homo Economicus: How and Why Does Economics Education Make Us See Honesty as Effortful?. *Academy of Management Learning & Education*.
- Parmar, B. L., Wicks, A. C., Freeman, R. E., (2022) Response: revisiting the corporate objective: shareholder value maximization in the context of contemporary shareholder practices. *Journal of Management Studies*.

- Quintelier, K. J., Van Hugten, J., Parmar, B. L., & Brokerhof, I. M. (2021) Humanizing stakeholders by rethinking business. *Frontiers in Psychology*.
- Martin, S. R., Lee, J., Parmar, B. L., (2020) Social Distance, Trust and Getting “Hooked”: A Phishing Expedition. *Organizational Behavior and Human Decision Processes*.
- Lee, J., Hardin, A., Parmar, B. L., Gino, F., (2019). The Interpersonal Costs of Dishonesty: How Dishonest Behavior Reduces Individuals' Ability to Read Others' Emotions. *Journal of Experimental Psychology: General*, 148(9), 1557-1574.
- Lee, J.J., Ong, M., Parmar, B.L., & Amit, E. 2018. Lay theories of effortful honesty: Does the honesty–effort association justify making a dishonest decision? *Journal of Applied Psychology*. Advance online publication.
- Parmar, B.L., Wicks, A.C., Keevil, A. 2017. “People vs. profits & self-determination at work.” *Journal of Business Ethics*.
- Parmar, B.L. 2016. “Disobedience to immoral orders from authorities: an issue construction perspective.” *Organization Studies*.
- Chou, E., Parmar, B.L., Galinsky, A. 2016. “Economic insecurity causes physical pain.” *Psychological Science*. 27(4): 443-454.
- Pirson, M., Martin, K., Parmar, B.L. 2016. “Public trust and its determinants.” *Business & Society*. 1-35.
- Pirson, M., Martin, K., Parmar, B.L. 2015. “Formation of stakeholder trust in business and the role of personal values.” *Journal of Business Ethics*. 1-20.

BOOKS

- Freeman, R.E., Martin, K., Parmar, B. L., 2020. *The Power of And Responsible Business Without Tradeoffs*. Columbia University Press.
- Freeman, R.E., Wicks, A.C., Harrison, J., Parmar, B.L., De Colle, S. 2010. *Stakeholder theory: The state of the art*. Cambridge University Press. New York.

TEACHING

2008+

Darden School of Business

First Year Leading Organizations (Required MBA Course)

First Year Ethics (Required MBA Course)

Collaboration Lab (2nd Year Elective)

Business & Success Small Seminar (co-taught w/Dean Robert Bruner)

Experiential Leadership Development Lab (co-taught w/Jim Detert)

Critical and Creative Thinking in Business (co-taught w/R. Edward Freeman)

- 2007-08 **McIntire School of Commerce**, University of Virginia,
COMM 381-2, Business Ethics,
- 2006-08 **LEAD** (Leadership Education & Development Program) University of Virginia
Ethics Session
- 2006-09 **AACSB Teaching Business Ethics Conference**
Bi-annual Seminar on Teaching Business Ethics

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- Academy of Management (MOC, SIM)
- Society for Business Ethics
- International Association for Business & Society
- Association for Practical and Professional Ethics
- Business Roundtable Institute for Corporate Ethics, Fellow

EXECUTIVE EDUCATION PROGRAMS

- TLM, MARS, PAL, LCO, ROCHE, PPG, HWZ, BBIF, PLE, ABINBEV, NAVSEA, UVA HEALTHSYSTEM, MDP, NAVY SEALS, VCI, CONSORTIUM FOR GRADUATE BUSINESS SCHOOLS (SPONSORED BY PEPSICO AND ACCENTURE), ALBEMARLE COUNTY PUBLIC SCHOOLS, UTAH STATE BOARD OF EDUCATION, STATE FARM, GEICO, DANAHER.

AWARDS

- 2022 Frederick S. Morton Faculty Leadership Award
- 2021 UVA Alumni Association Distinguished Professor Award
- 2020 Research Award Recognition, UVA
- 2019 Dean's Award for Excellence, Published Refereed Research, 2015-2018
- 2019 Outstanding Faculty Award Darden Class of 2019
- 2019 Voted Faculty Marshall by Darden Class of 2019
- 2018 Voted Faculty Marshall by Darden Class of 2018
- 2016 Received Mead-Colley Grant
- 2015 Selected to be a Charlottesville TEDx Speaker
- 2015 Voted Faculty Marshall by Darden Class of 2015
- 2014 Awarded \$41K grant by Safra Center for Ethics at Harvard University
- 2014 Voted Faculty Marshall by Darden Class of 2014
- 2014 Darden Faculty Diversity Award
- 2014 40 Under 40 Business School Professors in the World – By Poets & Quants
- 2012 Society for Business Ethics, Founder's Award Junior Scholars
- 2011 Best Dissertation Award, Society for Business Ethics
- 2005 Wachovia Award for Excellence in Teaching Materials – “Turning Gears. Inc.”