Legends in Marketing
SHELBY D. HUNT

Series Editor
Jagdish N. Sheth, Ph.D.

Volume 6
MACROMARKETING, ETHICS, AND SOCIAL RESPONSIBILITY
THE RESEARCH TRADITION PERIOD

Volume Editor
John R. Sparks, Ph.D.

Contributors
Linda Ferrell, Ph.D.
John Paul Fraedrich, Ph.D.
Anusorn Singhapakdi, Ph.D.
N. Craig Smith, Ph.D.
Arturo Z. Vasquez-Parraga, Ph.D.

SAGE www.sagepublications.com
Los Angeles • London • New Delhi • Singapore • Washington DC
Contents

Appendix of Sources ix
Timeline xiii
Legends in Marketing xv
Legends in Marketing: Shelby D. Hunt xix
Volume Introduction: On Shelby Hunt, Marketing Ethics, and Research Traditions by John R. Sparks xx1

1. Corporate Ethical Values and Organizational Commitment in Marketing (with Van R. Wood and Lawrence B. Chonko) 1
2. Social Responsibility and Personal Success: A Research Note (with Pamela L. Kiecker and Lawrence B. Chonko) 22
3. The General Theory of Marketing Ethics: A Partial Test of the Model (with Scott J. Vitell) 32
5. Cognitive Moral Development and Marketing (with Jerry R. Goolsby) 70
6. Organizational Consequences, Marketing Ethics, and Salesforce Supervision (with Arturo Z. Vasquez-Parraga) 93
7. Marketing Researcher Ethical Sensitivity: Conceptualization, Measurement, and Exploratory Investigation (with John R. Sparks) 116
8. Ethics and Marketing Management: A Retrospective and Prospective Commentary (with Lawrence B. Chonko) 147
9. Competitive Irrationality: The Influence of Moral Philosophy (with Dennis B. Arnett) 164
10. Experiential Learning and the Hunt-Vitell Theory of Ethics: Teaching Marketing Ethics by Integrating Theory and Practice (with Debra A. Laverie) 188
12. The General Theory of Marketing Ethics: A Revision and Three Questions (with Scott J. Vitell) 227
13. Understanding Ethical Diversity in Organizations (with Jared M. Hansen) 246

Perspectives of Other Scholars
15. Shelby Hunt’s Contributions to Marketing Ethics Research by Anusorn Singhapakdi 276
16. Truth, Ethics, and Shelby Hunt by John Paul Fraedrich 280
17. Validation of Knowledge in Marketing Ethics Research—Learning from Shelby D. Hunt by Arturo Z. Vasquez-Parraga 289

John R. Sparks Interviews Shelby D. Hunt
19. Marketing Ethics in Perspective: An Interview with Shelby Hunt on the Background of the Hunt-Vitell Model 305

About the Editors and Contributors 312