

JARED L. PEIFER, PH.D.

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WORK HISTORY

2020- Associate Professor, Loomba Department of Management, Baruch College
2013-2020 Assistant Professor, Loomba Department of Management, Baruch College
2011-2013 Postdoctoral Fellow, Department of Sociology, Rice University

EDUCATION

2005- 2011 Ph.D., Sociology, Cornell University
2001-2003 BA, Sociology and Economics, Temple University
Bachelor of Arts *Summa cum laude*

AREAS OF SPECIALIZATION

Business and Society, Economic Sociology, Organizations, Morality, Religion

PEER-REVIEWED JOURNAL ARTICLES

Liu, Jing and Jared L. Peifer. Forthcoming. "A Moral Foundations Framing Approach: Retail Investors' Investment Intention in Ethical Mutual Funds." *Business and Society*.
DOI: 10.1177/00076503211062186

Peifer, Jared L., Johnson, David R., & Ecklund, Elaine H. 2021. "Is the Market Perceived to be Civilizing or Destructive? Scientists' Universalism Values and Their Attitudes Towards Patents." *Journal of Business Ethics* 170(2): 253-267.

Peifer, Jared L., Chugani, Sunaina C., & Roos, J. Micah. 2020. "The Ethical Underpinnings of Non-Materialistic Values and Voluntary Simplicity Behavior in the United States." *Psychology & Marketing* 37(2): 232-249.

Peifer, Jared L., & Newman, David T. 2020. "Making the Business Case for Corporate Social Responsibility and Perceived Trustworthiness: A Cross-Stakeholder Analysis." *Business and Society Review* 125(2): 161-181.

Peer-Reviewed Journal Articles (continued)

- Herzog, Patricia, Harris, Casey, Morimoto, Shauna, & Peifer, Jared L. 2019. Understanding the Social Science Effect: An Intervention in Life-Course Generosity.” *American Behavioral Scientist* 63(14): 1885-1909.
- Peifer, Jared L., David J. Johnson and Elaine Howard Ecklund. 2019. “The Moral Limits of the Market: Science Commercialization and Religious Traditions.” *Journal of Business Ethics* 157(1): 183-197.
- Ecklund, Elaine Howard, Christopher Scheitle and Jared L Peifer. 2018. “The Religiosity of Academic Scientists in the United Kingdom: Assessing the Role of Discipline and Department Status.” *Journal for the Scientific Study of Religion* 57(4): 743-757.
- Herzog, Patricia Snell, Daniel E. Harris and Jared L. Peifer. 2018. “Facilitating Moral Maturity: Integrating Developmental and Cultural Approaches.” *Journal of Management, Spirituality & Religion* 15(5): 450-474.
- Johnson, David R. and Jared L. Peifer. 2017. “How Public Confidence in Higher Education Varies by Social Context.” *The Journal of Higher Education* 88(4): 619-644.
- Ecklund, Elaine Howard, Jared L. Peifer, Virginia White and Esther Chan. 2017. “Moral Schemas and Intuition: How Religious People Evaluate Human Reproductive Genetic Technologies.” *Sociological Forum* 32(2):277-297.
- Ecklund, Elaine Howard, Christopher P. Scheitle, Jared L. Peifer and Daniel Bolger. 2017. “Examining Links Between Religion, Evolution Views, and Climate Change Skepticism.” *Environment and Behavior* 49(9): 985-1006.
- Peifer, Jared L. 2016. Simranjit Khalsa and Elaine Howard Ecklund. 2016. “Political Conservatism, Religion, and Environmental Consumption in the United States.” *Environmental Politics* 25(4): 661-689.
- Peifer, Jared L. 2015. “The Inter-Institutional Interface of Religion and Business.” *Business Ethics Quarterly* 25(3): 363-391.
- Peifer, Jared L., Elaine Howard Ecklund and Cara Fullerton. 2014. “How Evangelicals from Two Churches in the American Southwest Frame Their Relationship with the Environment.” *Review of Religious Research* 56(3): 373-397.
*Received “media coverage” in *The Economist*, February 22, 2014.
- Peifer, Jared L. 2014. “Fund Loyalty Among Socially Responsible Investors: The Importance of the Economic and Ethical Domains.” *Journal of Business Ethics* 121(4): 635-649.

Peer-Reviewed Journal Articles (continued)

- Peifer, Jared L.** 2014. “The Institutional Complexity of Religious Mutual Funds: Appreciating the Uniqueness of Societal Logics” *Research in the Sociology of Organizations* 41:339-368.
- Peifer, Jared L.** 2012. “Socially Responsible Investing and the Power to do Good: Whose Dollars are Being Heard?” *Research in the Sociology of Work* 23: 103-129.
- Peifer, Jared L.** 2011. “Morality in the Financial Market? A Look at Religiously Affiliated Mutual Funds in the USA” *Socio-Economic Review* 9(2): 235-259.
- Peifer, Jared L.** 2010. “The Economics and Sociology of Religious Giving: Instrumental Rationality or Communal Bonding?” *Social Forces* 88(4): 1569-1594.

Book Review

- Peifer, Jared L.** 2012. “Review of Philippe Steiner’s *Durkheim and the Birth of Economic Sociology*” for *Erasmus Journal for Philosophy and Economics* 5(1): 121-127.

RESEARCH GRANTS

- 2020-21 PSC-CUNY51 Research Award
2019-20 PSC-CUNY50 Research Award
2019 Entrepreneurship Research Venture Fund: Seed Stage
2018-19 PSC-CUNY49 Research Award
2015-16 PSC-CUNY46 Research Award
2014-15 PSC-CUNY45 Research Award
2010-11 Lake Doctoral Dissertation Fellowship
2009 National Science Foundation (NSF) Dissertation Improvement Grant
2009 Constant H. Jacquet Award from Religious Research Association
2009 Robert S. Hatfield Award for the Study of Ethics in Business
2008 Cornell University Center for the Study of Inequality Seed Grant

TEACHING EXPERIENCE

- 2022 Organizational Theory, PhD Seminar, Baruch College, Instructor
2017 Business and Society Relationships (MBA), Spring, Baruch College, Instructor
2014 Organizational Change and Inertia, Spring, Baruch College, Instructor
2013 Management and Society, Fall, Baruch College, Instructor
2013 Organizational Sociology: Congregations, Corporations and Colleges, Rice University, Instructor
2009 Sociology Data Management Practicum, Spring, Cornell University, Instructor
2008/10 Social Inequality, Cornell University, Teaching Assistant (TA) for Dr. Kim Weeden
2008 Research Methods II, Fall, Cornell University, TA for Dr. Beth Hirsh
2007 Analyzing Statistical Evidence, Fall, Cornell U., TA for Dr. Paul McLaughlin
2007 Classical Theory, Spring, Cornell University, TA for Dr. Richard Swedberg

2006 Intro to Sociology, Fall, Cornell University, TA for Dr. Paul McLaughlin

HONORS AND AWARDS

- 2009 Sage Fellowship from Cornell University's College of Arts and Sciences
2009 Robin Williams Jr. Best Paper Award for Cornell Sociology Department
2007 Cornell Sociology Department Award for Excellence in Teaching, Analyzing Statistical Evidence
2005-06 Sage Fellowship from Cornell University's College of Arts and Sciences
2004 Sociology Prize for academic performance and significant contributions to Temple University
2004 Norman and Ruth Sun Memorial Award in Economics for scholastic record and leadership
2004 Winner of Temple University Economics Writing Contest
2003 Winner of Temple University Economics Writing Contest
2003 Temple University Honors Certificate
2002 Temple University Sol Feinstone Award for academic excellence
1999 Robert C. Byrd Honors Scholarship

RESEARCH EXPERIENCE

- 2012-2015 Statistical consultant to the Scientists in International Context (RASIC) study
2012-2013 Research Team member for Portraits of American Life Study (PALS)
2011-2013 Research Fellow, Rice Religion and Public Life Program (RPLP)
2004-2005 Research associate at National Economic Research Associates, specializing in sampling and survey design

PRESENTATIONS

- 2021 Peifer, J., Luo, Y. "Theorizing and Measuring Firm Virtue." *Academy of Management, Virtual*. July.
2021 Peifer, J., Lui, J. "Does Hybrid Form or Logic Content Matter?" *Academy of Management, Virtual*. July.
2021 Peifer, J., Luo, Y. "Theorizing and Measuring Firm Virtue" *International Association for Business and Society, Virtual*. June.
2020 Peifer, J., Luo, Y. "Measuring organizational virtue among Fortune Global 500 Firms: Moral sensemaking and persistently high levels of corporate social responsibility." *European Group for Organizational Studies (EGOS)*, Virtual. July.
2019 Peifer, J., Herzog, P. "Does a Hybrid's Core Institutional Logic Affect its Legitimacy?" *Social Entrepreneurship Conference*, Bloomington, IN. November.

PRESENTATIONS (CONTINUED)

- 2019 Peifer, J., Luo, Y. "CSR Sensemaking: A Methodological Paper on Analyzing Moral Framing in Corporate Social Responsibility Reports." *Academy of Management*, Boston, MA. August.
- 2019 Peifer, J., Herzog, P. "Does a Hybrid's Core Institutional Logic Affect its Legitimacy? The Importance of the Form and Content of Hybrid Organizations." *Academy of Management*, Boston, MA. August.
- 2019 Peifer, J., Winkler, A.-L. "How Stakeholder Responses to Corporate Social Irresponsibility are Shaped by the Locus of Moral Response and Strength of Stakeholder Relationship." *Society for Business Ethics*, Boston, MA. August.
- 2019 Peifer, J., Luo, Y. "CSR Sensemaking: Analyzing Moral and Instrumental Frames in Corporate Social Responsibility Reports." *International Association for Business and Society*, San Diego, CA. March.
- 2018 Peifer, Jared L. "The Ethical Underpinnings of Non-Materialistic Values and Voluntary Simplicity Behavior in the United States." *Anti-Consumption Beyond Boundaries*, Almeria, Spain. November.
- 2018 Peifer, Jared L. "The Moral Mechanisms that Drive Stakeholder Responses to Corporate Social Irresponsibility." *Academy of Management*, Chicago, IL. August.
- 2018 Peifer, Jared L. "Is the Market Perceived to be Civilizing or Destructive? Scientists' Values and their Attitudes towards Patents." *International Association for Business and Society*. Hong Kong. June.
- 2017 Peifer, Jared L. "The Moral Mechanisms that Drive Stakeholder Responses to Corporate Social Irresponsibility." *Academy of Management PDW workshop*. Atlanta, GA. August.
- 2017 Peifer, Jared L. "Making the Business Case for Corporate Social Responsibility and Perceived Trustworthiness: A Cross-Stakeholder Analysis." *International Association for Business and Society*. Amsterdam, Netherlands. June.
- 2016 Peifer, Jared L. and Anne-Laure Winkler. "Stakeholder Morality and Loyalty to CSR Firms" *International Association for Business and Society*. Park City, UT. June.
- 2015 Peifer, Jared L. "Conceptualizing Socially Responsible Investing as a Moral Transaction" *International Vincentian Business Ethics Conference*. New York, NY. October.
- 2015 Peifer, Jared L. "The Moral Foundations of Socially Responsible Investing." *Academy of Management*. Vancouver, Canada. August.

PRESENTATIONS (CONTINUED)

- 2015 Peifer, Jared L. "A Theory of Moral Resonance in the Market: A Research Proposal." *Lake Institute Network of Emerging Scholars*. Indianapolis, IN. April.
- 2015 Peifer, Jared L. and Anne-Laure Winkler. "Stakeholder Morality: A Review of the Empirical Research on the Morality of Employees, Consumers and Shareholders." *International Association for Business and Society*. Costa Rica. March.
- 2015 Peifer, Jared L. "Putting Faith in Business: Just Sprinkle in a little Religion..." *International Association for Business and Society*. Costa Rica. March.
- 2014 Peifer, Jared L. "The Moral Determinants of Anti-Consumerism in America." *Academy of Management*, Philadelphia, PA. August.
- 2014 Peifer, Jared L. "Religious Moral Authority and the Financial Market in 20th Century America." *International Association for Business and Society*. Sydney, Australia. June.
- 2013 Peifer, Jared L. "Moral and Monetary Distinctions between Socially Responsible Investing and Charitable Giving" *Journal of Management Studies Paper Development Workshop*. Denver, Colorado. April.
- 2012 Peifer, Jared L. "Morality and the Economy: Fund Loyalty Among Socially Responsible Investors." Baruch College Zicklin School of Business, New York, NY. November.
- 2012 Peifer, Jared L. (lead author) and James W. Phillips. "Religious Diversity and Religious Tolerance: America's Grace or America's Tribalism?" *Society for the Scientific Study of Religion and Religious Research Association Annual Meeting*, Phoenix, AZ. November.
- 2012 Peifer, Jared L. (lead author), Elaine Howard Ecklund and David Johnson. "Religion and Optimism in Science/Technology from a Cross-National Approach." *Society for the Scientific Study of Religion and Religious Research Association Annual Meeting*, Phoenix, AZ. November.
- 2012 Snell Herzog, Patricia (lead author) and Jared L. Peifer. "Normative Giving: National & Religious Norms of Charitable Giving" *Society for the Scientific Study of Religion and Religious Research Association Annual Meeting*, Phoenix, AZ. November.
- 2012 Peifer, Jared L. "Moral Economic Behavior: Who Can Afford that?" Invited presentation for *United Way THRIVE*, Houston, TX. October, 17.

PRESENTATIONS (CONTINUED)

- 2012 Peifer, Jared L. "How Fund Producers Negotiate the Institutional Complexity of Religious Mutual Funds." *Academy of Management*, Boston, MA. August.
- 2012 Peifer, Jared L. "Why Americans Give Their Money Away but are Hesitant to Invest Ethically: A Comparative Analysis of Moral Economic Behavior." *American Sociological Association*, Denver, CO. August.
- 2011 Peifer, Jared L. "Religious Reception of the Growth of the Financial Market in 20th Century America." *Society for the Scientific Study of Religion and Religious Research Association Annual Meeting*, Milwaukee, WI. October.
- 2011 Peifer, Jared L. "Between God and the Market." Invited presentation for Everence Praxis Mutual Funds. Goshen, Indiana. September.
- 2011 Peifer, Jared L. "Socially Responsible Investing and the Power to do Good: Whose Dollars are Being Heard?" *Bringing Stratification Process 'Back In' to the Scientific Study of Religion*, Penn State University, PA. May.
- 2010 Peifer, Jared L. "Moral-Economic Behavior: Charitable Giving and Socially Responsible Investing." *Society for the Scientific Study of Religion and Religious Research Association Annual Meeting*, Baltimore, MD. October.
- 2010 Peifer, Jared L. "Moral Restraint of Monetary Interest in the Financial Market." *American Sociological Association*, Atlanta, GA. August.
- 2010 Peifer, Jared L. "Morality in the Financial Market? A Look at Religiously Affiliated Mutual Funds in the United States." *Society for the Advancement of Socio-Economics*, Philadelphia, PA. June.
- 2009 Peifer, Jared L. "Between God and the Market: How Religious Mutual Fund Producers Negotiate the Overlap." *Society for the Scientific Study of Religion and Religious Research Association Annual Meeting*, Denver, CO. October.
- 2009 Peifer, Jared L. Between "God and the Market: How Religious Mutual Fund Representatives Negotiate the Overlap." *American Sociological Association*, San Francisco, CA. August.
- 2009 Peifer, Jared L. "Are Religious Investors More Faithful? A Comparative Analysis of Religious Mutual Funds." *The Association for the Study of Religion, Economics and Culture*, Washington, DC. April.
- 2008 Peifer, Jared L. "Serving God or Mammon? A Look at Religious Mutual Funds." *American Sociological Association*, Boston, MA. August.

PRESENTATIONS (CONTINUED)

- 2008 Peifer, Jared L. "Screening and Stewardship in Religious Mutual Funds." *Inter-Ivy Sociological Symposium*. Princeton, NJ. March.
- 2007 Peifer, Jared L. "Religious Giving as a Response to Community?" *Sociology Graduate Mini-Conference*. Ithaca, NY. November.
- 2007 Peifer, Jared L. "Toward a Theory of Solidarity and Religious Giving." *American Sociological Association*, New York, NY. August.
- 2004 Ericksen, Julia and Jared Peifer. "Personal Experience vs. Statistical Evidence: The Mammography Debate." *American Sociological Association*, San Francisco, CA. August.

CONFERENCE PARTICIPATION

- 2021 L.I.F.E. Research Conference. Miami University Farmer School of Business. Virtual, April.
- 2019 University Global Compact on Sustainable Development Goals. Attendee. Newark, NJ. September
- 2015 Lake Institute Network of Emerging Scholars. Invited Participant. Indianapolis, IN. April.
- 2013 Community of Social Innovation (COSI). Invited Participant. Toronto, CA. May.
- 2012 Science of Generosity Conference. Invited participant. Philadelphia, PA. October.
- 2011 Lake Institute Consultation on Faith and Giving. Invited participant. Indianapolis, Indiana. September.
- 2008 Social Studies of Finance and Performativity Workshop. Invited participant. Columbia University, NY. April.

PROFESSIONAL SERVICE

- 2020- Associate Editor at *Business and Society Review*
- 2012 Social Science Judge for Rice Undergraduate Research Symposium
- 2012 Chair of Rice University Sociology Undergraduate Paper Award Committee
- 2011 Discussant for American Sociology Association meeting roundtable discussion
- 2009-10 Chair of New Student Mentoring Committee, Cornell University
- 2006-07 Co-chair of Sociology Graduate Student Association (GSA), Cornell U.

Manuscript Reviewer for *Academy of Management* annual meeting, *Academy of Management Journal*, *Academy of Management Discoveries*, *American Journal of Sociology*, *American Sociological Review*, *Business Ethics Quarterly*, *Business & Society*, *Entrepreneurship Research Journal*, *International Association for Business and Society* annual meeting, *Journal for the Scientific Study of Religion*, *Journal of Business Ethics*, *Oxford University Press*, *Review of Religious Research*, *SAGE Publishing*, *Social Forces*, *Socio-Economic Review* and *The Sociological Quarterly*.

PROFESSIONAL ASSOCIATIONS

Member of Phi Beta Kappa

Academy of Management,

Section membership: Organization and Management Theory, Social Issues in
Management

International Association for Business and Society