

THE HONG KONG POLYTECHNIC UNIVERSITY  
DEPARTMENT OF MANAGEMENT & MARKETING  
DEPARTMENTAL RESEARCH SEMINAR

**The Relationship Between Moral Identity and  
Moral Outcomes: A Social Cognitive  
Framework**

By

**Prof. Karl Aquino  
University of British Columbia, Canada**

Date: Thursday, 4 March 2010

Time: 2:30 p.m. - 4:00 p.m.

Venue: M802

All interested are welcome

# **The Relationship Between Moral Identity and Moral Outcomes: A Social Cognitive Framework**

## **ABSTRACT**

In this presentation Prof. Karl Aquino will discuss Aquino and Reed's (2002) social-cognitive conception of moral identity. Aquino and Reed (2002) define moral identity as a mental representation of the moral character that is held in memory and projected to others through symbolic, identity-reinforcing acts. The rationale behind Aquino and Reed's (2002) moral identity instrument will be explained and examples of empirical studies based on the social-cognitive definition will be presented. He will also propose a general framework for studying the role of moral identity in moral functioning and suggest directions for future research.

**Karl Aquino** is the Richard Poon Professor of Organizations and Society at the Sauder School of Business at the University of British Columbia. His research focuses on moral functioning, workplace victimization, revenge and forgiveness in organizations, and power and social dominance. He has published his work in management, psychology, and marketing journals. He received his Ph.D. in Organizational Behavior from Northwestern University.