

MARKETA RICKLEY

Assistant Professor

Department of Management, Bryan School of Business
University of North Carolina at Greensboro
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ACADEMIC EMPLOYMENT

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO	Greensboro, NC
Bryan School of Business and Economics	
Assistant Professor, Department of Management	2019-present
UNIVERSITY OF IOWA	Iowa City, IA
Henry B. Tippie College of Business	
Visiting Assistant Professor, Management & Entrepreneurship Department	2015-2019

EDUCATION

QUESTROM SCHOOL OF BUSINESS, BOSTON UNIVERSITY	Boston, MA
Ph.D. in Management, Strategy & Innovation Department	
Dissertation title: <i>Strategic Human Capital Allocation in Multinational Companies</i>	
HENRY B. TIPPIE SCHOOL OF MANAGEMENT, UNIVERSITY OF IOWA	Iowa City, IA
Master of Business Administration, Finance and Strategic Management	
HENRY B. TIPPIE COLLEGE OF BUSINESS, UNIVERSITY OF IOWA	Iowa City, IA
Bachelor of Business Administration, Finance with high distinction	

RESEARCH: INTERESTS

CEO Selection and Dismissal; Global Leadership; Applied Artificial Intelligence and Machine Learning; International Experience; Strategic Human Capital; Online Education

RESEARCH: HONORS AND AWARDS

- Winner, Academy of Management IM Division Best Paper in OB/HRM/OT Award 2023
- Winner, Academy of Management “Best Paper” Designation 2023
- Winner, Emerald Literati Award for Outstanding Author Contribution 2023
- Finalist, Academy of Management IM Division Best Paper in OB/HRM/OT Award 2022
- Finalist, Academy of International Business Temple/AIB Best Paper Award 2022
- Finalist, Academy of International Business AIB Insights Award for Actionable Insights 2022
- Finalist, Academy of Management CEIBS Best Paper Award 2021
- Finalist, Academy of Management HKUST Best Paper in Global Strategy Award 2021
- Winner, Academy of Management “Best Paper” Designation 2021
- Winner, Southern Management Association Outstanding Conference Paper 2020
- Winner, Southern Management Association Best Paper in Management Education 2020
- Winner, Academy of Management Emerald Best International Dissertation 2016
- Finalist, Wiley Award for Outstanding Dissertation Research in Business Policy and Strategy 2016

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RESEARCH: PUBLICATIONS

Taras, V., Rickley, M., Alon, I., Dong, L., & Malmin, H. (2025). Predictors of Cultural Intelligence: Automated Machine Learning vs. PLS-SEM. *Journal of International Management*, 31(5), 101290.

Thams, Y. & Rickley, M. (2024). Are Foreign-Born CEOs Held to a Higher Performance Standard? The Role of National Origin in CEO Dismissals. *Global Strategy Journal*, 14(3), 578-603.

- Finalist, Academy of International Business Temple/AIB Best Paper Award (2022)
- Finalist, Academy of International Business AIB Insights Award for Actionable Insights (2022)
- Press Coverage: [CEOWORLD Magazine](#), [Management Today](#), [My Asian Voice](#), [Boca Raton Tribune](#)

Stackhouse, M., Rickley, M., Liu, Y., & Taras, V. (2024). Homogeneity, Heterogeneity, or Independence? A Multilevel Exploration of Big Five Personality Traits and Cultural Values in 40 Nations. *Personality and Individual Differences*, 230, Article 112795, 1-13.

- Finalist, Academy of Management International Management Division Best Paper in OB/HRM/OT (2022)

Rickley, M. (2023). A Systematic Review of Power in Global Leadership. *Advances in Global Leadership*, 15, 3-35.

Rickley, M. & Stackhouse, M. (2022). Global Leadership Effectiveness: A Multilevel Review and Exploration of the Construct Domain. *Advances in Global Leadership*, 14, 87-123.

- Winner, Emerald Literati Award for Outstanding Author Contribution (2023)

Rickley, M. (2022). Managing International Teams: How to Address the Challenges and Realize the Benefits of National Diversity in a Team. In V. Taras (Ed.), *The X-Culture Handbook of Collaboration and Problem Solving in Global Virtual Teams*, pp. 139-152. The University of North Carolina Press.

Rickley, M. (2021). How Composition and Compilation of International Experience in Groups Influences Knowledge Sharing: A Theoretical Model. *Journal of Global Mobility*, 9(4), 464-479.

Rickley, M. & Kemp, P. (2021). Effects of Video Lecture Design and Production Quality on Student Outcomes: A Quasi-Experiment Exploiting Change in Online Course Development Principles. *Electronic Journal of e-Learning*, 19(3), 170-185.

- Winner, Southern Management Association Outstanding Conference Paper (2020)

Coff, R. & Rickley, M. (2021). Strategic Human Capital: Fit for the Future. In I. Duhaime, M. Hitt, & M. Lyles (Eds.), *Strategic Management: State of the Field and Its Future*, pp. 579-593. Oxford University Press.

Rickley, M. (2019). Cultural Generalists and Cultural Specialists: Examining the International Experience Portfolios of Subsidiary Executives in Multinational Firms. *Journal of Management*, 45(2), 384-416.

Rickley, M. & Karim, S. (2018). Managing Institutional Distance: Examining How Firm-Specific Advantages Impact Foreign Subsidiary CEO Staffing. *Journal of World Business*, 53(5), 740-751.

Rickley, M. (2018). Estimating the Determinants of Executive Selection in Multinational Companies: A Two-Sided Matching Model. *European Journal of International Management*, 12(5/6), 596-623.

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RESEARCH: MANUSCRIPTS UNDER REVIEW

Li, L., Rickley, M., & Hasse, V. Strategic Leadership Interfaces in Japanese Multinational Companies: Boards, CEOs, and Subsidiary General Manager Early Departure. (2nd round revise & resubmit at *Journal of International Management*.)

Li, L., Hasse, V., & Rickley, M. The Spatial and Stratal Dimensions Impacting General Manager Turnover in Underperforming Foreign Subsidiaries. (1st round revise & resubmit at *Global Strategy Journal*.)

- Winner, Academy of Management International Management Division Best Paper in OB/HRM/OT (2023)
- Academy of Management “Best Paper” (2023)

Stackhouse, M. & Rickley, M. From Personality Traits to Types: A Person-Centered Framework of Global Leadership. (2nd round revise & resubmit at *Journal of Business Research*.)

Rickley, M., Mudireddy, A., & Taras, V. Predicting Leadership Emergence in Global Virtual Teams: Machine Learning Applications in Algorithmic HRM. (1st round revise & resubmit at *International Journal of Human Resource Management*.)

Sharma, S., Kaur, G., & Rickley, M. Complementary and Compensatory Job Resources for Employee Engagement and Innovative Work Behavior. (1st round revise & resubmit at *International Journal of Human Resource Management*.)

RESEARCH: WORK IN PROGRESS

Rickley, M. & Wu, I.-H. Management Team International Experience Configuration and Foreign Subsidiary Performance.

- Finalist, Academy of Management International Management Division CEIBS Best Paper Award (2021)
- Finalist, Academy of Management International Management Division HKUST Best Paper Award in Global Strategy (2021)
- Academy of Management “Best Paper” (2021)

Rickley, M., Thams, Y., & Sim, D. The Performance Effects of CEO Foreignness.

Taras, V., Caza, A., Harker, S., & Rickley, M. Turn On Your Webcam: The Effect of Face Exposure During Virtual Meetings On The Ratings of the Meeting Participant’s Performance and Competencies.

Farrell, W., Rickley, M., Tavoletti, E. & Taras, V. Harnessing AI to Enhance Effectiveness of Global Virtual Project Teams.

Kim, Y., Rickley, M., & Thams, Y. Reshoring Strategies of Multinational Companies.

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RESEARCH: GRANTS AND SPONSORED RESEARCH

- “Harnessing AI to Enhance Effectiveness of Global Virtual Project Teams.” University of North Carolina at Greensboro, Bryan School of Business and Economics Dean’s Fund, \$2,600. Principal Investigator. 2025-2026.
- “The Effect of Foreign Accents on CEO Survival in US firms.” University of North Carolina at Greensboro, Bryan School of Business and Economics Dean’s Research Scholar Program, \$5,000. Principal Investigator. 2024-2026.

RESEARCH: SELECTED PRESENTATIONS AND INVITED TALKS

- Rickley, M., Mudireddy, A., & Taras, V. (2026) The 6th Artificial Intelligence in Management Conference, “Predicting Leadership Emergence in Global Virtual Teams: Machine Learning Applications in Algorithmic Human Resource Management,” University of Southern California, Marina Del Ray, CA, USA.
- Rickley, M., Mudireddy, A., & Taras, V. (2025). AOM Annual Meeting, “Can Artificial Intelligence Predict Leadership Emergence? A Machine Learning Approach,” Academy of Management, Copenhagen, Denmark.
- Thams, Y., Zinoviev, D., Rickley, M., & Kundu, S. (2025). AOM Annual Meeting, “Conservative at Home, Conservative Abroad? Political Ideology and Multinationals’ Location Choices,” Academy of Management, Copenhagen, Denmark.
- Lindner, T., Rickley, M., Taras, V., & Welch, C. (2025) AIB Annual Meeting, “Oxford-Style Debate: Artificial Intelligence (AI) in IB Scholarship: Threat of Opportunity?,” Academy of International Business, Louisville, KY, USA.
- Rickley, M., Mudireddy, A., & Taras, V. (2024). AIB Northeast Chapter Conference, “Can Artificial Intelligence Enhance Global Leader Selection?,” Academy of International Business, Boston, MA, USA.
- Li, A., Rickley, M., & Hasse, V. (2024). AOM Annual Meeting, “General Manager Turnover in MNC Subsidiaries: The Roles of Board Heterogeneity and CEO Network Size,” Academy of Management, Chicago, IL, USA.
- Li, A., Rickley, M., & Hasse, V. (2024). AIB Annual Meeting, “General Manager Turnover in MNC Subsidiaries: The Role of Strategic Interfaces,” Academy of International Business, Seoul, South Korea.
- Rickley, M. (2024) Strategic Human Capital Interest Group Junior Scholars Brown Bag, “A Signaling Theory Perspective on General Manager Turnover in Underperforming Foreign Subsidiaries,” Strategic Management Society, Online.
- Stackhouse, M. & Rickley, M. (2023). AOM Annual Meeting, “Global Leaders’ Personality Profiles and C-Suite Ascendance: A Person-Centered Approach,” Academy of Management, Boston, MA, USA.
- Li, A., Hasse, V., & Rickley, M. (2023). AOM Annual Meeting, “A Behavioral Perspective on General Manager Succession in Underperforming Foreign Subsidiaries,” Academy of Management, Boston, MA, USA.
- Li, A., Hasse, V., & Rickley, M. (2023). AIB Annual Meeting, “Performance Feedback and General Manager Succession in Foreign Subsidiaries of MNEs: A Behavioral Perspective,” Academy of International Business, Warsaw, Poland.
- Stackhouse, M. & Rickley, M. (2022). SMA Annual Meeting, “Personality Profiles of Global Leaders: A Person-Centered Approach to Modeling Global Leader Typologies,” Southern Management Association, Little Rock, AR, USA.
- Thams, Y., Rickley, M., & Packard, M. (2022). 15th Annual People & Organizations Conference, “Re-Examining the Relationship Between Women in Top Management Teams and Firm Performance: Does the

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Regulatory and Social Environment Matter?,” University of Pennsylvania, The Wharton School, Philadelphia, PA, USA.

- Rickley, M. (2022). Henley Business School Seminar, “International Experience in TMTs and Foreign Subsidiary Performance,” University of Reading, Henley Business School, Reading, United Kingdom.
- Rickley, M., & Thams, Y. (2022). SMS 42nd Annual Conference, “Are Foreign-Born CEOs Held to a Higher Performance Standard?,” Strategic Management Society, London, United Kingdom.
- Stackhouse, M., Rickley, M., Liu, Y., & Taras, V. (2022). AOM Annual Meeting, “The Relationship Between Personality and Cultural Values Among Workers in Global Virtual Teams,” Academy of Management, Seattle, WA, USA.
- Rickley, M., & Thams, Y. (2022). AIB Annual Meeting, “Top Leaders’ Liabilities of Foreignness: An Examination of Executive Turnover,” Academy of International Business, Miami, FL, USA.
- Li, A., Hasse, V., & Rickley, M. (2022). AIB UK & Ireland Chapter Conference, “It’s All Relative: Performance Feedback, Cultural Distance, and Foreign Subsidiary Manager Turnover,” Academy of International Business, Reading, United Kingdom.
- Li, A., & Rickley, M. (2022). AIB Canada Chapter Conference, “Gender Diversity in the Boardroom and Likelihood of General Manager Turnover in Foreign Subsidiaries,” Academy of International Business, London, ON, Canada.
- Rickley, M. & Stackhouse, M. (2021). SMA Annual Meeting, “Global Leadership Effectiveness: Nomological Network, Review, and Research Agenda,” Southern Management Association, New Orleans, LA, USA.
- Rickley, M., Wu, I.-H., & Crawford, E. (2021). AOM Annual Meeting, “International Experience as a Microfoundation of Foreign Subsidiary Performance: A Multilevel Model,” Academy of Management, Online.
- Rickley, M. & Stackhouse, M. (2021). EAM Annual Meeting, “A Multilevel Review of Global Leader Effectiveness,” Eastern Academy of Management, Online.
- Rickley, M. & Kemp, P. (2020). SMA Annual Meeting, “The Effect of Video Lecture Design and Production on Perceived Learning and Student Satisfaction in Online MBA courses,” Southern Management Association, Online.
- Rickley, M. (2020). DELTA Research Seminar Series, “From Individual Microfoundations to Team Emergence: How International Experience in Top Management Teams Affects Foreign Subsidiary Performance,” City University of New York, Baruch College, Online.
- Rickley, M. (2019). SMS 39th Annual Conference, “Does Production Quality Matter for Student Comprehension in Online MBA Courses? A Natural Experiment,” Strategic Management Society, Minneapolis, MN, USA.

TEACHING: HONORS AND AWARDS

- Winner, UNC Greensboro Bryan School of Business and Economics Teaching Excellence Award 2022
- Finalist, UNC Greensboro James Y. Joyner Alumni Teaching Excellence Award 2022
- Finalist, Eloise McCain Hassell Teaching Excellence Award 2022
- Winner, Boston University School of Management Outstanding Teaching by a Doctoral Student 2014

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TEACHING: EXPERIENCE

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO	Greensboro, NC
Doctoral, BUS 789 Advanced Topics in Management (4.9/5.0 instructor rating)	2024
Masters, MBA 712 Strategic Management (5.0/5.0 instructor rating)	2019-2026
Bachelors, MGT 491 Business Policy and Strategy (4.8/5.0 instructor rating)	2019-2024
Bachelors, BUS 225 Introduction to Generative AI in Business (4.9/5.0 instructor rating)	2025
UNIVERSITY OF IOWA	Iowa City, IA
Masters, MBA 8300 Foundations in Strategy (5.8/6.0 instructor rating)	2015-2018
Masters, MBA 8300W Foundations in Strategy online course (5.8/6.0 instructor rating)	2017-2019
Masters, MBA 8210W Global Business Strategy online course (5.5/6.0 instructor rating)	2016-2017
Masters, MBA 8500 Seminar in International Business (5.8/6.0 instructor rating)	2017, 2019
Bachelors, MGMT 4500 Strategy, Innovation, and Global Competition (5.7/6.0 instructor rating)	2016, 2019
BOSTON UNIVERSITY, HONORS PROGRAM	Boston, MA
Bachelors, SM 450 International Management Seminar (4.7/5.0 instructor rating)	2013-2014

SERVICE: INSTITUTIONAL

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO	
• MBA Program Committee	2020-2026
• MBA Program Admissions Sub-Committee (Chair: 2022-present)	2020-2026
• Department of Management Search Committee	2020, 2024, 2025, 2026
• Department of Management Professional Track Promotion Committee	2024
• Department of Management Ph.D. Conference Committee	2024, 2026
• Bryan School of Business and Economics Teaching Excellence Award Committee	2023
UNIVERSITY OF IOWA	
• MBA Program Committee	2015-2019
• MBA Online Committee	2017
• Faculty Advisor, Phi Gamma Nu Business Fraternity	2016-2019
BOSTON UNIVERSITY	
• Ph.D. School of Management Association (President)	2013-2014
• Ph.D. School of Management Association (Social Coordinator)	2012-2013

SERVICE: PROFESSIONAL

Editorial Leadership	
• <i>International Journal of Human Resource Management</i> (Associate Editor)	2026
Editorial Review Boards	
• <i>International Journal of Human Resource Management</i>	2025-present
• <i>Electronic Journal of e-Learning</i>	2021-present

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Ad-Hoc Reviewing

- Journals: *Strategic Management Journal, Organization Science, Management Science, Global Strategy Journal, Journal of World Business, Journal of Business Research, Personnel Psychology, Human Resource Management Journal, International Business Review, Human Resource Development Quarterly, Personality and Individual Differences, Journal of Global Mobility, Electronic Journal of e-Learning*, and more.
- Conferences: Academy of Management, Academy of International Business, Strategic Management Society, Southern Management Association, European International Business Academy.