MARKETA RICKLEY

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

BRYAN SCHOOL OF BUSINESS AND ECONOMICS, UNC GREENSBORO — Greensboro, NC
Director of MBA Program — 2026-present
Associate Professor, Department of Management — 2026-present
Assistant Professor, Department of Management — 2019-2026

TIPPIE COLLEGE OF BUSINESS, UNIVERSITY OF IOWA — Iowa City, IA
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: *Strategic Human Capital Allocation in Multinational Companies*

TIPPIE COLLEGE OF BUSINESS, UNIVERSITY OF IOWA — Iowa City, IA
Master of Business Administration, Finance and Strategic Management

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: JOURNAL PUBLICATIONS

Rickley, M., Mudireddy, A., Ray, A, & Taras, V. (2026). Predicting Leadership Emergence in Global Virtual Teams: Machine Learning Applications in Algorithmic HRM. *The International Journal of Human Resource Management*, in press.

Li, L., Hasse, V., & Rickley, M. (2026). Organizational Separateness and General Manager Turnover: Behavioral Theory in the International Context. *Global Strategy Journal*, in press.
- Winner, Academy of Management International Management Division Best Paper in OB/HRM/OT (2023)
- Academy of Management "Best Paper" (2023)

Sharma, S., Sahi, G.K., & Rickley, M. (2026). Complementary and Compensatory Job Resources for Employee Engagement and Innovative Work Behavior. *The International Journal of Human Resource Management*, in press.

Stackhouse, M. & Rickley, M. (2026). From Personality Traits to Types: A Person-Centered Framework of Global Leadership. *Journal of Business Research*, *214*(September), 116264.

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. (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)

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.

RESEARCH: BOOK CHAPTERS

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.

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.

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. (1st round revise & resubmit at *Multinational Business Review*.)

Clift, J., Rickley, M., Mallon, M., & Acquaah, M. CEO Human Capital and Strategy by Doing: Exploring the Moderating Role of Financial Slack. (1st round revise & resubmit at *Journal of Business Research*.)

Rickley, M. & Wu, I.-H. When More Is Not Enough: A Configurational Approach to Subsidiary Management Team International Experience. (1st round revise & resubmit at *Journal of Global Mobility*.)

- 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., Farrell, W., & Tavoletti, E. AI-Enabled Onboarding and the Redistribution of Organizational Knowledge: Implications for Employee Engagement and Retention. (1st round revise & resubmit at *The Emerald Handbook of Human Resource Management in the Era of Artificial Intelligence*.)

RESEARCH: WORK IN PROGRESS

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

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.

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

- Clift, J., Rickley, M., Acquaah, M., & Mallon, M. (2026). AOM Annual Meeting, "CEO Human Capital and Strategy by Doing: Exploring the Moderating Role of Financial Slack," Academy of Management, Philadelphia, PA, USA.
- 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 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
Executive Education, AI for Impact	2026
Doctoral, BUS 789 Advanced Topics in Management (4.9/5.0 instructor rating)	2024
Masters, MBA 760 Generative AI: Principles and Practice	2027
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 325 Introduction to Generative AI in Business (4.9/5.0 instructor rating)	2025-2026
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

SERVICE: HONORS AND AWARDS

- Winner, *Strategic Entrepreneurship Journal* Outstanding Reviewer Award 2026

SERVICE: INSTITUTIONAL

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

- MBA Program Committee 2020-2026
- MBA Program Admissions Sub-Committee (Chair: 2022-present) 2020-2026
- MBA Program Search Committee 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
- Department of Management Ph.D. Comprehensive Exam Committee 2024-2026
- Bryan School of Business and Economics Teaching Excellence Award Committee 2023

SERVICE: PROFESSIONAL

Editorial Leadership

- *International Journal of Human Resource Management* (Associate Editor) 2026

Editorial Review Boards

- *International Journal of Human Resource Management* 2025-present
- *Electronic Journal of e-Learning* 2021-2025

Ad-Hoc Reviewing

- Journals: *Strategic Management Journal*, *Organization Science*, *Management Science*, *Global Strategy Journal*, *Journal of World Business*, *Journal of Business Research, Strategic Entrepreneurship Journal, 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.