



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

I am a Canadian academic leader and entrepreneur with 20 years of business ownership and global teaching, research, and industry experience. Holding a PhD in Entrepreneurship from St Andrews, I specialize in curriculum design, collaboration, and program leadership across four continents. A Senior Fellow of Advance HE, I focus on sustainability, innovation, and real-world impact in business education, while publishing research on exits, sustainable models, and tech-driven social innovation.

EDUCATION

PhD in Entrepreneurship

School of Management (PRME), University of St Andrews, UK. 2019.

Postgraduate Diploma in Research Methods

Surrey Business School (AACSB), University of Surrey, UK. 2014.

- Merit

MBA in Management & Marketing

Beacom School of Business, University of South Dakota, USA. 2011.

- Distinction

BA in Business Administration (Management and Marketing)

Dakota Wesleyan University, USA. 2007.

- Distinction
- Awarded Golf and Academic Scholarships
- Scotchman, Top Individual Male Honor

PROFESSIONAL ACADEMIC APPOINTMENTS

Assistant Professor, Bertolon School of Business

Salem State University, Salem, MA. 09.2025—Present.

Faculty Fellow, Center for Entrepreneurship, Economic Development and Sustainability

Salem State University, Salem, MA. 09.2025—Present.

- Plan and execute the main entrepreneurship related events, lead fundraising efforts, coordinate consulting projects related to economic empowerment and impact.
- Research support, curriculum enhancement, student mentorship and consulting projects.

Employability Leader, Department of Marketing, Enterprise and Tourism

Middlesex University, London, UK. 11.2024—08.2025.

Programme Leader, MSc International Hospitality and Events Management

Middlesex University, London, UK. 10.2024—08.2025.

- Developed new MSc Programme in Tourism, Hospitality and Event Management
 - World Ranking: Top 100

Senior Lecturer, Entrepreneurship and Sustainability

Middlesex University, London, UK. 01.2022—08.2025.

- Achieved 98% student approval rating
- Led Marketing, Entrepreneurship and Hospitality Programme Re-validation
- Redesigned modules and developed new programmes
- Consulted on developing the MDX Entrepreneurship Centre



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

Assistant Professor, Entrepreneurship

University of Prince Edward Island, PEI, Canada. 08.2018—12.2021.

- Achieved 92% student approval rating
- Co-redesigned the Bachelor of Business Administration Degree
- Designed and launched the Entrepreneurship Major

Director, Hostetter Centre for Enterprise and Entrepreneurship

University of Prince Edward Island, PEI, Canada. 08.2018—08.2021.

- Facilitated \$240,000 Grant Thornton Corporate Agreement
- Secured \$1 million Panther Pitch Competition Fund
- Conducted over 300 business plan consultations, resulting in 22 student spinouts
- Led commercialisation and business development initiatives

Tutor, Economics, Organisational Behaviour, Management

University of St Andrews, St Andrews, UK. 09.2014—05.2016.

- Awarded Top Tutor at the University of St Andrews for teaching the course “Statistics”

PROFESSIONAL CERTIFICATIONS AND RECOGNITIONS

Senior Fellow, Advance HE. *United Kingdom. Awarded: 12 July 2023.*

- Recognised for sustained impact on teaching, learning, and leadership in higher education.

Fellow, Advance HE. *United Kingdom. Awarded: 21 February 2022.*

- Committed to teaching excellence and professional development in higher education.

Teaching Excellence, University of Prince Edward Island. *Canada. Awarded: 29 September 2019.*

- Exceptional teaching performance and student engagement.

Practitioner, Entrepreneurial Mindset Profile, Eckerd College. *USA. Awarded: 10 August 2017.*

- Certified to administering the Entrepreneurial Mindset Profile.

Associate Fellow, Advance HE. *United Kingdom. Awarded: 2 June 2015.*

- Recognition for early-career feats in teaching and learning support in higher education.

TEACHING AND RESEARCH INTERESTS

Blue Economy; Exit; Entrepreneurship; Sustainability; Micro and Small Business; Innovation; Wellbeing.

HONOURS AND AWARDS

Nominee, Top Entrepreneurship Case 2024. *EFMD Global, “Maritime Bus: Goal Setting and Surviving the Pandemic Crisis”. January 15, 2025.*

- Recognising highly impactful and innovative case studies.

Nominee, Top Family Business Case 2024. *EFMD Global, “Maritime Bus: Goal Setting and Surviving the Pandemic Crisis”. January 15, 2025.*

- Recognising highly impactful and innovative case studies.

Nominee, Outstanding New Case Writer. *Ivey Publishing, “Maritime Bus: Goal Setting and Surviving the Pandemic Crisis”. October 09, 2024.*

- Recognising highly impactful and innovative case studies.

Nominee, MDX Teaching Excellence Award. *Middlesex University. 2024.*

- Acknowledged for excellence in teaching and student engagement.



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

Winner, Top Entrepreneurship Voice (x2). *LinkedIn.com*. 2024.

- Recognized for contributions to discussions on entrepreneurship and thought leadership.

Nominee, MDX Teaching Excellence Award. *Middlesex University*. 2023.

Winner, [Textbook Champion](#). *Open Education Resource Development Program, Robertson Library, UPEI*. January 03, 2021.

- Awarded for contributions to developing accessible and high-quality educational resources.

Winner, Teaching Excellence Award, *University of Prince Edward Island*. September 29, 2019.

Nominee, Students' Association Teaching Award for Excellence by a Tutor. *St Andrews Students' Association, University of St Andrews*. 2016.

- Awarded by students for excellence in tutoring and commitment to student success.

Winner, [Students' Association Teaching Award for Excellence by a Tutor](#). *St Andrews Students' Association, University of St Andrews*. 2015.

Winner, Who's Who in American Universities and Colleges (National). *USA*. 2011.

- Recognized nationally for academic excellence and leadership in higher education.

Finalist, Governor's Giant Vision: South Dakota Entrepreneurship Competition. *South Dakota, USA*. 2007.

- Prestigious state-wide entrepreneurship competition, recognising innovative business ideas.

Winner, Scotchman Award. *Dakota Wesleyan University*. 2007.

- Highest individual male honour awarded once per year for exceptional leadership, academics and community involvement.

Winner, Who's Who in American Universities and Colleges (National). *USA*. 2007.

- National recognition for outstanding academic and extracurricular achievements.

VISITING SCHOLARSHIP

Guest Lecturer, MSc IB Management. *University of St Andrews, UK*. 2024, 2023.

- Delivered lectures on international business management topics to postgraduate students.

Guest Lecturer, Designing Education Lab. *Technische Universität Berlin, Germany*. 2022.

- Presented on podcasting and social media development.

Guest Lecturer, IB College. *South China Normal University, China*. 2021.

- Provided lectures on international entrepreneurship business strategy and management to undergraduate students, emphasising cross-cultural business practices.

Visiting Lecturer, Faculty of Business. *University of Canada, Egypt*. 2020–2021.

- Taught business startup, international entrepreneurship and business growth to undergraduate and master's-level students.

Visiting Researcher, National Centre for Family Business. *Dublin City University, Ireland*. 2019–2021.

- Conducted research on family-owned businesses, with a focus on sustainability, succession planning and entrepreneurship within family firms.

FUNDING

External Projects—Principal Investigator

(Total Funding: \$47,400 CAD; £24,666 GBP)

- **2024**
 - £5,000 (In-kind), Social Innovation Lab, University of Ottawa.
 - £1,500, Conference and Travel Grant, Middlesex University.



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- **2023**
 - £5,000 (In-kind), Business Analysis and Funding Acquisition Report, PEI Women's Network.
 - £3,000, Conference and Travel Grant, Middlesex University.
- **2022**
 - £10,166, Barnet Council CPD Micro Business Workshop (Regional), Innovation, Data Analytics, Growth and Leadership.
- **2021**
 - \$20,000, Young Canada Works in Heritage Organisations (Federal), Research: "Historical Perspectives of Indigenous Entrepreneurs".
- **2020**
 - \$5,000 (In-kind), The Centre for Innovation Studies (National), The Impact of COVID-19 on Businesses in Atlantic Canada.
- **2019**
 - \$7,000, Cymbria Lions Club, Affordable Seniors Living, Canada Mortgage and Housing Corporation.
 - \$10,400, James M. Flaherty Research Scholarship (International), Ireland Canada University Foundation.
 - \$5,000, Industrial Research Assistance Program (National), National Research Council of Canada.

Internal Projects—Principal Investigator

(Total Funding: \$5,250 CAD; £2,500 GBP)

- **2025**
 - \$2,500 BSB SSU Research Funding.
- **2023**
 - £2,500, Research Facilitation Funding, Middlesex University.
- **2021**
 - \$750, UPEI Conference Grant, British Academy of Management.
- **2020**
 - \$1,000, Robertson Library Open Education Development, UPEI (Social Entrepreneurship).
 - \$1,000, Robertson Library Open Education Development, UPEI (Business Startups and Entrepreneurship: Canada).
- **2019**
 - \$750, UPEI Travel Grant, Atlantic Schools of Business Conference.
- **2018**
 - \$2,500, Research Startup Funds, University of Prince Edward Island.

Internal Projects—Principal Investigator

(Total Funding: \$240,000 CAD; £5,200 GBP)

- **2024**
 - £2,600, Student Internship: Social Media Marketing Developer, Middlesex University.
 - £2,600, Student Internship: Social Media Marketing Management and Sales, Middlesex University.
- **2021**



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- \$40,000, Harry W. MacLauchlan Entrepreneurship Program, University of Prince Edward Island.
 - Co-facilitated the competition and distribution of award funds to support student entrepreneurs.
- **2018–2023**
 - \$200,000, Grant Thornton Entrepreneurial Playground, Hostetter Centre for Enterprise and Entrepreneurship.
 - Secured \$40,000 per year for 5 years to support entrepreneurial activities and student initiatives.

RESEARCH: PEER-REVIEWED PUBLICATIONS

- Pauley, M.** (2024). Navigating Identity Shifts and Well-being in the Entrepreneurial Exit Process: A Comparative Study of Entrepreneurs Nearing Retirement. *Business Research Quarterly* (Special Issue: Mental Health, Well-being, and Entrepreneurship). <https://doi.org/10.1177/23409444241295776>
- Pauley, M.** (2024) 'A Social Practice Perspective of Ireland's Lobster Cultural Food Heritage.' *Economia Agro-alimentare / Food Economy. Special Issue: Revisiting the Slow Food Movement*. <https://doi.org/10.3280/ecag2024oa16957>
- Josty, P., **Pauley, M.**, Saunders, C., Gregson, G., Schillo, D., Johnstone, H., Holbrook, A., Hughes, K. and Greidanus, N. S. (2020) '[Covid-19 Impacts on Entrepreneurship: Canada](#)', in Ionescu-Somers, A. and Tarnawa, A. (eds.) *Diagnosing Covid-19 Impacts on Entrepreneurship: Exploring Policy Remedies for Recovery*. Global Entrepreneurship Research Association GERA: London Business School.
- Pauley, M.** (2019) '*Market Research on the Low Custom Clothing Industry*', Industrial Research Assistance Program: National Research Council of Canada - Government of Canada.
- Pauley, M.** (2019) '*Affordable Seniors Living in Cymbria PEI*', Cymbria Lions Club: Lions Clubs International, Canada Mortgage and Housing Corporation.
- Pauley, M.** (2019) '*The Experience of Entrepreneurial Exit: An Exploratory Study of Average Micro and Small Business Owners*'. Doctor of Philosophy PhD, University of St Andrews. <https://doi.org/10.17630/sta/115>.

RESEARCH: PEER-REVIEWED CASE STUDIES

- Pauley, M.** (2024) '*Case Study: The Cost of Sustainability: Navigating Financial Challenges for ISO 14001 Certification*' in '*Principles of Innovation, Entrepreneurship and Sustainability*'. Routledge (Taylor and Francis Group). ISBN 9781032669007. September 25, 2024.
- Pauley, M.** (2024) '*Teaching Note: The Cost of Sustainability: Navigating Financial Challenges for ISO 14001 Certification*' in '*Principles of Innovation, Entrepreneurship and Sustainability*'. Routledge (Taylor and Francis Group). ISBN 9781032669007. September 25, 2024.
- Pauley, M.** and Chen, X. (2023) '*Case Study: Maritime Bus Goal Setting and Surviving the Pandemic Crisis*'. Ivey Publishing, 11. June 13, 2023. <https://www.iveypublishing.ca/s/product/maritime-bus-goal-setting-and-surviving-the-pandemic-crisis/01t5c00000DNKOVAAS>
- Pauley, M.** and Chen, X. (2023) '*Teaching Note: Maritime Bus Goal Setting and Surviving the Pandemic Crisis*'. Ivey Publishing, 13. 2023-06-13.



RESEARCH: PEER-REVIEWED CONFERENCE PAPERS

- Pauley, M.** (2025) "Stakeholder Dynamics and Sustainable Practices in Circular Seafood Economies". *Lincoln Entrepreneurship and Innovation Colloquium*, University of Lincoln, May 08—09, 2025.
- Arundhathia, P., **Pauley, M.** and Libison, K. (2024) "Navigating the Herd: A Bibliometric Examination of Investor Psychology in Financial Markets". *Management International Conference*, University of Trento, June 05—08, 2024.
- Spiegel, S. and **Pauley, M.** (2023) "Treated with Indignity: Perspectives of a Woman-led, Not-for-profit Service Organisation When Fundraising". *British Academy of Management*, University of Sussex, September 01—06, 2023.
- Pauley, M.** (2023) "Modern Challenges of the Irish Pot Fishing Industry". *Irish Academy of Management Conference*, University of Galway, August 23—24, 2023.
- Pauley, M.**, Chen, X. Wagner, D. (2021) "Maritime Bus: To Leave or Stay Amid a Pandemic". *Atlantic Schools of Business Conference*, University of Prince Edward Island, Online, September 24, 2021.
- Pauley, M.** (2021) "Entrepreneurial Exits: Weak Ties and Financial Harvests". *British Academy of Management Conference*, Lancaster University Management School (Online), August 31—September 03, 2021.
- Pauley, M.** (2021) "Exit Decision: Micro and Small Business". *European Academy of Management Conference*, University of Quebec (Online), June 15—18, 2021.
- Pauley, M.** (2019) "The exit experience of micro and small business owners". *Atlantic Schools of Business Conference*, Cape Breton University, Cape Breton, September 27—29, 2019.
- Pauley, M.** (2018) "The Impact of Wellbeing on Entrepreneurial Exits". *Atlantic Schools of Business Conference*, Université de Moncton, September 28—30, 2018.
- Pauley, M.** (2017) "Entrepreneurial exit: the role of mental wellbeing". *Academy of Management Conference*, Atlanta, August 04—08, 2017.
- Pauley, M.** (2014) "Making new connections: rigour and relevance in management research". *British Academy of Management Conference*, University of Ulster, Belfast, September 09—11, 2014.

RESEARCH AND PUBLICATION IMPACT

[Researchgate](#): Reads: 1,971; 62% Full-text Reads; +55% impact interest.

[Google Scholar](#): Citations: 11; H-index: 2.

[LinkedIn \(2024\)](#): 22,377 Connections; 76,375 Post Impressions; 16,501 Unique Engagements.

TEXTBOOKS

- Pauley, M.** (2021) *Social Entrepreneurship and Sustainability: Canada*. University of Prince Edward Island: Open Educational Resources (OER), CC BY-NC-SA (Attribution NonCommercial ShareAlike). <https://doi.org/10.32393/SESCan>.
- Pauley, M.** (2021) *Business Startup and Entrepreneurship: Canada*. University of Prince Edward Island: Open Educational Resources (OER), CC BY-NC-SA (Attribution NonCommercial ShareAlike). <https://doi.org/10.32393/BSECan>.
- Pauley, M.** (2021) *Business Startup and Entrepreneurship: Canada Workbook*. University of Prince Edward Island: Open Educational Resources (OER), CC BY-NC-SA (Attribution NonCommercial ShareAlike). <https://doi.org/10.32393/StartupCanWork>.



Pauley, M. (2019) *Maritime Management: Micro and Small Businesses*. University of Prince Edward Island: Open Educational Resources (OER), CC BY-NC-SA (Attribution NonCommercial ShareAlike). <https://doi.org/10.32393/MMMSB>.

RESEARCH: PEER-REVIEWED PUBLICATIONS UNDER REVIEW

Arundhathia, P., **Pauley, M.** and Libison, K. (-) 'Deciphering Investor Psychology and Herding Behavior in Financial Markets: A Bibliometric Performance Analysis', *Cogent Economics and Finance*. (H-index 37)

Pauley, M. (-) "Exploring the entrepreneurial exit experience: a typology and test." *Small Business Economics*. (ABS 3)

Pauley, M. (-) "Entrepreneurial Exits: Weak Ties and Financial Harvests." *Journal of Business Venturing*. (ABS 4)

RESEARCH: REPORTS, KNOWLEDGE TRANSITIONS AND UNPUBLISHED WORKS

Flannery, K. and **Pauley, M.** (2024) 'Lobsters, Cultural Heritage, Tradition and the 'Slow Food Movement', *Marine Times*, (no. 02).

Pauley, M. (2024) "Synopsis: A Social Practice Perspective of Ireland's Lobster Cultural Food Heritage" Unpublished article. Ireland Canada University Foundation. August 13, 2024.

Pauley, M. (2024) "Synopsis: A Social Practice Perspective of Ireland's Lobster Cultural Food Heritage" Unpublished article. Ireland Canada University Foundation. August 13, 2024.

Pauley, M. (2024) "Synopsis: A Social Practice Perspective of Ireland's Lobster Cultural Food Heritage" Unpublished article. National Inshore Fisherman's Association. Ireland. August 13, 2024.

Pauley, M. (2024) "Synopsis: A Social Practice Perspective of Ireland's Lobster Cultural Food Heritage" Unpublished article. National Inshore Fisherman's Organisation CLG. Ireland. August 13, 2024.

Pauley, M. (2024) "Synopsis: A Social Practice Perspective of Ireland's Lobster Cultural Food Heritage" Unpublished article. Dingle OceanWorld. Ireland. August 13, 2024.

Spiegel, S. and **Pauley, M.** (2023) "Understanding Dignity in the Women's Network PEI" Women's Network Prince Edward Island. Unpublished Report. January 9, 2023.

Pauley, M. (2020) "Centre for Business Research Proposal" in Mady, T (2020) "*UPEI Faculty of Business Internal Quality Review for Undergraduate Programs 2011-2020*." Faculty of Business, UPEI. December 2020.

Pauley, M. (2020) "The Hostetter Centre for Enterprise and Entrepreneurship Review" in Mady, T (2020) "*UPEI Faculty of Business Internal Quality Review for Undergraduate Programs 2011-2020*." Faculty of Business, UPEI. December 2020.

Pauley, M. (2020) "Experiential Learning: BUS 4680" in Mady, T (2020) "*UPEI Faculty of Business Internal Quality Review for Undergraduate Programs 2011-2020*." Faculty of Business, UPEI. December 2020.

Pauley, M. and Trivett, A. (2020) *H.W. MacLauchlan Entrepreneurship Program*: UPEI.

Pauley, M. (2019) "*Gig Workers*" in the Local Economy, Development Office: UPEI.

Pauley, M. (2019) "Entrepreneurship: A Way of Thinking", [ENGAGE Magazine](#).

Pauley, M. (2018) *Entrepreneurs on Campus: University-Based Support for Startups*, SYNAPSE.

Pauley, M. (2018) *CBT4CBT: Business Plan Review*, Centre for Health and Community Research: UPEI.

Pauley, M. (2018) "Techstars Startup Weekend". Charlottetown, PEI: Startup Zone.

Pauley, M. (2018) "New Faculty Members", [ENGAGE Magazine](#).



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

DIGITAL SCHOLARSHIP: PODCAST SERIES

Pauley, M. and Irategeka, Z. (2024) *Thriving in Higher Education: 12-episode series*. [Podcast]. Available at: *forthcoming: Apple Podcast Services*.

RESEARCH: WORKING PAPERS AND PROJECTS

Pauley, M. (-) "The challenges of entrepreneurial exit: women's narratives." Targeted Journal: *Journal of Small Business and Entrepreneurship*.

Pauley, M. (-) "Cannibalistic motivations challenging sustainability and survivability." Targeted Journal: *Entrepreneurship and Regional Development*.

Pauley, M. and Clinton, E. (-) "Brexit and lobster, the social affects of change on fishing communities." Targeted Journal: *Journal of Business Venturing*.

Pauley, M. and Clinton, E. (-) "Family succession in the Irish pot fishing industry." Targeted Journal: *Family Business Review*.

Spiegl, S. and **Pauley, M.** (-) "Empowering Grace: Challenges Faced by a Woman-Led, Not-for-Profit in Fundraising". *Journal of Management Studies*. (ABS 4)

Pauley, M. (-) "Losing fishing communities in Atlantic Canada." Targeted Journal: *Entrepreneurship and Regional Development*.

Pauley, M. and Pelliser-Lush, J. (-) "A History of Indigenous Entrepreneurship in the Mi'kmaq Nation." Targeted Journal: TBD

Pauley, M. (-) "A Reflection on OER Entrepreneurship Textbook Adoption: A Kortext Study." Targeted Journal: *Entrepreneurship Education and Pedagogy*

Pauley, M., Kolahgar, S., Babaghaderi, A. "Using small business innovation in emerging markets to ensure sustainability and survival." Targeted Journal: *International Small Business Journal*.

Pauley, M. and Libison, K.B. (-) "SDG Adoption in Micro and Small Healthcare Businesses: A Comparative Study of Emerging and Developed Markets." Targeted Journal: *International Small Business Journal*.

INTERVIEWS AND MEDIA COVERAGE

The Global Leaders Institute (2025) "Meet The Global Arts MBA Faculty" *Linkedin.com*. Online. June 08, 2025. <https://tinyurl.com/5ck6dsp6>

The Global Leaders Institute (2025) "Annual Report: Navigate change, Transform worlds" February 01, 2025. <https://www.globalleadersinstitute.org/wp-content/uploads/2025/02/GLI-Annual-Impact-Report-2024.pdf>

Pandya, Aniket (2024) Facebook Mention. Online. April 23, 2024. <https://www.facebook.com/Aniketpandya.507/posts/-had-the-privilege-of-being-interviewed-by-matthew-pauley-on-behalf-of-the-the-g/10211315826607627/>

Ireland Canada University Foundation (2023). *Twitter.com*. October 25, 2023. https://twitter.com/ICUF_Awards/status/1717144586974330985?s=20

Pusey, Omar (2023) "New & Noteworthy: Maritime Bus: Goal Setting and Surviving the Pandemic Crisis" *Case Alert: Ivey Publishing*. Online. Summer 2023. <https://iveypublishing.createsend1.com/t/r-e-ttiykrkt-l-g/>



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- Prosser, David (2023) "Open Educational Resources in the UK" *Research Libraries UK*. Online. Accessed February 9, 2023. [Open Educational Resources in the UK - Research Libraries UK \(rluk.ac.uk\)](http://OpenEducationalResourcesintheUK-ResearchLibrariesUK.rluk.ac.uk)
- Designing Education Project Lab (2022) "Podcast Education" *LinkedIn.com*. Online. November 7, 2022. <https://www.linkedin.com/feed/update/urn:li:activity:6995291340955672576/>
- Harzing, AW. (2022) "Middlesex 2022 ECR event: back to Cumberland Lodge" *Harzing.com Research in International Management*. Online. September 05, 2022. <https://harzing.com/blog/2022/09/middlesex-2022-ecr-event-back-to-cumberland-lodge>
- CPD Barnet Workshop (2022) "Barnet-based Micro-business Growth Programme - Access FREE resources and Scale-up!" *MDX Works*. Middlesex University. London. May 26, 2022. <https://www.youtube.com/watch?v=M9zjvd-r5lg>.
- Yarr, K. (2021) "[Dog food sauce wins UPEI entrepreneurship prize](#)". Available: CBC.ca. March, 29, 2021.
- CBC Radio 1 (2021) "Panther Pitch Program." CBC Morning Drive. March, 29, 2021.
- Gillespie, R. (2020) "Competitive Intelligence (CI) in Small Startups/Entrepreneurs with Dr. Matthew Pauley." *Lab2Market*. Halifax, Nova Scotia. Lab2market.ca. September 21, 2020.
- DCU National Centre for Family Business 2020. Business Succession in the Fishing and Agricultural Communities. ([Linkedin.com](#) and [Twitter.com](#)).
- Ireland Canada University Foundation 2020. [Business Succession in the Fishing and Agricultural Communities](#). ([Linkedin.com](#) and [Twitter.com](#)).
- Moreira, P. (2019) "[Training a Broader Base of Founders](#)". December 2019. Entrovestor.com.
- "James M. Flaherty Program Awardees 2019/20", (2019), Available: Ireland Canada University Foundation. Available at: <http://www.icuf.ie/james-m-flaherty-program-awardees-2019-20/>.
- Rainnie, M. (2018) "[UPEI Professor Helping Young Entrepreneurs Launch Their Business Ideas](#)", CBC. CBC Radio One: Island Morning Drive (2018). 'Launching the Hostetter Centre'. December 2018., CBC.
- Moreira, P. (2018) "[Pauley Leads PEI's Hostetter Centre](#)". December 2018. Entrovestor.com. ([Twitter](#)).
- Launch '06 Conference, Entrepreneurship, Dakota Wesleyan University, Mitchell, SD, USA 2006.
- Interviews: Multimedia Department and Design, Entrepreneurship, Dakota Wesleyan University, Mitchell, SD, USA 2006.

PRESENTATIONS AND OUTREACH

- Pauley, M.** (2025) "My Journey Through Entrepreneurship, Education and Sustainability" Salem State University, Salem, MA. January 23, 2025.
- Pauley, M.** (2025) "Presenting Business Ideas: Persuading an Audience" Salem State University, Salem, MA. January 23, 2025.
- Pauley, M.** (2025) "MVP or MVE? Balancing Strategy and Experience in Modern Innovation" (Online). University of Sydney, Australia. January 16, 2025.
- Pauley, M.** (2024) "Entrepreneurship" Metropolitan State University Denver, USA. December 04, 2024.
- Pauley, M.** (2024) "Entrepreneurship in Digital Health" University College London, UK. April 18, 2024.
- Pauley, M.** and Ingold, J. (2024) "Unique value and essential partnerships, understanding customer wants and adaptability." *Knowledge Exchange Lab*. Global Leaders Institute. April 18, 2024.
- Pauley, M.** and Pandya, A. (2024) "Value propositions and adapting business models for key channels." *Knowledge Exchange Lab*. Global Leaders Institute. April 11, 2024.



- Pauley, M.** (2024) "Generating key resources, cutting costs and utilising revenue streams." *Knowledge Exchange Lab*. Global Leaders Institute. April 04, 2024.
- Pauley, M.** and Ingold, J. (2024) "Unlocking Potential: Unique Value & Essential Partnerships." *Business Models & The Arts*. Global Leaders Institute. March 21, 2024.
- Pauley, M.** and Pandya, A. (2024) "Value Proposition and Adaptability for Channels." *Business Models & The Arts*. Global Leaders Institute. March 14, 2024.
- Pauley, M.** (2024) "Key Resources, Costs & Revenue Streams." *Business Models & The Arts*. Global Leaders Institute. March 07, 2024.
- Pauley, M.** (2024) "Small Business Success: Innovation, Growth and Challenges." *Business Undergraduate*. Goldsmiths, University of London. February 19, 2024.
- Pauley, M.** (2024) "Being a Global Entrepreneur." *MasterClass–MSc International Business Management*. University of St Andrews. January 23, 2024.
- Pauley, M.** (2023) "Challenges of the Irish Lobster Slow Food Movement." *Economia Agro-alimentare / Food Economy Journal*. University of Westminster. October 14, 2023.
- Pauley, M.** (2023) "Social Entrepreneurship in Business Schools" Rollins College, USA. September 14, 2023.
- Pauley, M.** (2023) "The Global Entrepreneur: Business Opportunities and Startups." *MasterClass–MSc International Business Management*. University of St Andrews. January 31, 2023.
- Pauley, M.** (2022) "Hack-a-thon: Interdisciplinary Creative Thinking and Business Development." *Global Entrepreneurship Week*. Middlesex University. November 17, 2022.
- Pauley, M.** and Mitea, I. (2022) "Utilising the MDX Entrepreneurship Library Guide." *Global Entrepreneurship Week*. Middlesex University. November 17, 2022.
- Pauley, M.** (2022) "Podcasting: An Educational Approach." *Designing Education Project Lab*. Technische Universität Berlin. Online. October 31, 2022.
- Pauley, M.**, Ahmed, J., Moon, C., Dhami, M. (2022) Keynote: "Micro and Small Business Development." *Scale-up Programme: Micro and Small Business, Centre for Professional Development, Barnet Council*. Regional Conference. Middlesex University. September 20, 2022.
- Pauley, M.** (2022) "Teams, Communication, Fostering EDI and Employee Empowerment." *Scale-up Programme: Micro and Small Business, Centre for Professional Development, Barnet Council*. Middlesex University. September 11, 2022.
- Pauley, M.** (2022) "Mastering Data Analytics, Artificial Intelligence and Digital Adoption in Small Business." *Scale-up Programme: Micro and Small Business, Centre for Professional Development, Barnet Council*. Middlesex University. September 10, 2022.
- Pauley, M.** (2022) "Management and Leadership: May the Force Be With You." *Scale-up Programme: Micro and Small Business, Centre for Professional Development, Barnet Council*. Middlesex University. September 4, 2022.
- Pauley, M.** (2022) "Innovation, Technology and Change." *Scale-up Programme: Micro and Small Business, Centre for Professional Development, Barnet Council*. Middlesex University. September 3, 2022.
- Pauley, M.** (2022) "Open Educational Resources Creation and Adoption." Keynote: *Open Educational Resources Workshop, SHERIF*. Online. June 21, 2022.
- Pauley, M.** (2022) "How to Start a Sustainable Business: Business Management." *Virtual Lecture Series, Middlesex University*. Online. April 25, 2022.
- Pauley, M.** (2021) Keynote: "Being Social and Sustainable." *SHAD Canada (STEAM and entrepreneurship program for high school students)*. National Conference. Online. July 9, 2021.
- Pauley, M.** (2021) Keynote: "Business Startup Ecosystem: Idea Generation to Execution in the 21st Century Global Marketplace." *Re-contextualizing Entrepreneurship and Business for the Future: Issues and Challenges, St. Aloysius College, Elthuth Thrissur Kerala, India*. Online. June 25, 2021.



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- Pauley, M.,** Trivett, A., May, K. (2021) "Panther Pitch Competition." *The Harry W. MacLauchlan Entrepreneurship Program, University of Prince Edward Island*. March 24, 2021.
- Pauley, M.** and Brkic, T., (2021) "Starting a Business." *International Business College, South China Normal University*. April 29, 2021 (Online).
- University of Prince Edward Island, Faculty of Sustainable Design and Engineering. Students Design Exposition and Awards Ceremony. April 21, 2021.
- MacFadyen, J., **Pauley, M.**, Smith, A., Stevens, L. (2021) "Open Educational Resource Grants in Atlantic Canada." *Council of Atlantic University Libraries - Conseil des bibliothèques universitaires de l'Atlantique*. Webinar Series. January, 2021.
- Josty, P., McKague, K., Winsor, B., **Pauley, M.** (2020) "GEM Atlantic Canada." *Global Entrepreneurship Monitor*. Webinar. September 16, 2020.
- Villaume, F., **Pauley, M.**, MacDonald, D., Griffin, S., Sanderson, M., Blakely, D., Shukla, D. (2020) "Atlantic Canada Centres for Entrepreneurship." *Memorial University*. Webinar. June 05, 2020.
- Chen, X., **Pauley, M.**, James, M., Mady, T., Evans, G., Wagner, D. (2020) "Teaching business and management at the University of Canada, Egypt: A collective reflection". *UPEI Teaching Community Conference*, Charlottetown, May 2020.
- Pauley, M.**, Drumm, E., Farrelly, K. and Ahmed, F. (2019) International Collaboration between UPEI and Dublin City University's National Centre for Family Business.
- Pauley, M.** (2019) "Sharing our Research: Exiting Entrepreneurs". UPEI Seniors College, February 2019.
- Pauley, M.** and McEntree, K. (2019) "Creating Startups in the Mi'kmaq Confederacy". Director of Economic Development Mi'kmaq Confederacy. April 2019.
- Pauley, M.** (2019) "Student Design Expo and Awards Ceremony". Faculty of Sustainable Design Engineering at the University of Prince Edward Island. Charlottetown, April 2019.
- Pauley, M.** and Dale, A. (2019). Overlapping Entrepreneurship with the Faculty of Sustainable Design Engineering at the University of Prince Edward Island. Charlottetown, January 2019.
- Pauley, M.** (2018) "Creative Destruction Lab Atlantic and Springboard Atlantic". Facilitating discussions between science and tech-based start-ups, business leaders and investors for UPEI startups.
- Pauley, M.**, Moores, J. and Innis, R. (2018) "Careers in Entrepreneurship". Atlantic Careers Conference, Charlottetown PEI: University of Prince Edward Island, November 2018.
- Pauley, M.** (2018) "Prince Edward Island Bio Alliance: Commercialising Academic Solutions to Real-World Problems". Charlottetown, November 2018.
- Pauley, M.**, Moores, J., May, K. and Trivett, A. (2018) "Universities and Entrepreneurship". Invest Atlantic Conference, Charlottetown, September 2018.
- Pauley, M.**, Gilmour, R., Gillan, C. and Moores, J. (2018) "Experiential Learning and Entrepreneurship Mentoring Program". Office of the Vice President Academic and Research.
- Pauley, M.** (2018) "[Entrepreneurial Exits](#)". Coffee Chat: Startup Zone, Charlottetown, September 2018.
- Pauley, M.** (2016) "Exit Process". Rotary Club, Barrie, Ontario. December 2016.
- Pauley, M.** (2015) "Entrepreneurial Exit Intentions". Creative Industries Thematic Group. School of Management, University of St Andrews. November 2015.
- Pauley, M.** (2015) "Entrepreneurial Exit: The Intention to Retire" Organisations and Society Thematic Group. School of Management, University of St Andrews. May 2015.
- Pauley, M.** (2011) "Fundraising Campaign". The University of South Dakota: Ice Hockey: October 7.
- Pauley, M.** (2011) "The Game of Hockey: Midwestern Small Town Viability". Freedom Forum: Al Neuarth Media Center, Vermillion, SD, USA: April 16.
- Pauley, M.** (2011) "Yippin' Yotes Club: University of South Dakota Athletics". The University of South Dakota, Vermillion, SD, USA: April 16.



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- Pauley, M.** and Hegstrom, A. (2011) "HAT Arena: A Small Business Approach". The University of South Dakota, Vermillion, SD, USA: April 13.
- Pauley, M.** (2011) "HAT Arena: Small Town Viability". Rotary Club, Vermillion, SD, USA: April 9.
- Pauley, M.** and Hegstrom, A. (2011) "HAT Arena: Hockey at the University of South Dakota". University of North Dakota: Giants Entrepreneurship Challenge, Grand Forks, ND, USA: April 04-05.
- Pauley, M.** (2010) "Operating an Ice Hockey Facility". Yankton Minor Ice Hockey Association. Yankton, SD, USA: November 15.
- Pauley, M.** (2010) "The Game: Minor Hockey". Yankton Minor Ice Hockey Association. Yankton, SD, USA: November 05.
- Pauley, M.** (2010) "How to Integrate Multiculturalism at the University of South Dakota". The University of South Dakota, Vermillion, SD, USA: August 24.
- Pauley, M.** (2010) "Multiculturalism in Residential Dormitories". The University of South Dakota, Vermillion, SD, USA: August 23.
- Pauley, M.** (2007) "Students in Free Enterprise: Coffee Series–Women Entrepreneurs". Dakota Wesleyan University. Mitchell, SD, USA: December 08.
- Pauley, M.** (2007) "Students in Free Enterprise: Coffee Series–Klock Werks Kustom Cycles". Dakota Wesleyan University. Mitchell, SD, USA: December 01.
- Pauley, M.** (2007) "Students in Free Enterprise: Credit Protection". Mitchell Senior's Center, Mitchell Chamber of Commerce. Mitchell, SD, USA: November 14.
- Pauley, M.** (2007) "Students in Free Enterprise: Credit Card Fraud". Mitchell Senior's Center. Mitchell, SD, USA: November 7.
- Pauley, M.** (2007) "International Business Open Invitation at Dakota Wesleyan University". Dakota Wesleyan University, Mitchell, SD, USA: October 24.
- Pauley, M.** (2007) "Advantages of a College/University Degree". State of South Dakota High Schools, South Dakota, USA: March 03-15.
- Pauley, M.** (2007) "Students in Free Enterprise: Coffee Series–Cabella's". Dakota Wesleyan University. Mitchell, SD, USA: January 16.
- Pauley, M.** (2007) "Students in Free Enterprise: Coffee Series–Bombardier". Dakota Wesleyan University. Mitchell, SD, USA: January 09.
- Pauley, M.** (2007) "Students as Entrepreneurs". Launch 2007 South Dakota Entrepreneurship Conference, Dakota Wesleyan University, Mitchell, SD, USA: February 20.
- Pauley, M.** (2007) "Starting a Business". Dakota Wesleyan University, Mitchell, SD, USA: February 19.
- Pauley, M.** (2006) "Entrepreneurship as a Study and Aspiring Entrepreneurs". Launch 2006 SD Entrepreneurship Conference, Dakota Wesleyan University, Mitchell, SD, USA: February 16.

ACADEMIC CONSULTING

- 2024 Quorum Podcast; MZ Podcast; Johnstone Commercial Lighting.
- 2023 Cycling Strength Coach; PEI Women's Network (Canada); Simeon Daniel: Hendon Local Grocers; The Good Deed Abaya; Stealth Startup Generative AI; Middlesex University; Ali's Consumer Prospecting.
- 2022 Codin Global (India); Middlesex University; Middlesex University Library; MDXWorks; Barnet Council CPD Programme (100 micro businesses); Cycling Strength Coach; All Humanity; Hyda and Reed Consulting; Living Way Ministries; Joanne Phillips Mediation; Meaningful Massage;



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

Susanne Knabe-Nicol EcoB&B; University of Windsor, Canada—Entrepreneurship Centre; Khalid Babikir Streetwear.

TEACHING EXPERIENCE

Bertolon School of Business, Salem State University, United States

Assistant Professor, 2025—Present.

Undergraduate

- *ENT 250 Introduction to Entrepreneurship*
- *ENT 420 Business Plan Development*

Middlesex University, United Kingdom

Senior Lecturer & Module Leader, 2022—2025.

Undergraduate

- *MGT 0305 Management Foundation Project* (Module Leader)
- *MGT 3016 New Venture Development* (Module Leader: UK, Dubai, Mauritius)
- *MGT 3027 Business Startup* (Module Leader: UK, QA London, Sri Lanka)
- *MGT 3027 Business Startup ONLINE* (Module Leader: UK, QA London, Sri Lanka)
- *MKT 3020 Marketing in a Business Startup* (Module Leader)
- *MKT 3027 Business Startup* (Module Leader)

Graduate

- *MGT 4520 International Entrepreneurship* (Module Leader: UK, China)

Undergraduate—Seminar Tutor

- *MGT 2325 Principles of Innovation and Entrepreneurship*
- *MGT 3024 Emerging Markets*

Graduate—Seminar Tutor

- *MGT 4163 New Trends in International Management*

University of Prince Edward Island, Canada

Assistant Professor, 2018—2021.

Undergraduate

- *BUS 3710 Entrepreneurship and New Ventures* (Module Leader)
- *BUS 3710 Entrepreneurship and New Ventures ONLINE* (Module Leader)

Graduate

- *BUS 4680 Entrepreneurship Behind the Scenes* (Module Leader)
- *BUS 4680 Entrepreneurship Behind the Scenes ONLINE* (Module Leader)

Postgraduate

- *VHM 4950 Starting a Business in Veterinary Medicine* (Module Leader)

University of Canada, Egypt

Assistant Professor, 2020—2021.

Undergraduate



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- *BUS 3710 Entrepreneurship and New Ventures*

Graduate

- *BUS 7550 Innovation and Entrepreneurship: Global Business Environment*

University of St Andrews, United Kingdom

Undergraduate, Graduate, Lecturer

- *Saints Leadership Program (CAPOD), Spring 2017.*

Undergraduate, Tutor, School of Management, Spring—Fall 2015.

- *MN1001 Organisations and Society (Economics)*
- *MN1002 Organisations and Analysis (Statistics)*
- *MN2001 Management and Society (Organisational Behaviour)*
- *MN2002 Management and Analysis (Economics)*

PROGRAMME DEVELOPMENT AND AUDITING EXPERIENCE

2024–2025

- **MSc International Hospitality and Event Management**

Programme Leader, Programme Revalidation, Middlesex University, UK

- Programme Leadership & Revalidation: Led the MSc International Hospitality and Event Management at Middlesex University, overseeing curriculum innovation, programme revalidation, and academic quality.
- Global Recognition & Accreditation: Contributed to Hospitality and Tourism at Middlesex being ranked in the QS World Top 100 and secured the prestigious Tourism Management Institute (TMI) accreditation for the programme.
- Student Success & Experience: Achieved outstanding student outcomes, with 100% satisfaction in key categories (NSS 2025) and 94% postgraduate satisfaction (PTES 2025), reflecting excellence across teaching, support, and industry relevance.

- **Employability Integration in Marketing, Enterprise and Tourism**

Leader, MET Department Programme Redesign, Middlesex University, UK.

- **MSc Innovation Management and Entrepreneurship**

Consultant, Programme Revalidation, Middlesex University, UK.

- **Marketing Undergraduate Programme Revalidation**

Consultant, Middlesex University, UK.

2024

- **MSc Entrepreneurship in Marketing**

Consultant, Graduate Programme Design, Middlesex University, UK, 2024.

- **National Enterprise Programme Auditor and Developer**

BTEC Secondary School Leaving and Further Education Qualifications, Pearson, UK, 2024.

- **MSc Music Innovation and Entrepreneurship**

Graduate Programme, IESE Business School, Spain, 2024.



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

2023

- **Entrepreneurship and Enterprise in Faculties: Core Theme**
Middlesex University, UK, 2022–2023.
- **Entrepreneurship Library Guide**
MDX Library, Middlesex University, UK, 2022–2023.

2022–2025

- **Enterprise Startup Hub**
All Levels including Executive Education, Middlesex University, UK
- **Programme Developer** (Hackathon, Lean Startup, Business Plans, AI)
MDXcelerator Incubator and Accelerator Programmes: London, Dubai, Mauritius

2022

- **Entrepreneurship Centre (Sydney Thompson)**
University of Windsor, Canada, December 08, 2022.
- **Entrepreneurship in Creative Industries**
Faculty of Arts and Creative Industries, Middlesex University, UK, 2022.
- **Entrepreneurship in Health Sciences**
Faculty of Science and Technology, Middlesex University, UK, 2022.

2018–2022

- **Entrepreneurship in Engineering** (MVP, MVE, Prototyping, Scaling)
Faculties of Business and Engineering, UPEI, Canada
- **Entrepreneurship Major**
BBA, Faculty of Business, UPEI, Canada
- **Bachelor of Business Administration**
Faculty of Business, UPEI, Canada
- **Small Business in Veterinary Medicine Workshop**
Postgraduate Workshop, Atlantic Veterinary College, UPEI, Canada

2007

- **Entrepreneurship Minor**
Undergraduate Programme, Faculty of Business, Dakota Wesleyan University, USA

INTERDISCIPLINARY COLLABORATIONS

2025–Current

- **Entrepreneurship & Sustainability, Faculty of Geography**
Center for Entrepreneurship and Economic Development, Bertolon School of Business, Salem State University, USA

2023–2025

- **Entrepreneurship in the Faculty of Creative Arts**
Undergraduate Programme, Middlesex University, UK



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- **Entrepreneurship in the Faculty of Health Sciences**
Undergraduate Programme, Middlesex University, UK
- **Mentor**, MDXcelerator Incubator and Accelerator Programme
All Levels, Middlesex University: London, Dubai, Mauritius

2022–2023

- **Entrepreneurship and Enterprise in Faculties: Core Theme**
All Levels, Middlesex University, UK
- **Entrepreneurship Library Guide**
All Levels, MDX Library, Middlesex University, UK
 - [Entrepreneurship Library Guide](#)
- **Entrepreneurship at redLoop Design and Innovation Centre**
Undergraduate Programme, Middlesex University, UK

2022

- **Entrepreneurship in Creative Industries**
All Levels, Faculty of Arts and Creative Industries, Middlesex University, UK
- **Entrepreneurship in Health Sciences**
Undergraduate Programme, Faculty of Science and Technology, Middlesex University, UK

2018–2022

- **Entrepreneurship and Engineering Collaboration**
Undergraduate Programme, Faculties of Business and Engineering, University of Prince Edward Island, Canada
- **Small Business in Veterinary Medicine**
Postgraduate Programme, Atlantic Veterinary College, University of Prince Edward Island, Canada

PROGRAMME QUALITY ASSURANCE AND MODERATION

2023—2025

Programme Auditor, Malta Further and Higher Education Authority (MFHEA), Malta

- Undergraduate, Graduate, Doctoral Programmes

National Enterprise Programme Auditor, Pearson (BTEC), UK

2022—2025

Middlesex University London

Graduate Teaching

MGT 4520 International Entrepreneurship

- *Middlesex University, UK, 2022–2024.*
- *Middlesex University, China, 2023.*

Undergraduate Teaching

MGT 3027 Business Startup

- *Middlesex University, UK, 2022–Present.*
- *Middlesex University, Dubai, 2022–2024.*



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- *University of Colombo, Sri Lanka, 2022–2024.*
- *Australian College of Business and Technology, 2022–2024.*

MGT 3016 New Venture Development

- *Middlesex University, UK, 2022–2024.*
- *Middlesex University, Mauritius, 2022–2024.*

COURSE, WORKSHOP AND CONFERENCE DESIGN EXPERIENCE

2025

- **ENT 250** (Undergraduate): *Introduction to Entrepreneurship*
- **ENT 420** (Undergraduate): *Business Plan Development*

2024

- **MGT 3020** (Undergraduate): *Marketing in Business Start-Ups*
- **MGT 3XXX** (Undergraduate): *Digital Campaigns Analytics and Social Media Tactics*



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

2023

- **MGT 2320** (Undergraduate): *Principles of Innovation & Entrepreneurship*
- **MGT 3016** (Undergraduate): *New Venture Development*
- **MGT 3027** (Undergraduate): *Business Startup*
- **MGT 4520** (Graduate): *International Entrepreneurship*

2022

- **Workshop** (Executives): *Management and Leadership for mSMEs*
- **Workshop** (Executives): *Growth Strategy and Innovation for mSMEs*
- **MGT 0305** (Undergraduate): *Management Foundation Project*
- **MGT 3024** (Undergraduate): *Emerging Markets*
- **MGT 3016** (Undergraduate): *New Venture Development*
- **MGT 3027** (Undergraduate): *Business Startup*
- **MGT 4520** (Graduate): *International Entrepreneurship*
- **MGT 4520** (Graduate, Online): *International Entrepreneurship (China)*
- **MGT 4163** (Graduate): *New Trends in International Business*

2021

- **VHM 4950** (Postgraduate, Online): *Starting a Business in Veterinary Medicine*
- **BUS 4680** (Undergraduate, Online): *Entrepreneurship Behind the Scenes*
- **BUS 3710** (Undergraduate, Online): *Entrepreneurship and Entrepreneurial Mindset*

2020

- **Workshop** (Open): *Starting a Business*, UPEI
- **BUS 3545** (Undergraduate): *Social Entrepreneurship and Sustainability*
- **BUS 3710** (Undergraduate, Hybrid with Faculty of Engineering): *Entrepreneurship and Entrepreneurial Mindset*
- **BUS 4412** (Undergraduate): *International Entrepreneurship*
- **BUS 4640** (Undergraduate): *Small Business Management*

2019

- **BUS 7550** (Graduate): *Innovation and Entrepreneurship: Global Environment*
- **VHM 4950** (Postgraduate): *Starting a Business in Veterinary Medicine*

2018

- **BUS 4680** (Undergraduate): *Entrepreneurship Behind the Scenes*
- **BUS 3710** (Undergraduate): *Entrepreneurship and New Ventures*

2016

- **Workshop** (Open): *Idea Explosion*, University of St Andrews

2015

- **MN3000** (Undergraduate): *Strategy: Creative Destruction*

2007

- **Conference** (Open): *Launch '07 Entrepreneurship Conference*, South Dakota, USA
- **Conference** (Open): *McGovern Conference*, South Dakota, USA



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

2006

- **B300** (Undergraduate): *Entrepreneurial Leadership*

DOCTORAL SUPERVISION AND EXAMINATION EXPERIENCE

2025, Doctoral Thesis Examiner

- *Antony Davis Mannumme*: "Study on entrepreneurial development of women entrepreneurs through digital Marketing strategies with special reference to msme in ernakulam district". Bharathidasan University, Tiruchirappalli, India. Examination: September 19, 2025.

2021—Current, PhD Supervisor

- *Tatjana Brkic*: "Toward a Globally Applicable Social Entrepreneurship Education" St Paul's University (University of Ottawa).

2025, DBA Supervisor

- *Dudley Turner*: "Project Management in Small Scale Construction UK Companies". MDX London.

2023—2025, PhD Supervisor

- *Rhoderick Romano*: "Impact of Sustainability Initiatives on UAE SME Performance". MDX Dubai.

STUDENT SUPERVISION EXPERIENCE

2022—2025, MSc Supervisor, 25 Students

- Topics: *International Business; Supply Chain Management; Entrepreneurship; Management*

2020, PG Supervisor (MBA)

2018—2021, Supervisor

- Supervised 243 Undergraduate and 18 Graduate business plans

2020, Graduate Supervisor

- Faculty Association Redevelopment

BUSINESS PLAN SUPERVISION AND DEVELOPMENT (WITHIN UNIVERSITY)

- **Undergraduate**: Supervised and developed 2,003 business plans
- **Graduate**: Supervised and developed 590 business plans
- **Public**: Supervised and supported 40 business plans for public and external stakeholders

MENTORSHIP AND SUPPORT EXPERIENCE

2020—Current

- **Students Supervised**: 40 Undergraduate; 14 Graduate; 1 Postgraduate
- **Colleagues Mentored**: 3 Lecturers; 1 Senior Lecturer; 2 Assistant Professors; 2 Associate Professors; 4 Interdepartmental Collaborations; 2 Staff.
- **MDXcelerator** (Incubator and Accelerator)
 - Students: 240; Pitches: 82; Funding Allocated: £56,000; Spinouts: 24



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

DOCTORAL CANDIDATE RECRUITMENT

Confirmed Supervisions: 2 Topics: Social Entrepreneurship, Entrepreneurship Innovation

PhD Inquiries Received: 17 Inquiries covering various entrepreneurship-related topics

STUDENT SURVEYS ON TEACHING AND SUPERVISION

MIDDLESEX UNIVERSITY, UNDERGRADUATE TAUGHT (2022—Current)

Career Overall Average			
University Wide Questions	N	μ	Career Avg %
1. Communicated course content clearly.	135	4.91	98
2. Received useful feedback on my performance (Formative)	135	4.77	95
3. Enthusiastic about the subject.	135	4.98	100
4. Demonstrated concern about student learning.	135	4.91	98
5. Displays a thorough understanding of course topics.	135	4.96	99
6. Accessible to students out of class.	135	4.91	98
7. Promoted a positive learning environment.	135	4.96	99
8. Treat students with respect.	135	4.91	98
Average			98.3%

MIDDLESEX UNIVERSITY, GRADUATE TAUGHT (2022—Current)

Career Overall Average			
University Wide Questions	N	μ	Career Avg %
1. Communicated course content clearly.	89	4.88	98
2. Received useful feedback on my performance (Formative)	89	4.72	94
3. Enthusiastic about the subject.	89	4.92	98
4. Demonstrated concern about student learning.	89	4.84	97
5. Displays a thorough understanding of course topics.	89	4.92	98
6. Accessible to students out of class.	89	4.76	95
7. Promoted a positive learning environment.	89	4.92	98
8. Treat students with respect.	89	4.96	99
Average			97%

MIDDLESEX UNIVERSITY, GRADUATE Research (2022—Current)

Career Overall Average			
University Wide Questions	N	μ	Career Avg %
1. Offer relevant advice in your field of study.	15	4.67	93
2. Help you set achievable goals.	15	5.00	100
3. Monitor your progress.	15	5.00	100
4. Supervisor cared about your learning.	15	5.00	100
5. Provide relevant feedback.	15	5.00	100
6. Accessible if you needed support.	15	5.00	100



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

7. Supported a positive learning environment.	15	5.00	100
8. Treat you with respect.	15	5.00	100
Average			99.2%

UNIVERSITY OF PRINCE EDWARD ISLAND, UNDERGRADUATE TAUGHT (2018—2021)

Career Overall Average			
University Wide Questions	N	μ	Career Avg %
1. Organised.	231	4.32	90
2. Communicated course content clearly.	231	4.04	88
3. Evaluation of student performance was appropriate.	231	4.12	87
4. Enthusiastic about the subject.	231	4.34	95
5. Demonstrated concern about student learning.	231	3.92	89
6. Overall, the instructor was effective.	231	3.98	91
Average			90%
Departmental Questions	N	μ	Career Avg %
7. Displays a thorough understanding of course topics.	231	4.60	94
8. Accessible to students out of class.	231	4.01	91
9. Promoted an atmosphere that facilitated learning.	231	3.92	89
10. Provided clear dates for assignments and exams.	231	4.45	93
Average			92%

INTERNATIONAL, VISITING LECTURER (2020)

Career Overall Average		
University Wide Questions	N	Career Avg %
1. Was organised.	15	88
2. Communicated content clearly.	15	88
3. Evaluation of student performance was appropriate.	15	89
4. Was enthusiastic about the subject.	15	99
5. Demonstrated concern about student learning.	15	91
6. Emphasised understanding rather than memory.	15	92
7. Assigned useful assignments, labs, sessions and/or projects.	15	91
8. Was accessible to students out of class.	15	81
9. Treated students with respect.	15	93
10. Overall, the instructor was effective.	15	93
11. Course material are sufficient and appropriate.	15	88
12. Reading material are challenging and stimulate my thinking.	15	91
13. Tests and assignments reflect the purpose of the course.	15	95
14. Reasonable number and frequency of tests and assignments.	15	84
15. Workload is appropriate for the number of credits.	15	84
16. Overall, this is a useful course.	15	92
Average		90%



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com



PROFESSIONAL DEVELOPMENT

2025

- **04 Oct: Non-Technical Security Certificate.** KnowBe4 Learner, Cybersecurity Awareness.
- **04 Oct: NIST Password Guidelines Certificate.** KnowBe4 Learner, Cybersecurity Awareness.
- **04 Oct: FERPA Overview Certificate.** KnowBe4 Learner, Cybersecurity Awareness.
- **04 Oct: Pretexting - Two-Factor Authentication Attack Certificate.** KnowBe4 Learner, Cybersecurity Awareness.
- **04 Oct: Introduction to Doxing Certificate.** KnowBe4 Learner, Cybersecurity Awareness.
- **04 Oct: Executive Series: Artificial Intelligence Certificate.** KnowBe4 Learner, Cybersecurity Awareness.
- **26 Feb: Massachusetts Conflict of Interest Law Certificate.** State Ethics Commission, State of Massachusetts. Certificate Number: SEC-37634810665876.

2024

- **22 Feb: Entrepreneurship in Business Schools—**British Academy of Management (online)
- **20 Feb: Viva Charing and Sticky Situations—**Middlesex University

2023

- **21 Nov: Supervision Development Series: Regulations, Processes, Procedures—**Middlesex University
- **16 Nov: The Business Show—**Excel Centre, London
- **14 Nov: Global Entrepreneurship Week London Conference—**GEWUK

2022

- **30 Sept: London Home and Renovation Show: Sustainable Products—**Excel Centre, London
- **22 July: Cumberland Lodge ECR Writing Development Camp—**Faculty of Business and Law, Middlesex University (July 22–24)
- **20 July: How Academic Librarians Are Working with Faculty to Source Affordable Textbooks for Students—**Taylor and Francis
- **17 June: Finding Funding for Your First Application: Top-10 Tips with Q&A—**CEEDR, Middlesex University
- **16 June: MORE Ethics Form Training—**MLO Department, Middlesex University
- **14 June: Graduate Competencies—**MDX Works, Middlesex University
- **20 May: Assessment Board Workshop—**Middlesex University
- **30 Apr: Grand Designs Home Show: Green Living Live—**Excel Centre, London
- **27 Apr: How to Avoid a Journal Desk Rejection—**BAM Academic Affairs of Conference and Capacity Building (AACCB)
- **25 Apr: Impact in Action Workshops—**Middlesex University
- **21 Apr: Enriching Feedback Without Increasing Workload—**Middlesex University
- **20 Apr: Sample Selection in Systematic Lit. Reviews of Management Research—**AACSB

2021

- **10 Nov: Starting a Business in Veterinary Medicine—**Atlantic Veterinary College, UPEI



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- **11 Nov: Writing for Impact**—Cranfield University
- **7 Oct: From Theory to Theorizing: Practicing Multiple Styles of Theorizing**—Cranfield University
- **23 Sept: Responding to Reviewers and Writing Response Letters**—Cranfield University
- **9 Sept: Academic-Practitioner Relationships: Developments, Complexities and Opportunities**—Cranfield University
- **1 Sept: Marketing Yourself as an Early Career Researcher**—British Academy of Management
- **16 June: Claiming a Theoretical Contribution from Qualitative Research**—Cranfield University
- **27 May: Theorizing from Qualitative Data**—Cranfield University

2020

- **30 July: Supporting Rural Women Entrepreneurs Through COVID-19 and Beyond**—Women Entrepreneurship Knowledge Hub (WEKH)
- **4 June: Gradebook Clinic**—UPEI
- **21 May: KnowledgeWave: Creating a Document Index**—Microsoft Word 2010
- **5 May: Instructor as Dungeon Master: Gamifying a Course with Moodle**—UPEI

2019

- **24 May: Tenure and Promotion Information Session**—UPEI
- **7 May: Engaging Elders and Cultural Speakers in Your Classroom**—Sherri Russell, UPEI
- **3 July: E-Learning Office and Faculty Development Office**—Teaching Mentorship Program, UPEI

2018

- **1 Nov: Tips for Online Learning**—E-Learning Office, UPEI
- **24 Oct: Pressbooks**—Donald Moses, UPEI

DIRECTOR, HOSTETTER CENTRE FOR ENTERPRISE AND ENTREPRENEURSHIP

Consultations

- **Students:** 85 consultations
- **Faculty:** 6 consultations
- **Staff:** 6 consultations
- **Student Societies:** 3 consultations
- **Local Companies:** 20 consultations

Student Mentorship and Support (2018–2021)

- **Mentoring:**
 - 28 Undergraduate students; 1 Graduate student; 2 Postgraduate students; 2 ENACTUS teams; Provided financial mentorship
- **Judge:**
 - 2 EMBA final project defences; 2 Case Competition teams

Spinouts and Startups (2018–2021)

- **Engineering:** +1Cybernetics, Myocrib, Island AquaTech



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- **Business:** *Dessert Factory, Atlantic Student Development Alliance, Xianpinpin, PathCan Consulting, Local Buys, MandL Landscaping, Odyssey Virtual, Catalyst Clothing, Chow Time, Enkaren Ryobi (Hemp Water), DandZ Eternity Photography Studio, Paris Amazon Store, Bury and Bloom, Co-Elite Recruiting, THE BUNKER Golf Simulator*
- **Applied Health:** *Beck Exercise Physiology*
- **Psychology:** *Overtime Entertainment*
- **Veterinary Science:** *Figue and Pepper*

RELEVANT ENTREPRENEURSHIP AND BUSINESS OWNERSHIP EXPERIENCE

2022—Present, Founder, London Small Business Club

- A supportive community where small business owners come together to connect with like-minded individuals, share experiences, and provide mutual support. It serves as a wellbeing hub, fostering collaboration and helping entrepreneurs navigate the challenges of business ownership while promoting personal and professional growth.

2010—Present, Owner, Venture Solutions Consulting

- Global consulting on facets related to startup, finance, growth and exit strategies.

2016—Present, Co-owner, S&M Construction and Renovations

- Specialising in construction, renovation, project management, general contracting and supply chain management.

2014—2015, Internship, Career Center, University of St Andrews

- Collaborated with the Enterprise Adviser to engage students and stakeholders, coordinating events and initiatives, establishing the foundation for the U of St A Entrepreneurship Centre.

2014—2015, Moderator, Saint Connect, University of St Andrews

- Online platform connecting students and alumni for startup advice, networking and mentoring in entrepreneurship.

2011—2012, Freelance Business Executive English Instructor

- Provided business English instruction to executives in Seoul, South Korea.

2007—2009, Owner, Pauley Video Productions Inc.

- Specialized in creating high-quality video content for a range of clients, including safety instruction, event videography, corporate videos, promotional materials and personal projects, with a focus on delivering professional, creative, and engaging visual content.

2001—2003, Co-owner, Pauleymatic Tree Services

- Provided tree services in Ontario, Canada.

2001—2002, Internship, Kelley Center for Enterprise and Entrepreneurship

- Supported building the center, raising awareness of entrepreneurship, organising public speaking events, contributing to the development of the university's entrepreneurship minor and co-organising South Dakota's largest entrepreneurship conference (LAUNCH).

1999—2001, Owner, Pauley's Landscaping Services



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- Providing high-quality lawn care, garden design and maintenance services to residential and commercial clients.

SERVICE: ACADEMIC

2025—Present

- **Textbook Reviewer**, “Leading Enterprise and Development: A Review of an Innovative Executive Education Programme For Entrepreneurs” in the textbook: “History of Entrepreneurship Education” (In-press).
- **Faculty Fellow**, Center for Entrepreneurship and Economic Development, Salem State University
- **Committee Member**, Societal Impact, Bertolon School of Business, Salem State University
- **Reviewer**, Small Business Economics Journal (ABS 3)

2024—Present

- **Global Leaders Institute**—Faculty Volunteer

2024

- **Session Chair**, Finance II, Management International Conference (MIC), University of Trento, June 08, 2024

2023—Present

- **Business Mentor**, NATO DIANA (December 06, 2023)
- **Programme Auditor**, Malta Further and Higher Education Authority (September 08, 2023)

2023—2025

- **Artificial Intelligence (AI) in HE Working Group**, Middlesex University (MDX)
- **Business Incubator Development**, MDX
- **Entrepreneurship Programming Advisor** and Theme Director, MDX
- **Entrepreneurship Library Guide**, MDX Library
- **Student Startup and Growth Mentor**, MDXcelerator

2020—Present

- **Reviewer**, Entrepreneurship Track, European Academy of Management (EURAM)

2017—Present

- **Reviewer**, Entrepreneurship Track, Academy of Management (AOM)

2014—Present

- **Reviewer**, Entrepreneurship Track, British Academy of Management (BAM)

2023

- **High School Mentor**, Leyton Sixth Form College

2021

- **Departmental Review Committee**, Faculty of Business, UPEI
- **Program Steering Committee**, Faculty of Environmental Studies, UPEI
- **Hiring Committee**, Faculty of Environmental Studies, UPEI
- **Department Review Committee**, Robertson Library, UPEI

2020—2021



matthewpauley.ca

MATTHEW PAULEY

PhD PgD MBA BA SFHEA

SALEM, MA

+1 (781) 910 4405 // mapauley@gmail.com

- **Atlantic Canada Universities Entrepreneurship Workshop Series**

2019—2021

- **Provincial Leader**, Global Entrepreneurship Monitor Canada
- **Editor**, *Entrepreneurship—The Workplace Review Journal*
- **Interdisciplinary Collaboration**, Engineering, AVC, Health Sciences, UPEI
- **Industry and Commercialisation Consultant**, SYNAPSE, UPEI
- **PRESSBOOKS Open Educational Resources**, Robertson Library, UPEI
- **Curriculum Committee**, Redesign of Bachelor of Business Administration, UPEI
- **Design Lead**, Entrepreneurship Major, UPEI
- **H.W. MacLauchlan Entrepreneurship Program**, Alumni Office, UPEI

2018—2021

- **Director**, Hostetter Centre for Enterprise and Entrepreneurship, UPEI

2019

- **Reviewer**, *Entrepreneurship*, New England Journal of Entrepreneurship

2018—2019

- **High School Mentorship**: Three Oaks High School, Colonel Gray High School

SERVICE: PUBLIC

2022—Present

- **Founder**, London Small Business Club (Business Social Support Group)

2010—Present

- **Small Business Consulting and Career Advising**

2018—2021

- **Startup Zone**, Innovation PEI, Canada Research Council

2018—2020

- Collaborations with **Lennon House**, **Springboard**, **LaunchPad** and **Cymbria Lions Club**

AFFILIATIONS

Global Entrepreneurship Monitor

British Academy of Management

UK Higher Education Academy

Alma Mater Alumni

Academy of Management

European Academy of Management

Irish Academy of Management

Canadian Council of Better Business Bureau

INTERESTS

Golf · Travel · Outdoors · Agriculture · Photography · Building · Design · Innovation · Research

Last Update: 09.28.2025