



## PROFILE

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Canadian award-winning Senior Lecturer (Associate Professor) of Entrepreneurship and Sustainability, with over a decade of global teaching, research and management experience, including programme development and auditing at all levels of higher education, at institutions such as St Andrews, Prince Edward Island and Middlesex universities. With a Senior Fellow teaching certification, doctorate in entrepreneurship from one of the UK's top Management Schools (QS 95), MBA from University of South Dakota (QS 251) and other relevant certifications, I am committed to advancing entrepreneurship pedagogy, community engagement, commercialisation and business development to bridge academia-industry relationships and interdisciplinary collaborations.

## PROFESSIONAL ACADEMIC APPOINTMENTS

10.2024/ Current	<b>Programme Leader, Middlesex University</b> <i>MSc International Hospitality and Events Management</i>	
01.2022/ Current	<b>Senior Lecturer, Middlesex University</b> <i>Entrepreneurship and Sustainability</i>	London, UK
	<ul style="list-style-type: none"> <li>• Student Approval Rating: 98%</li> <li>• UK HE Entrepreneurship Programme Validation</li> <li>• Modules Redesign, Programme Development</li> <li>• MDX Entrepreneurship Centre (Design and Development)</li> </ul>	
08.2018/ 12.2021	<b>Assistant Professor, University of Prince Edward Island</b> <i>Entrepreneurship</i>	PEI, Canada
	<ul style="list-style-type: none"> <li>• Student Approval Rating: 92%</li> <li>• Co-redesigned Bachelor of Business Administration Degree</li> <li>• Designed Entrepreneurship Major</li> </ul>	
08.2018/ 08.2021	<b>Director, Hostetter Centre for Enterprise and Entrepreneurship</b>	PEI, Canada
	<ul style="list-style-type: none"> <li>• Facilitated \$240,000 Grant Thornton Corporate Agreement</li> <li>• Facilitated \$1 million Panther Pitch Competition Fund</li> <li>• +300 business plan consultations; 22 student spinouts</li> <li>• Commercialisation and Business Development</li> </ul>	
09.2014/ 05.2016	<b>Tutor, University of St Andrews</b>	St Andrews, UK
	<ul style="list-style-type: none"> <li>• Economics, Organisational Behaviour, Management</li> <li>• Top Tutor at the University Award (<i>Course: Statistics</i>)</li> </ul>	

## EDUCATION

PhD (2019)	Doctor of Philosophy, Entrepreneurship School of Management (PRME), University of St Andrews	UK
PgD (2014)	Postgraduate Diploma in Research Methods	UK
◦ Merit	Surrey Business School (AACSB), University of Surrey	
MBA (2011)	Master of Business Administration, Management & Marketing	SD, USA
◦ Distinction	Beacom School of Business, University of South Dakota	
BA (2007)	Business Administration (Management and Marketing)	SD, USA
◦ Distinction	Dakota Wesleyan University	
	Golf and Academic Scholarships	



**CERTIFICATION AND PROFESSIONAL MEMBERSHIPS**

12.07.23	Senior Fellow, <i>Advance HE</i>	UK
21.02.22	Fellow, <i>Advance HE</i>	UK
29.09.19	Teaching Excellence, <i>University of Prince Edward Island</i>	Canada
10.08.17	Practitioner, Entrepreneurial Mindset Profile, <i>Eckerd College</i>	USA
02.06.15	Associate Fellow, <i>Advance HE</i>	UK

**HONOURS AND AWARDS**

2024	Nominee	MDX Teaching Excellence Award
2024	Winner	Top Entrepreneurship Voice (x2), <i>LinkedIn</i>
2023	Nominee	MDX Teaching Excellence Award
2021	Winner	<a href="#">Textbook Champion, Open Education Resource Development Program</a> <i>Robertson Library, University of Prince Edward Island</i>
2016	Nominee	Students' Association Teaching Award for Excellence by a tutor
2015	Winner	<a href="#">St Andrews Students' Association</a> , <i>University of St Andrews</i>
2011	Winner	Who's Who in American University and Colleges (National)
2007	Finalist	Governor's Giant Vision: South Dakota Entrepreneurship Competition
2007	Winner	Scotchman, <i>Dakota Wesleyan University</i> <i>Top Individual Male Honour—Awarded Once per Year</i>
2007	Winner	Who's Who in American University and Colleges (National)

**VISITING SCHOLARSHIP**

2024	Lecture	MSc IB Management, <i>University of St Andrews</i>	UK
2023	Lecture	MSc IB Management, <i>University of St Andrews</i>	UK
2022	Lecture	Designing Education Lab, <i>Technische Universität Berlin</i>	Germany
2021	Lecture	IB College, <i>South China Normal University</i>	China
2020-21	Lectureship	Faculty of Business, <i>University of Canada</i>	Egypt
2019-21	Researcher	National Centre for Family Business, <i>Dublin City University</i>	Ireland

**TEACHING AND RESEARCH INTERESTS**

*Exit · Entrepreneurship · Sustainability · Micro and Small Business · Innovation · Health & Wellbeing*

**FUNDING**

EXTERNAL PROJECTS · PRINCIPAL INVESTIGATOR (\$47,400 CAD; £24,666 GBP)

2024	£5,000	Social Innovation Lab <i>In-kind</i> <i>University of Ottawa</i>
	£1,500	Conference and Travel Grant <i>Middlesex University</i>
2023	£5,000	Business Analysis and Funding Acquisition Report <i>In-kind</i> <i>PEI Women's Network</i>
	£3,000	Conference and Travel Grant <i>Middlesex University</i>
2022	£10,166	Barnet Council CPD Micro Business Workshop ( <i>Regional</i> ) <i>Innovation, Data Analytics, Growth and Leadership</i>



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2021	\$20,000	Young Canada Works in Heritage Organisations ( <i>Federal</i> ) <i>Research: "Historical Perspectives of Indigenous Entrepreneurs"</i>
07.07.20	\$5,000	The Centre for Innovation Studies ( <i>National</i> ) <i>In-kind</i> <i>The Impact of COVID-19 on Business' in Atlantic Canada</i>
06.11.19	\$7,000	Cymbria Lions Club. Affordable Seniors Living ( <i>Federal</i> ) <i>Canada Mortgage Housing Corporation.</i>
31.07.19	\$10,400	James M. Flaherty Research Scholarship ( <i>International</i> ) <i>Ireland Canada University Foundation</i>
23.05.19	\$5,000	Industrial Research Assistance Program ( <i>National</i> ) <i>National Research Council of Canada</i>

## INTERNAL PROJECTS · PRINCIPAL INVESTIGATOR (\$5,250 CAD; £2,500 GBP)

13.12.23	£2,500	Research Facilitation Funding (Ireland Lobster Fishing) <i>Middlesex University</i>
09.01.21	\$750	UPEI Conference Grant <i>British Academy of Management, Lancaster, UK</i>
2020	\$1,000	Robertson Library Open Education Development, UPEI <i>Social Entrepreneurship</i>
2020	\$1,000	Robertson Library Open Education Development, UPEI <i>Business Startups and Entrepreneurship: Canada</i>
01.11.19	\$750	UPEI Travel Grant <i>Atlantic Schools of Business Conference, Cape Breton</i>
01.07.18	\$2,500	Research Startup Funds <i>University of Prince Edward Island</i>

## INTERNAL PROJECTS (\$240,000 CAD; £5,200 GBP)

2024	£2,600	Student Internship Social Media Marketing Developer <i>Middlesex University</i>
	£2,600	Student Internship Social Media Marketing Management and Sales <i>Middlesex University</i>
2021	\$40,000	Harry W. MacLauchlan Entrepreneurship Program, UPEI <i>Co-facilitate competition and distribution of award funds</i>
2018-23	\$200,000	Grant Thornton Entrepreneurial Playground <i>Hostetter Centre for Enterprise and Entrepreneurship</i> <i>(\$40k per year/5 years)</i>

## RESEARCH

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### RESEARCH AND PUBLICATION IMPACT

<a href="#">Researchgate</a>	<a href="#">Google Scholar</a>	<a href="#">LinkedIn (2024)</a>
• Reads: 1,724	• Citations: 7	• 16,011 Connections
• 62% Full-text Reads	• H-index: 2	• 76,375 Post Impressions
• +55% impact interest		• 16,501 Unique Engagements



### PEER-REVIEWED PUBLICATIONS

- 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*.
- 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 Club 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>

### 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.
- 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.
- Pauley, M.** and Chen, X. (2023) '*Case Study: Maritime Bus Goal Setting and Surviving the Pandemic Crisis*'. Ivey Publishing, 11.
- Pauley, M.** and Chen, X. (2023) '*Teaching Note: Maritime Bus Goal Setting and Surviving the Pandemic Crisis*'. Ivey Publishing, 13.

### PEER-REVIEWED CONFERENCE PAPERS

- 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 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 2023.
- Pauley, M.** (2023) "Modern Challenges of the Irish Pot Fishing Industry". *Irish Academy of Management Conference*, University of Galway, August 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 2021.
- Pauley, M.** (2021) "Entrepreneurial Exits: Weak Ties and Financial Harvests". *British Academy of Management Conference*, Lancaster University Management School (Online), September 2021.
- Pauley, M.** (2021) "Exit Decision: Micro and Small Business". *European Academy of Management Conference*, University of Quebec (Online), June 2021.
- Pauley, M.** (2019) "The exit experience of micro and small business owners". *Atlantic Schools of Business Conference*, Cape Breton University, Cape Breton, September 2019.
- Pauley, M.** (2018) "The Impact of Wellbeing on Entrepreneurial Exits". *Atlantic Schools of Business Conference*, Université de Moncton, September 2018.
- Pauley, M.** (2017) "Entrepreneurial exit: the role of mental wellbeing". *Academy of Management Conference*, Atlanta, August 2017.



**Pauley, M.** (2014) "Making new connections: rigour and relevance in management research". *British Academy of Management Conference*, University of Ulster, Belfast, September 2014.

### 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>.

### 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.** (*Revise and Resubmit*) "Entrepreneurial Exit: Assessing Mental Wellbeing Through Transition Theory." *Business Research Quarterly. Special Issue: Mental Health, Well-being, and Entrepreneurship*. (H-index 36)

**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)

### REPORTS, KNOWLEDGE TRANSITIONS AND UNPUBLISHED WORKS

**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.



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- 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](#).

## PODCAST SERIES

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

## WORKING PAPERS · PROJECTS

### UNITED KINGDOM

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

### IRELAND

- 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*.

### CANADA

- 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*.

### INDIA

- 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 · MEDIA COVERAGE

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



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- 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/>
- 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 \(rluk.ac.uk\)](https://open.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.** (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." *Business Models & The Arts*. Global Leaders Institute. April 18, 2024.
- Pauley, M.** and Pandya, A. (2024) "Value propositions and adapting business models for key channels." *Business Models & The Arts*. Global Leaders Institute. April 11, 2024.
- Pauley, M.** (2024) "Generating key resources, cutting costs and utilising revenue streams." *Business Models & The Arts*. Global Leaders Institute. April 04, 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., Dhimi, M. (2021) 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." *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, Elthruuth Thrissur Kerala, India*. Online. June 25, 2021.
- 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 Neuharth 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.
- 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; Susanne Knabe-Nicol EcoB&B; University of Windsor, Canada–Entrepreneurship Centre; Khalid Babikir Streetwear

## TEACHING

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2022·Current Undergraduate	<i>Module Leader</i> MGT 0305 Management Foundation Project MGT 3016 New Venture Development <i>MGT 3016 New Venture Development (Dubai)</i> <i>MGT 3016 New Venture Development (Mauritius)</i> MGT 3027 Business Startup <i>MGT 3027 Business Startup (QA London)</i> <i>MGT 3027 Business Startup (Sri Lanka)</i>	United Kingdom
Graduate	MGT 4520 International Entrepreneurship <i>MGT 4520 International Entrepreneurship (China)</i>	
Undergraduate	<i>Seminar Tutor</i> MGT 2325 Principles of Innovation and Entrepreneurship MGT 3024 Emerging Markets	
Graduate	<i>Seminar Tutor</i> MGT 4163 New Trends in International Management	



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# MATTHEW PAULEY

PhD PgD MBA BA SFHEA

LONDON · UNITED KINGDOM

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2018-21	<i>Assistant Professor, University of Prince Edward Island</i>	Canada
Undergraduate	BUS 3710 Entrepreneurship and New Ventures (12 offerings)	
Postgraduate	BUS 4680 Entrepreneurship Behind the Scenes (3 offerings) VHM 4950 Starting a Business in Veterinary Medicine (2 offerings)	
2020-21	<i>Assistant Professor, University of Canada</i>	Egypt
Undergraduate	BUS 3710 Entrepreneurship and New Ventures	
Graduate	BUS 7550 Innovation and Entrepreneurship: Global Business Environment	
Spring 2017	<i>Lecturer, University of St Andrews, CAPOD</i>	United Kingdom
Undergraduate	Saints Leadership Program	
Spring-Fall 2015	<i>Tutor, University of St Andrews, School of Management</i>	United Kingdom
Undergraduate	MN1001 Organisations and Society (Economics) MN2001 Management and Society (Organisational Behaviour) MN1002 Organisations and Analysis (Statistics) MN2002 Management and Analysis (Economics)	

## PROGRAMME DESIGN, VALIDATION AND CONSULTING

Current	Graduate	MSc Music Innovation and Entrepreneurship <i>IESE Business School, Spain</i>
	Undergraduate	Marketing Undergraduate Programme Revalidation <i>Middlesex University, UK</i>
	Graduate	MSc Entrepreneurship in Marketing <i>Middlesex University, UK</i>
	All Levels	Enterprise Startup Hub <i>Middlesex University, UK</i>
	High School	National Enterprise Programme Auditor and Developer BTEC Secondary School Leaving Qualifications and Further Education Qualifications (England, Wales and Northern Ireland) <i>Pearson, Business and Technology Education Council, UK</i>
	All Levels	Programme Developer (Hackathon, Lean Startup, Business Plans, AI), MDXcelerator Incubator and Accelerator Programme <i>MDXcelerator, Middlesex University: London, Dubai, Mauritius</i>
08.12.2022	All Levels	Entrepreneurship Centre (Sydney Thompson) <i>University of Windsor, Canada</i>
2022-2023	All Levels	Entrepreneurship and Enterprise in Faculties: Core Theme <i>Middlesex University, UK</i>
2022-2023	All Levels	Entrepreneurship Library Guide, MDX Library <i>Middlesex University, UK</i> <a href="https://libguides.mdx.ac.uk/entrepreneurship">https://libguides.mdx.ac.uk/entrepreneurship</a>
2022	All Levels	Entrepreneurship in Creative Industries <i>Faculty of Arts and Creative Industries, Middlesex University</i>
2022	Undergraduate	Entrepreneurship in Health Sciences <i>Faculty of Science and Technology, Middlesex University</i>
2018-2022	Undergraduate	Entrepreneurship in Engineering (MVP, MVE, Prototyping, Scaling) <i>Faculties of Business and Engineering, UPEI</i>
	Undergraduate	Entrepreneurship Major <i>BBA, Faculty of Business, UPEI</i>
	Undergraduate	Bachelor of Business Administration



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## *Faculty of Business, UPEI*

	Postgraduate	Small Business in Veterinary Medicine Workshop <i>Atlantic Veterinary College, UPEI</i>
2007	Undergraduate	Entrepreneurship Minor <i>Faculty of Business, Dakota Wesleyan University</i>

## INTERDISCIPLINARY COLLABORATIONS

Current	Undergraduate	Faculty of Creative Arts (Entrepreneurship) <i>Middlesex University, UK</i>
	Undergraduate	Faculty of Health Science (Entrepreneurship) <i>Middlesex University, UK</i>
	All Levels	Mentor, MDXcelerator Incubator and Accelerator Programme <i>MDXcelerator, Middlesex University: London, Dubai, Mauritius</i>
2022-2023	All Levels	Entrepreneurship and Enterprise in Faculties: Core Theme <i>Middlesex University, UK</i>
2022-2023	All Levels	Entrepreneurship Library Guide, MDX Library <i>Middlesex University, UK</i> <a href="https://libguides.mdx.ac.uk/entrepreneurship">https://libguides.mdx.ac.uk/entrepreneurship</a>
2022-2023	Undergraduate	redLoop Design and Innovation Centre <i>Middlesex University, UK</i>
2022	All Levels	Entrepreneurship in Creative Industries <i>Faculty of Arts and Creative Industries, Middlesex University</i>
2022	Undergraduate	Entrepreneurship in Health Sciences <i>Faculty of Science and Technology, Middlesex University</i>
2018-2022	Undergraduate	Entrepreneurship and Engineering Collaboration <i>Faculties of Business and Engineering, UPEI</i>
	Postgraduate	Small Business in Veterinary Medicine <i>Atlantic Veterinary College, UPEI</i>

## PROGRAMME QUALITY ASSURANCE AND MODERATION

2022-Current	National Enterprise Programme Auditor, Pearson (BTEC)
	Programme Auditor, Malta Further and Higher Education Authority
MGT4520	Graduate Middlesex University Middlesex University, China
MGT3027	Undergraduate Middlesex University Middlesex University, Dubai University of Colombo Australian College of Business and Technology
MGT3016	Undergraduate Middlesex University Middlesex University, Mauritius

## COURSE, WORKSHOP AND CONFERENCE DESIGN

2024	MGT 3XXX	Undergraduate	Marketing in Business Start-Ups'
	MGT 3XXX	Undergraduate	Digital Campaigns Analytics and Social Media Tactics
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: mSME
	Workshop	Executives	Growth Strategy and Innovation: mSME
	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	Entrepreneurship and Entrepreneurial Mindset <i>(*Hybrid collaboration with Faculty of Engineering)</i>
	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, U of St Andrews
2015	MN3000	Undergraduate	Strategy: Creative Destruction
2007	Conference	Open	Launch '07 Entrepreneurship Conference, SD, USA
	Conference	Open	McGovern Conference, SD, USA
2006	B300	Undergraduate	Entrepreneurial Leadership

## SUPERVISION

2023·Current	PhD Supervisor	
		Rhoderick Romano, <i>Impact of Sustainability Initiatives on UAE SME Performance</i>
2022·Current	MSc Supervisor	
2021·22	PhD Supervisor	
		Tatjana Brkic, <i>Topic: Social Entrepreneurship in Entrepreneurship Pedagogy</i>
2020	PG Supervisor (MBA)	
2018·21	Supervisor	Business Plans: (243) Undergraduate, (18) Graduate
2020	Supervisor	Graduate Study: Faculty Association Redevelopment

## BUSINESS PLAN SUPERVISION AND DEVELOPMENT (WITHIN UNIVERSITY)

Undergraduate	2,003	Graduate	590	Public	40
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## MENTORSHIP AND SUPPORT

2022·Current	Students	(40) Undergraduate; (14) Graduate; (1) Postgraduate
	Colleagues	(3) Lecturers; (1) Senior Lecturer; (2) Associate Professors; (4) Interdepartmental; (2) Staff



## DOCTORAL CANDIDATE RECRUITMENT

2021·Current	Confirmed	(2) Social Entrepreneurship; Entrepreneurship Innovation
	Inquiries	(16) Ranging entrepreneurship-related topics

## STUDENT SURVEYS ON TEACHING AND SUPERVISION

### MIDDLESEX UNIVERSITY, UNDERGRADUATE TAUGHT (2022 · CURRENT)

Career Overall Average			
University Wide Questions	N	$\mu$	Career Avg %
1. Communicated course content clearly.	89	4.91	98
2. Received useful feedback on my performance (Formative)	89	4.77	95
3. Enthusiastic about the subject.	89	4.98	100
4. Demonstrated concern about student learning.	89	4.91	98
5. Displays a thorough understanding of course topics.	89	4.96	99
6. Accessible to students out of class.	89	4.91	98
7. Promoted a positive learning environment.	89	4.96	99
8. Treat students with respect.	89	4.91	98
Average			98.3%

### MIDDLESEX UNIVERSITY, GRADUATE TAUGHT (2022 · CURRENT)

Career Overall Average			
University Wide Questions	N	$\mu$	Career Avg %
1. Communicated course content clearly.	61	4.88	98
2. Received useful feedback on my performance (Formative)	61	4.72	94
3. Enthusiastic about the subject.	61	4.92	98
4. Demonstrated concern about student learning.	61	4.84	97
5. Displays a thorough understanding of course topics.	61	4.92	98
6. Accessible to students out of class.	61	4.76	95
7. Promoted a positive learning environment.	61	4.92	98
8. Treat students with respect.	61	4.96	99
Average			97%



**MIDDLESEX UNIVERSITY, GRADUATE RESEARCH (2022 · CURRENT)**

<b>Career Overall Average</b>			
<b>University Wide Questions</b>	<b>N</b>	<b>μ</b>	<b>Career Avg %</b>
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
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)**

<b>Career Overall Average</b>			
<b>University Wide Questions</b>	<b>N</b>	<b>μ</b>	<b>Career Avg %</b>
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%
<b>Departmental Questions</b>			
	<b>N</b>	<b>μ</b>	<b>Career Avg %</b>
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)**

<b>Career Overall Average</b>		
<b>University Wide Questions</b>	<b>N</b>	<b>Career Avg %</b>
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%

## PROFESSIONAL DEVELOPMENT

- 22.02.24 Entrepreneurship in Business Schools. *British Academy of Management (online)*
- 20.02.24 Viva Charing and Sticky Situations. *Middlesex University*
- 21.11.23 Supervision Development Series: Regulations, Processes, Procedures. *Middlesex University*
- 24.11.22 "What's it really like being a designer in the Life Sciences - lessons learnt and things I wish I'd known earlier" Gregor Anderson, Founder Pharmacentric Solutions
- 16.11.22 The Business Show. Excel Centre, London
- 14.11.22 Global Entrepreneurship Week London Conference. *GEWUK*
- 30.09.22 London Home and Renovation Show: Sustainable Products. Excel Centre, London
- 22.07.22 "Cumberland Lodge ECR Writing Development Camp." *Faculty of Business and Law, Middlesex University (July 22 -24)*
- 20.07.22 "How Academic Librarians Are Working with Faculty to Source Affordable Textbooks for Students." *Taylor and Francis*
- 17.06.22 "Finding funding for your first application: top-10 tips with q and a." *CEEDR, Middlesex University*
- 16.06.22 "MORE Ethics Form Training." *MLO Department, Middlesex University*
- 14.06.22 "Graduate Competencies." *MDX Works, Middlesex University*
- 20.05.22 "Assessment Board Workshop." *Middlesex University*
- 30.04.22 Grand Designs Home Show: Green Living Live. Excel Centre, London
- 27.04.22 "How to Avoid a Journal Desk Rejection." *BAM Academic Affairs of Conference and Capacity Building (AACCB)*
- 25.04.22 "Impact in Action Workshops." *Middlesex University*
- 21.04.22 "Enriching feedback without necessarily increasing your workload." *Middlesex University*
- 20.04.22 "Sample Selection in Systematic Lit. Reviews of Management Research." *AACSB*
- 02.03.22 "Chair's Training Workshop: Research Degrees Panel." *Middlesex University*
- 21.02.22 "What Management Consultants Want From Academics." *British Academy of Management Online*
- 10.02.22 "Becoming an Engaged Scholar." *Manchester Metropolitan University*
- 09.12.21 "Writing for Impact." *Cranfield University*
- 11.11.21 "A Bricolage Approach to Conducting Trustworthy Qualitative Research." *Cranfield University*
- 04.11.21 "Approaches to Studying Organizational Phenomena Processually." *Academy of Management*
- 07.10.21 "From Theory to Theorizing: Practicing Multiple Styles of Theorizing." *Cranfield University*
- 23.09.21 "Responding to Reviewers and Writing Response Letters." *Cranfield University*
- 17.09.21 "Writing Up Process Research." *Cranfield University*
- 16.09.21 "Developing an Engaged Scholarship Research Study." *Cranfield University*
- 09.09.21 "Academic-Practitioner Relationships: Developments, Complexities and Opportunities." *Cranfield University*





- 01.09.21 "Marketing Yourself as an Early Career Researcher." *British Academy of Management*
- 30.06.21 "Management as a Calling." *Cranfield University*
- 22.06.21 "The Triumph of Emptiness." *Cranfield University*
- 16.06.21 "Claiming a Theoretical Contribution from Qualitative Research." *Cranfield University*
- 09.06.21 "The Engaged Scholar" *Cranfield University*
- 27.05.21 "Theorizing from Qualitative Data." *Cranfield University*
- 18.05.21 "The Stupidity Paradox." *Cranfield University*
- 14.05.21 "Actioning Decolonizing and Indigenization in our Teaching and Research." Sa'ke'j Henderson, National Research Fellow, College of Law, *University of Saskatchewan*
- 12.05.21 "Why Theory in Management." *Cranfield University*
- 10.05.21 "Rooting Ourselves in Mi'kma'ki: Decolonizing the Academy—Nourishing the Learning Spirit." Marie Battiste, *University of Saskatchewan*
- 05.05.21 "Generating Theory by Abduction." *Cranfield University*
- 04.05.21 "Pedagogies of Care and Equity for Students and Teachers." Dr. Maha Bali, *UPEI*
- 29.04.21 "Advancing Theory with Review Articles." *Cranfield University*
- 15.04.21 "How to Write Theory." *Cranfield University*
- 16.03.21 "Understanding the GEM NES Methodology." *Cranfield University*
- 23.02.21 "Teaching Dossier Workshop." *Teaching and Learning Events, UPEI*
- 18.02.21 "What Art has to do with the Price of Fish: Community Economics." *Zita Cobb Beacon Lecture, Ireland Canada University Foundation*
- 04.11.20 "Connection Grants." *Social Sciences and Humanities Research Council (SSHRC)*
- 29.10.20 "Key Findings from the New GEM 2019/2020 Family Entrepreneurship Report." *Global Entrepreneurship Monitor*
- 21.10.20 "Beyond Business: Race and The Entrepreneur." *Wharton School of Business, University of Pennsylvania*
- 07.10.20 "Re-thinking Human Behaviour: critical perspectives on the psychology of COVID-19." *London School of Economics*
- 07.10.20 "PEG Grants." *Social Sciences and Humanities Research Council (SSHRC)*
- 01.10.20 "Partnership Development Grants." *Social Sciences and Humanities Research Council (SSHRC)*
- 30.07.20 "Supporting Rural Women Entrepreneurs Through COVID-19 and Beyond." *Women Entrepreneurship Knowledge Hub (WEKH)*. Gina Grandy, Rosalind Lockyer, Joella Hogan
- 04.06.20 "Gradebook Clinic." *UPEI*. Jason Hogan
- 21.05.20 KnowledgeWave, *Microsoft Word 2010: Creating a Document Index*
- 20.05.20 Moving Your Classroom Online. *Harvard Business Publication Education*
- 05.05.20 "Instructor as Dungeon Master: Gamifying a course with Moodle." *UPEI*. Andrew Zinck
- 05.05.20 "Reading with Purpose: Increasing engagement, understanding, discussion and retention using active questioning during reading." *UPEI*. Stacey MacKinnon
- 05.05.20 "Simple, Equitable and Engaging." *UPEI*. Bonnie Stewart, Dave Cormier
- 29.04.20 "Get Started On Your Story Edit." Kristina Stanley, CEO Fictionary and ALLi Story Editing Advisor
- 24.04.20 "NVivo: Improving Team Collaboration with the new NVivo."
- 24.04.20 "NVivo: When the field is Online: Qualitative Data Collection." Janet Salmons
- 24.04.20 "NVivo: COVID-19 and Virtual Fieldwork." Deborah Lupton
- 21.04.20 "Engaging Students in Readings and Microlectures." *ACUE.org*



- 20.04.20 "Engaging Students in Readings and Microlectures." Flower Darby, Ludwika A. Goodson, Catherine Haras
- 17.04.20 "Effective Online Instruction: Recording Effective Microlectures." ACUE.org
- 17.04.20 "Recording Effective Microlectures." Michael Wesch, Viji Sathy
- 15.04.20 "Effective Online Instruction: Planning and Facilitating Quality Discussions." Flower Darby, Viji Sathy, Ludwika Goodson
- 30.03.20 "Global Entrepreneurship Monitor: ICSB Exchange - Global Knowledge Sharing by Members to Members." Donna Kelley, Niels Bosma, Ayman Tarabishy
- 18.03.20 "Sourcing Survey Vendors." Global Entrepreneurship Monitor
- 24.05.19 Tenure and Promotion Information Session. *UPEI*
- 07.05.19 "Engaging Elders and other Cultural Speakers in your Classroom." Sherri Russell, *UPEI*
- 07.05.19 "Ingredients for Success in Experiential Learning Courses: A Student and Professor Perspective." Carolyn Brown, *UPEI*
- 07.05.19 "Cases as Catalysts for Research Proposals in Introductory Research Methods: An Application of the Evidence-Based Management Framework." Blake Jelley, Tina Saksida, *UPEI*
- 07.05.19 "A Computer Simulated Clinical Case for Veterinary Student Learning." Laurie McDuffee
- 03.07.19 "The E-Learning Office and the Faculty Development Office." Teaching Mentorship Program, *UPEI*
- 16.01.19 "Teaching iGen: Considerations for the Next Decade of University Instruction." The E-Learning Office and the Faculty Development Office, *UPEI*
- 01.11.18 "Tips for Online Learning." The E-Learning Office and the Faculty Development Office, *UPEI*
- 24.10.18 "Pressbooks." Donald Moses, *UPEI*
- 24.10.18 "Blackboard Collaborate." Joel MacDonald
- 11.10.18 "Finding the Right Blend." The E-Learning Office and the Faculty Development Office, *UPEI*
- 09.10.18 "Teaching Mentorship Program." The E-Learning Office and the Faculty Development Office, *UPEI*

**DIRECTOR, HOSTETTER CENTRE FOR ENTERPRISE AND ENTREPRENEURSHIP**

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*CONSULTATIONS*

(85) Students; (6) Faculty; (6) Staff; (3) Student Societies; (20) Local Companies

*STUDENT MENTORSHIP · SUPPORT*

- 2018-21 Mentoring (28) Undergraduate; (1) Graduate; (2) Postgraduate; (2) ENACTUS; Finance
- 2018-21 Judge (2) EMBA-final project defence; (2) Case Competition Team

*SPINOUTS · STARTUPS*

- 2018-21 Engineering +1Cybernetics; Myocrib; Island AquaTech
- 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; Dessert Factory; THE BUNKER Golf Simulator



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Applied Health Psychology  
Veterinary Science  
Beck Exercise Physiology  
Overtime Entertainment  
Figue and Pepper

## RELEVANT ENTREPRENEURSHIP AND BUSINESS OWNERSHIP EXPERIENCE

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2010·Current	Venture Solutions Consulting <i>Consulting mSMEs on all facets of business (Startup; Finance; Growth; Exit)</i>	Global
2016· Current	S&M Enterprises <i>Construction, Renovation, Project Management, General Contracting, Supply Chain</i>	Canada, UK
2011·12	Freelance Business Executive English Instructor	Seoul, South Korea
2007·09	Pauley Video Productions Inc., Owner	Barrie, ON
2001·03	Pauleymatic Tree Services, Partnership	Barrie, ON
1999·01	Pauley's Landscaping Services, Owner	Barrie, ON

## SERVICE

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### ACADEMIC

2024·Current	Global Leaders Institute
2024	Session Chair, Finance II, <i>Management International Conference (MIC) 2024, University of Trento, June 08, 2024.</i>
2023·Current	Artificial Intelligence (AI) in HE Working Group, MDX NATO DIANA, <i>Business Mentor</i>
2022·Current	Business Incubator Development, MDX Co-editor, International Business & Entrepreneurship <i>Special Issue: Frontiers in Psychology Journal (IF: 4.232; CiteScore: 4.0)</i> Programme Auditor, <i>Malta Further and Higher Education Authority</i> Entrepreneurship Programming Advisor, <i>MDX Theme Director</i> Entrepreneurship Library Guide, <i>MDX Library</i> Student Startup and Growth Mentor, <i>MDXcelerator</i>
2020·Current	Reviewer: Entrepreneurship Track, <i>European Academy of Management</i>
2017·Current	Reviewer: Entrepreneurship Track, <i>Academy of Management</i>
2014·Current	Reviewer: Entrepreneurship Track, <i>British Academy of Management</i>
2023	High School Mentor, <i>Leyton Sixth Form College</i>
2021	Departmental Review Committee, <i>Faculty of Business, UPEI</i> Program Steering Committee, <i>Faculty of Environmental Studies, UPEI</i> Hiring Committee, <i>Faculty of Environmental Studies, UPEI</i> Member, Department Review Committee, <i>Robertson Library, UPEI</i>
2020·21	Atlantic Canada Universities Entrepreneurship Workshop Series
2019·21	Provincial Leader, <i>Global Entrepreneurship Monitor Canada</i>
2018·21	Editor, <i>Entrepreneurship–The Workplace Review Journal</i> Interdisciplinary collaboration: Engineering; AVC; Health Sciences, <i>UPEI</i> Industry and Commercialisation Consultant: <i>SYNAPSE, UPEI</i> <i>PRESSBOOKS, Open Educational Resources, Robertson Library, UPEI</i>



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# MATTHEW PAULEY

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Curriculum Committee: Redesign Bachelor Business Administration, *UPEI*  
Design Entrepreneurship Major, *UPEI*

2019-21

H.W. MacLauchlan Entrepreneurship Program, *Alumni Office, UPEI*

2018-21

Director, *Hostetter Centre for Enterprise and Entrepreneurship*

2019

Reviewer: Entrepreneurship, *New England Journal of Entrepreneurship*

2018-19

Three Oaks High School; Colonel Gray High School

## PUBLIC

2022-Current

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

2010-Current

Small Business Consulting; Career Advising

2018-21

Startup Zone, Innovation PEI, Canada Research Council

2018-20

Lennon House; Springboard; LaunchPad; Cymbria Lions Club

## AFFILIATIONS

Global Entrepreneurship Monitor

Academy of Management

British Academy of Management

European Academy of Management

UK Higher Education Academy

University of St Andrews Alumni

Beacom School of Business Alumni

University of Surrey Alumni

Dakota Wesleyan University Alumni

Canadian Council of Better Business Bureau

## INTERESTS

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

*Last Update: 14.09.2024*