



Mark A. Conley

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I study how motivations impact entrepreneurship and innovation, leadership and management. Using primarily field experiments paired with archival field studies, I measure how motivations are expressed verbally in text and transcripts, and I use those same linguistic tools to manipulate fundamental motivations: goal orientations, states of goal pursuit, and goal identities. These motivations are predictors and causes of important outcomes along an entrepreneur's journey through market entry, fundraising, and operations. These motivational studies also inform workplace discrimination and leadership.

PhD in Psychology: Columbia University September 2013 – May 2018

Committee: E. Tory Higgins (Sponsor), Valerie-Purdie Greenaway, Kevin Ochsner (Chair), Donald P. Green (Columbia Political Science), and Michel Pham (Columbia Business School)

Peer-Reviewed Publications

Clingingsmith, D., **Conley, M. A.**, & Shane, S. (2021). How Pitch Order Affects Investor Interest. *Journal of Innovation Economics Management*, 112-37.

Kanze, D., **Conley, M. A.**, Okimoto, T. G., Phillips, D. J., & Merluzzi, J. (2020). Evidence that investors penalize female founders for lack of industry fit. *Science Advances*, 6(48).

Conley, M. A. & Higgins, E. T. (2018) Value from Fit in Distinct Motivational Field Environments. *Basic and Applied Social Psychology*, 40 (2), 61-72.

Kanze, D., Huang, L., **Conley, M. A.**, & Higgins, E. T. (2018). We Ask Men to Win & Women Not to Lose: Closing the Gender Gap in Startup Funding. *Academy of Management Journal*, 61 (2), 586-614. Awarded "**Best Article of 2018**" in *AMJ* at Academy of Management Annual Meeting

Kanze, D., **Conley, M. A.**, & Higgins, E.T. (2019). The motivation of mission statements: How regulatory mode influences workplace discrimination. *Organizational Behavior and Human Decision Processes*.

Conley, M. A. (2019). Asymmetric issue evolution in the American gun rights debate. *Social Science Research*, 102317.

Majd, S., **Conley, M. A.**, & Weber, E. U. (2017). Evidence of Query Theory as a Tool to Assist Restrained Eaters. *American Journal of Health Behavior*, 41(1), 33-41.

Conley, M. A. (2018) Motivational Influences on the American Gun Rights Debate. (Dissertation)

Under Peer Review

Conley, M. A. (Under Review) Compliers, NeverTakers, AlwaysTakers, and Defiers: Subject Types in Entrepreneurship Field Experiments.

Revisions Requested

Kanze, D. & **Conley, M. A.** (Revision Requested) Rose-Colored Glasses: Availability & Overoptimism in Entrepreneurial Starts.

Shane, S. A., Nicolau, N., & **Conley, M. A.** (Under 2nd Review) Trust Me, I'm an Entrepreneur.

Invited Publications

Kanze, D., Huang, L., **Conley, M. A.**, & Higgins, E. T. (2017). Male and Female Entrepreneurs Get Asked Different Questions by VCs — and It Affects How Much Funding They Get. *Harvard Business Review*.

Kanze, D., **Conley, M. A.**, & Higgins, E. T. (2020). Organizations That Move Fast Really Do Break Things. *Harvard Business Review Digital Articles*, 1-5.

Shane, S. A., Clingingsmith, D., **Conley, M. A.** (2020). In Pitch Competitions, Going First is a Disadvantage. *Harvard Business Review*,

Conley, M. A., & Nakkawita, E. (2020). Citizen Protection: A Capabilities and Intentions Framework. Chapter 11 in *The Digital Disruption of Public Services: An Investigative Study of the Societal Impact in Sweden and Beyond*.

Awards

Richard Christie Award for Excellence in Social Psychology Research: 2017 \$1000
Society for Personality and Social Psychology, awarded September: 2017 \$500
Finalist: full proposal round of Kauffman Foundation Knowledge Challenge

Grant Applications

Funded: STINT for 2021. Approximately thousand SEK
Unfunded: Vetenskapsradet – Moral Licensing in Mission Statements and CSR
Unfunded: Vinnova – Perceived Constraints as a Facilitator of Creativity and Innovation
Unfunded: Russell Sage Foundation Behavioral Economics

Invited Talks

Warwick Business School – February 2021
Rotterdam Business School – February 2021
Reach for Change and Danske Bank – Gender Equity Roundtable – March 2021
Swedish Institute Alumni Network Zimbabwe – Success/Failure Camp – April 2021
EU Business School Online Meetup Week – April 2021
Motivations in Horse-Tech entrepreneurial fundraising – Mälardalen University – May 2020
Organizations that move fast really do break things – Linköping University, Norköping, March 2020.
Moral Licensing in Venture Capital – London Business School Organisational Behaviour– October 2019.
Nordic Female Investors Annual Meeting, Malmö, Sweden – October 15th, 2019
Stockholm Business Lab Incubator – Pitching and growing your business.
SSE President's CEO Dinner – November 5th, 2019
SASSE Student Learning Seminar Series – The Proper Mix of Complementary Motivations
Karolinska University (x3) – Starting Your Own Business, 2018 and 2019 and 2020
Negotiations (x4) – Stockholm School of Entrepreneurship, 2019 and 2020
KABS HHS Alumni Dinner: We Ask Men to Win and Women Not to Lose, Moral Licensing
Mind the Gap: Google Campus Madrid – Gender Inequity in STEM
Global Challenges Expo – Sweden 2019
The Motivation of Mission Statements: How Regulatory Mode Influences Workplace Discrimination. In Academy of Management Proceedings (Vol. 2018, No. 1, p. 11801). Briarcliff Manor, NY 10510: Academy of Management
Put Your Money Where your Crown Is: Moral Licensing at Venture Capital Pitch Competitions, Five

College Conference, Princeton University, May 2018

Put Your Money Where your Crown Is: Moral Licensing at Venture Capital Pitch Competitions, SPSP Justice & Morality, Atlanta, February 2018

We Ask Men to Win & Women Not to Lose: Closing the Gender Gap in Startup Funding, Entrepreneurship Division of Academy of Management Conference, August 2017

We Ask Men to Win & Women Not to Lose: Closing the Gender Gap in Startup Funding, Diana Conference by the Kauffman Foundation, October 2017

Field Experiments in Motivation Science, Columbia University Monday Seminar, April 2017

Looking Back on "Don't Ask Don't Tell" on 4th anniversary of DADT Repeal, September 2015

Individual and Dyadic performances predicted by Regulatory Mode, Columbia University Psychology Master's Defense, April 20th, 2015

Regulatory Mode's Moderating Effect on specialized team functionalization", Columbia University Psychology Monday Seminar, December 9th, 2013

Columbia's Association for Social Psychological Research:

- *Value Intensification in Distinct Motivational Environments*, October, 9th, 2017
- *Regulatory Mode and Stress Mindset affect SEAL Performance*. April 2nd, 2015
- *The Moral Foundations of Gun Ownership*. November 18th, 2015
- *Regulatory Focus predicts Restrained Eating*. February 12th, 2016

Teaching

Courses Taught:

Stockholm School of Economics

Measuring Innovation: Experimental Design for Managers – Fall 2019, Fall 2020, F
Research Methods for Business Challenges – Fall 2018, Fall 2019, Fall 2020
Leadership and Organizations – Spring 2019
PhD Introduction to Quantitative Methods – Fall 2021

Stockholm School of Entrepreneurship Studies

Entrepreneurial Motivation [Weekend Workshop](#) – x 2: October 2020, May, 2021.

London Business School

Leading highly-skilled subordinates: Guest Lecture x 4 in 2020: January, February, June, July
Leading in Teams and Organizations: Guest Lecture x 4 in 2021: January, March, June, August

Wharton Business School

Leading highly-skilled subordinates: Guest Lecture x 2 in 2021: February, April

Columbia University Psychology:

Field Experimentation Methods in Social Psychology – Fall 2017
Teaching Scholar for Fall 2017 to Spring 2018 to design and teach, “*Field Experimentation Methods in Social Psychology*”. Selected for and represented Psychology department at Innovative Teaching Summer Institute, June 2017, Center for Teaching and Learning.

Guest Lecturing within Stockholm School of Economics:

Executive MBA – Entrepreneurial Pitching
School of Entrepreneurship – Negotiations
School of Entrepreneurship – Starting your own business
Masters in Business Management – Pitching for business

PhD Student Mentoring: Mary Kathleen Burke – 2019 SSE Innovation Scholar (to present)

Teaching Assistant during PhD training:

- Social and Personality Psychology - Fall 2013
- The Science of Psychology - Spring 2015, Guest Lecture: Motivation and Emotion
- Cultural Psychology - Spring 2016
- Social and Personality Psychology - Fall 2016

Consulting

2017: HSBC “Bike Shed” to influence 4 million more bike commuters in London

2017: US Embassy to the United Nations, NYC, Value from Fit

2018: The New Now “Social Networking among junior leaders predicts performance and well-being”

2018: *Marketing to Mindsets* by William Leach

2019: Token Economies in Healthy Eating – Candide

2020: Pitch Elevator – Game Design for Gamification Nation & part owner of “Pitch Elevator”

2021: Patriot Leadership Development

2021: MTurk Replication Project: Market Participant

Reviewer

Editorial Review Board Member: ***Entrepreneurship Theory and Practice***
Editorial Review Board Member: ***Journal of Small Business Management***

Academy of Management Journal

Academy of Management Proceedings - Entrepreneurship Division: 2019, 2020
Academy of Management Proceedings – Organizational Behavior Division: 2019, 2020
American Politics Review

Basic and Applied Social Psychology

Collabra: Psychology

Entrepreneurship Theory and Practice

HICSS 2019: Hawaii International Conference on System Sciences
Industry & Innovation

Journal of Business Venturing

Journal of Experimental Psychology: Applied

Journal of Small Business Management

Journal of Public Policy and Marketing

Journal of Retailing and Consumer Services

Personality and Social Psychology Bulletin (pending)

Perspectives on Psychological Science

Psychology & Marketing

Polish Psychological Bulletin

Social Cognition

Sociological Inquiry

Social Psychological and Personality Science

SPSP 2019 Annual Convention

EDUCATION Prior to PhD

Columbia University

Masters of Arts degree in Psychology, awarded October 2015

Selected Coursework: Evolution of Consciousness and Intelligence, Theories of Social Psychology, Advanced Seminar on Self-Regulation, Cultural Psychology, Professional Seminars I and II and III, Teaching Practicum.

Masters of Philosophy degree in Psychology, awarded May 2017

Selected Coursework: Generalized Linear Statistical Modeling, Experimental Methods – Field Experiments, Causal Inference, Political Psychology, and Communicating Science

U.S. Naval Academy: July 1998 – May 2002, Bachelor of Science: Political Science. Followed by 11 years of service as Navy SEAL officer: 5 deployments leading combat operations in Afghanistan: troop commander, operations officer, and ground mobility commander, Jalalabad.

TRAINING AND QUALIFICATIONS

Statistical and Software: R and R-Studio and LIWC expert, fluent in R and dozens of R packages, especially text analysis, statistics, and data visualization. Moderate user in Qualtrics survey software.

Analyses: Expert in general linear models (multiple linear regression, logistic regression, linear mixed effects models), and randomization inference. Moderate capability in instrumental variables regression, regression discontinuity, time series analysis. Beginner Bayesian (aren't we all). Expert in design of randomized experiments using simple and complete random assignment (not clustered), protecting non-interference assumptions, and designing for 1-sided and 2-sided noncompliance, preventing attrition.