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0000-0002-1997-6009](https://orcid.org/0000-0002-1997-6009)

Dr Michelle Cowley-Cunningham

BA PGDipStat DPhil (TCD), RSS Fellow CMRS MPsSI
CPsychol AFPsSI

Chartered Psychologist & Postdoctoral Researcher at Dublin City University

I am a chartered and professions-led research psychologist (CPsychol, AFPsSI). A Royal Statistical Society (RSS Fellow) and accredited market researcher (CMRS), I focus interdisciplinary insights to better inform psychological research.

As a postdoctoral researcher at Dublin City University, I examine how sustainable business values affect creativity, well-being and succession in family business. A principal investigator on the Family Business Succession Project, I recently co-led the first all-island practitioner-led study of Irish family business succession (Clinton et al., 2024). Other projects address: how sustainable business values promote child and adolescent mental health, via their health and participation rights, in the climate crisis context (UN submission, 2023; Cowley-Cunningham et al., 2023); and the impact new mental health legislation may have on mental health business models that draw on principles of community-led care (Rogers et al., 2023). My practitioner-led research with the National Centre for Family Business on the topic of resilience was submitted as part of the winning submission to the Small Business Charter SBC Excellence Awards 2024 (category: 'Outstanding Stakeholder Engagement'). Together with a team of psychologists, I also co-authored a profession-led overview, introducing new legislative and framework-driven developments for children's participation rights across Ireland, for The Irish Psychologist (Carey et al., 2024).

Volunteering as an Ambassador Facilitator with the National Forum for the Enhancement of Teaching and Learning in Higher Education, I was also research lead on the SATLE-funded Graduate Employability Superfoods Toolkit with Dundalk Institute of Technology (winning a national Association of Higher Education Careers Services AHECS Award, 2022). This national higher education award featured in a Quality & Qualifications Ireland QQI Report (2022) and Government of Ireland Human Capital Virtual Labs HC1 P3 Initiative (2023). Continuing to focus on the theme of skills development, I have now gained a postdoctoral research contract working on the Government of Ireland's digital towns project at the Irish Institute of Digital Business. My postdoctoral research at DCU has featured in The Conversation UK, RTE.ie, The Sunday Times, Business Post, and The Irish Psychologist as a cover article. Applying psychology and market research to roles previously held in QS Top 100 universities, FTSE 100 Index, CNBC Top 200 fintech and Irish Times Top1000 companies, my work was often cited in international and national media— IC Investment & Wealth Management Awards (2019, 2020), Financial Times (2016, 2019, 2020), The Times (2022), Accountancy Ireland (2019), and the NYU Stern NET Institute Series.

Professional duties and responsibilities

Presently I sit on the Psychological Society of Ireland's (PSI) International Affairs Committee, the DCU Business School Athena Swan Self-Assessment Team, and serve as secretary and a founding member of

the Psychological Society of Ireland's Special Interest Group in Human Rights & Psychology (SIGHRP). I am a co-opted committee member of Royal Statistical Society Northern Ireland (RSSNI), and serve on the Editorial Review Board of the Market Research Society's flagship journal International Journal of Market Research (IJMR). My responsibilities require that I actively participate in writing regular policy and advocacy submissions. Submissions inform the professions and public bodies on the topics of human rights and psychology, statistics for society, and children's health rights.

Early career background – 6 years university-led postdoctoral and lecturing experience

Starting out as an Irish Research Council scholar, I completed a PhD in psychology at Trinity College Dublin (2006). My doctoral thesis was the subject of a full article in Nature Publications News and published as a book 'Hypothesis testing: how we foresee falsification in competitive games' (Category: Psychology General). After a year-long lectureship in applied psychology at the University of Southampton (2006-07), I was awarded a Katzenbach Postdoctoral Fellowship at the Law Faculty University of Oxford (2007-10) to develop research on the psychology of foresight and its connection to human rights (with visiting scholarship to Princeton University, USA). Returning to Ireland as Associate Research Fellow at the Oxford Centre for Socio-Legal Studies (2011), I took up a Royal Statistical Society fellowship and became a certified market researcher (2012 and 2018) holding economically formative positions as an executive marketer and marketing manager for FTSE 100 Index and Irish Times Top1000 family businesses, as well as a now global-leading Fintech. Weaving these two worlds together I came back to academia taking up a postdoctoral position with the DCU National Centre for Family Business, researching how sustainable business values affect creativity, well-being and succession (2022-24). I am now a postdoctoral researcher at the DCU Business School's Irish Institute of Digital Business working on the implementation of the Government of Ireland's Town Centre First Policy within the Digital Towns project. To date, my psychology, business and human rights research has been published in the leading journals Psychology, Crime & Law, the International Journal of Forensic Science & Criminal Investigation, Irish Studies in International Affairs and Clinical Psychology Forum.



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Principal Investigator and Postdoctoral Researcher at Dublin City University

*Six years university-led postdoctoral and lecturing experience: 2006–2010, 2022–24

Semantic Scholar: 100+ Cits. h-index 5; **Google Scholar:** 200 Cits. i10-index 7, **Scopus:** 3 Journal Articles, Academic Book Cits. 70+, Media Cits. 100+



The British
Psychological Society



I. EDUCATION

AFPSI Associate Fellow Psychologist | 2023 | PSI Psychological Society of Ireland

CPsychol Chartered Psychologist | 2023 | BPS British Psychological Society

CMRS M-Level in Market Research | 2018 | MRS Market Research Society

RSS Fellow in Statistics | 2012 | RSS Royal Statistical Society

DPhil Research Doctorate in Statistical Psychology | 2006 | TCD Trinity College Dublin

PGDipStat in Statistics (Distinction) | 2004 | TCD Trinity College Dublin

BA in Psychology (First Class, 3rd Place Class of 2002) | 2002 | TCD Trinity College Dublin

Professions-led Certificates 2021 — 2024

Epigeum Certificate Suite in Good Research Conduct | 2024 | Oxford University Press

Law Society of Ireland Certificate in ESG | 2024 Pending | Law Society of Ireland

Law Society of Ireland Certificate in Social Media & the Law | 2023 | Law Society of Ireland

National Office for Human Rights & Equality Policy Certificates ‘Assisted Decision-Making (Capacity) Act 2015’ Webinar Attendance Certifications | 2022 – 23 | Health Service Executive

Tusla Certificate ‘Introduction to Children First’ eLearning Programme | 2022 | Tusla Child & Family Agency

II. PROFESSIONAL ACCREDITATION & MEMBERSHIPS

AFPSI Psychological Society of Ireland

Associate Fellow of the Psychological Society of Ireland AFPSI

Full Member Division of Academics, Teachers & Researchers

CPsychol British Psychological Society

Full Chartered Membership CPsychol

Full Member Division of Academics, Researchers & Teachers in Psychology

Full Member Special Group for Independent Practitioners

Full Member Cognitive Psychology Section

RSS Fellow Royal Statistical Society

Sections Teaching Statistics | Statistics & Law | Data Ethics & Governance

CMRS Market Research Society

M-Level Accredited Member CMRS

Other memberships:

Society of Legal Scholars – Full Member

European Association of Psychology & Law – Full Member

Irish Statistical Association – Full Member

City & Guilds International – Medal for Excellence Life Membership

University of Oxford – Member of Congregation (Fixed-term contract 2008, 2009)

III. COMMITTEE DUTIES & PROFESSIONAL RESPONSIBILITIES

RSS Fellow Royal Statistical Society

Northern Ireland Local Group Committee Member RSSNI LGC (2024 –)

PSI Psychological Society of Ireland

Membership Officer SIG Human Rights & Psychology (2021 – 24)

Acting Secretary/Secretary SIG Human Rights & Psychology (2021 – 24)

International Committee Representative (2024 –)

Founding Member Special Interest Group SIG Human Rights & Psychology

Dublin City University, DCU Business School

Athena Swan Self-Assessment Team (2024 –)

Doctoral Student Advisor, Editorial Board & Funding Body Reviewer

Methodology Advisor for Doctoral Students **CSLS Oxford** | Law & Economics | 2008 – 2010

Peer Review College Member for the **ESRC UK** & **AHRC UK** | 2009 – 2014

Reviewer Board for the **International Journal of Market Research** | 2018 –

Reviewer Board for the **Journal of Forensic Science & Criminal Investigation** | 2017 –

Reviewer Board for the **Athens Journal of Business & Economics** | 2017 – 2023

Reviewer for the **DCU Centre for Family Business Newsletter** | 2022 – 2024

Occasional Reviewer for **AISHE-J Ireland** | 2021 – 2023

Research Centre Affiliations & Visiting Scholarships



The University of
Nottingham



UNIVERSITY OF
PLYMOUTH



WOLFSON
COLLEGE
UNIVERSITY OF OXFORD

Research Affiliate, **National Centre for Family Business**, *Dublin City University*, IRL (2024 –)

Member, **Learning & Teaching Research Cluster**, *Dundalk Institute of Technology*, IRL (2022)

Research Scholar, **Human Rights Law Centre**, *University of Nottingham*, UK (2011)

Visiting Research Scholar, **MMR Lab**, *Princeton University*, USA (2008)

Socio-Legal Studies Fellow, **Wolfson College**, *University of Oxford*, UK (2007 – 2009)

Placement to the **Centre for Thinking & Language**, *University of Plymouth*, UK (2005)

IV. EMPLOYMENT



Principal Investigator & Postdoctoral Research

Postdoctoral Researcher | Dublin City University | 2024 –

Postdoctoral | Digital Towns, Digital Readiness, Digital Divide & Development

Principal Investigator & Postdoctoral Researcher | Dublin City University | 2023 – 2024

Postdoctoral | Succession, Sustainability & Wellbeing in Family Business

Postdoctoral Researcher | Dublin City University | 2022 – 2023

Postdoctoral | Children's Health Rights & Creativity in Family Business

RSS Fellow | Royal Statistical Society | 2012 –

Executive Marketing | Marketing Manager, Senior Marketing Executive, Market Researcher

Industries: Tobacco, Construction, Automotive, Cloud, Fintech, Business Banking

Implementations: Higher Education, Recruitment, Employee Understanding of Law

Associate Research Fellow | University of Oxford | 2010 – 2011

Junior Postdoctoral | Survey Research & Research Methods

Katzenbach Postdoctoral Research Fellow | University of Oxford | 2007 – 2010

Junior Postdoctoral | Socio-Legal Research in Public Understanding of Law

Fixed-Term Lectureship | University of Southampton (Russell Group UK) | 2006 – 2007

Lecturer in Psychology | Sociology, Social Policy, & Criminology

Policy Research – Research Assistance

Policy Research – Resilience in Irish Family Business

DCU National Centre for Family Business, Dublin City University (2022), Funded by AIB

Policy Research – Embedding Employability in Higher Education

Careers & Employability Services, Dundalk Institute of Technology (2021),

Funded by the Strategic Alignment of Teaching and Learning Enhancement Funding in Higher Education SATLE, via the National Forum for the Enhancement of Teaching & Learning

National Nutrition Survey – Folic Acid & NTDs

Professor John Scott Research Group, Department of Biochemistry, Trinity College Dublin (2002), Funded by the Health Research Board HRB and Kennedy-Shriver Foundation

V. LECTURING EXPERIENCE



Lecturing, Postgraduate Supervision & CPD Coordinator

Research Coordinator for DCU Business School Summer Internship Programme | 2024

Facilitator for Lecturer Professional Development in Higher Education | National Forum T&L | PACT Facilitator Open Courses | 2021

Doctoral Advisor for Law & Economics Postgraduates | CSLS Oxford University | 2008 – 2010

Fixed-Term Lecturer and UG dissertation supervisor | University of Southampton (Russell Group UK) | 2006 – 2007. Lecturer in Psychology | Sociology, Social Policy, & Criminology

See open resource links below for teaching materials developed for the following modules:

Undergraduate Dissertation Supervision: 8 projects

1st Year Module: Introduction to Psychology

1st Year and 2nd Year Module: Psychological Research Methods

1st Year Module: Introduction to Psychological Criminology

2nd Year Module: Applying Psychology to Crime

2nd Year Module: Introduction to Social Cognition: The Individual & Society

3rd Year Module: Contemporary Issues in the Psycho-Social Sciences

Tutor in Psychology | Trinity College Dublin | 2004 – 2005

Teaching Accreditation

Chartered Membership (CPsychol) of the British Psychological Society with full membership of the Division of Academics, Researchers & Teachers in Psychology | 2023

Associate Fellow Membership (AFPSI) of the Irish Psychological Society with full membership of the Division of Academics, Teachers & Researchers | 2023

Facilitator Ambassador for Professional Development | National Forum for the Enhancement of Teaching & Learning in Higher Education (National Forum T&L) | 2021

Facilitator of Certified Professional Development for Lecturers | National Forum T&L | 2021

PACT Teaching e-Portfolio, Commitment to Professional Development in Higher Education | National Forum T&L | 2021

Open Resources Developed for Teaching in Higher Education

1. **Open Resources for Higher Education | National Forum T&L Resource Hub** – view [here](#).
2. **Embedding Employability in the Curriculum: Superfoods Toolkit** – view [here](#). Via the lens of graduate attribute development this toolkit highlights best examples of employability activities for higher education curriculum. This toolkit for lecturers won an **Association of Higher Education Careers Services AHECS National Award** in 2022. It featured in the **Quality & Qualifications Ireland QQI Report** for DkIT in 2022 and was implemented by the Government of Ireland **Human Capital Virtual Labs HC1 P3 Initiative** in 2023. The results also received notable praise from the **IDA** and **North East Skillnet** and **DkIT Academic Council**.

VI. PUBLICATIONS



Books

eBook Staunton, C., Murray, A., & Cowley-Cunningham, M. (2022). *Embedding Employability in the Curriculum – An Online Lecturer’s Toolkit*. Open Education Interactive eBook, *AHECS Winner 2022. UNESCO Hub - National Forum for the Enhancement of Teaching & Learning.

Monograph Cowley, M. (2017). *Hypothesis Testing: How We Foresee Falsification in Competitive Games*. Saarbrucken, Germany: Lambert Academic Publishing. Published PhD.

Journal Articles

Lynn, T., O’Gorman, C., Rosati, P., Kennedy, J., & Cowley-Cunningham, M. (in preparation). Bridging the digital divide: Measuring digital tourism for rural and small town planning.

Cowley-Cunningham, M., Faherty, C., & Clinton, E. (in preparation). Creative families: Introducing a psychological capital (PsyCap) model to explain how the family business context enhances or suppresses creative innovation.

Carey, A., Lombard-Vance, R., Rogers, R., & Cowley-Cunningham, M. (2024). Nurturing voices: Psychologists' role in amplifying children and young people's participation rights in decision making. *The Irish Psychologist*, Research Article: 50(1), 14–19.

Rogers, E., Galavan, E., Cowley-Cunningham, M., & Wainwright, T. (2023). Human Rights and Psychology in the Rep. of Ireland: Aspirations for Everyday Practice and Introducing the Kyrie Farm Model. *Clinical Psychology Forum*, 369(2), 47–56.

Cowley-Cunningham, M., Carey, A., & Rogers, E. (2023). The Climate Crisis, Climate Anxiety and Children's Rights: A Psychological Perspective on Human Health and Security. *Irish Studies in International Affairs*, 34(1), 111–123. Royal Irish Academy: Dublin.

Cowley, M. (2017). 'The Innocent v The Fickle Few': How Jurors Understand Random-Match-Probabilities and Judges' Directions when Reasoning about DNA and Refuting Evidence. *International Journal of Forensic Science & Criminal Investigation*, 3(1): 555601. DOI: 10.19080/JFSCI.2017.03.555601

Cowley, M., & Colyer, J. B. (2010). Asymmetries in Prior Conviction Reasoning: Truth Suppression Effects in Child Protection Contexts. *Psychology, Crime & Law*, 16(3), 211–231.

Professions-led & Opinion Articles

McCarthy, C., Cowley-Cunningham, M., Carey, A., Rogers, E., et al.. (2024). Cultivating children's ecological well-being: Introducing the Edible Landscapes Project. *Irish Psychologist*, forthcoming.

Cowley-Cunningham, M., & Egli, A. (2024). Helping rural Ireland reimagine a more prosperous future for their towns and villages. Policy focus article for *MARGISTAR EU Cost Action* blog.

Sheehan, A. (Journalist, 2024). Why children are crippled with climate anxiety and how to help. *Sunday Times, Climate Supplement*, 28th April, p.111. (Interviewee, Dr Michelle Cowley-Cunningham).

Cowley-Cunningham, M. (2023). Advertising toys to children is an environmental nightmare – here's how parents can deal with it. *The Conversation UK*, 18 December 23.

Cowley-Cunningham, M. (2023). Climate change affects children as well– here are some ways you can help them cope. *The Journal.ie*, 11 June 23.

Guerin, S., Cowley-Cunningham, M., Rogers, E., & Francis Leader, J. (2023). PSI in Action: Contributing to International Practice in Responding to Crises and Emergencies. *The Irish Psychologist*, 49(1), 12–15.

Guerin, S., Cowley-Cunningham, M., Carey, A., M., Rogers, E., & Francis Leader, J. (2023). Making a Case for Mental Health and Children's Rights in the Context of Climate Change. *The Irish Psychologist*, 49(2), 28–31. This article was the cover page story Q2 Issue, 2023.

How Human Rights Groups in Psychology Associations Have Been Formed: Psychological Society of Ireland (PSI). (2023). Our beginnings with the Global Network for Psychologists for Human Rights. In T. Wainwright and P. Hagenars (Eds.), **Global Network for Psychologists for Human Rights' Framework for Inspiration 2023**, 1, 5–7.

Clinton, E., Faherty, C., Burke, M., Cowley-Cunningham, M. (2023). How Transgenerational Learning Helps Family Businesses. Case Study for the Dublin City University Research Office Newsletter, **DCU Research Spotlight, Issue 82**.

Cowley-Cunningham, M. (2022). Review of Radu-Lefebvre et al. 'Entrepreneurship as emancipation in family business succession: A story of agony and ecstasy'. **NCFB Quarterly Newsletter**, Q3. DCU National Centre for Family Business.

Cowley-Cunningham, M. (2022). Review of Clinton et al. 'Entrepreneurial learning: The transmitting and embedding of entrepreneurial behaviours within the transgenerational entrepreneurial family'. **NCFB Quarterly Newsletter**, Q4. DCU National Centre for Family Business.

Cowley, M. (2012). Intended and merely foreseen consequences: The psychology of the 'cause or allow' offence. A short report for the Socio-Legal Community, **Socio-Legal Newsletter**, 66. policycommons.net

Cowley, M., et al (2009). The sword and shield or misplaced faith? Why it is time for a detailed evaluation of DNA reasoning in legal contexts. **Socio-Legal Newsletter**, 58. policycommons.net

Cowley, M. (2008). The sword and shield or misplaced faith? How reasoning with DNA evidence affects criminal cases. **Socio-legal Newsletter**, 55.

Policy Submissions

Cowley-Cunningham, M., & Rogers, E., & The Psychological Society of Ireland's Special Interest Group in Human Rights & Psychology (2024). Submission to the Consultation on the Irish Human Rights and Equality Commission Strategy Statement 2025–2027. **Submitted to the Irish Human Rights and Equality Commission IHREC**, March 2024.

Cowley-Cunningham, M., Rogers, E., & Carey, A. (2023). The Psychological Society of Ireland (PSI)'s Special Interest Group in Human Rights and Psychology's submission to the United Nations Committee on the Rights of the Child - General comment No.26 on the Rights of the Child and Climate Change. Submitted, February 2023. **Submitted to the Office of the High Commissioner for Human Rights OHCHR:**

[GC26-CS-psychological-society-ireland-2023-02-14](https://www.ohchr.org/en/press-releases/2023/02/gc26-cs-psychological-society-ireland-2023-02-14) *Impact: Climate anxiety is now clearly signposted as a pressing issue under II H.41 regarding children's right to the highest attainable standard of health (art. 24). Children's rights and the business sector are also made explicit under IV C.81, particularly to ensure that business sector marketing standards in relation to the environment do not mislead child consumers. Attention to the empowerment, education and participation of children in the climate crisis context is made explicit under II D.26.

Special Interest Group in Human Rights & Psychology SIGHRP (2023). The Psychological Society of Ireland's (PSI) comment to inform the International Union of Psychological Science's

(IUPsyS) stakeholder consultation on the launch of the World Health Organisation (WHO), and the Office of the United Nations High Commissioner for Human Rights (OHCHR), guidance on mental health, human rights, and legislation. **Submitted to the International Union of Psychological Science**, November 2023. Submitted to policycommons.net, November 2023.

Special Interest Group in Human Rights & Psychology SIGHRP (2023). The Psychological Society of Ireland's Stakeholder Feedback on the Global Psychology Alliance's Climate Action Framework. **Submitted to the Global Psychology Alliance**, October 2023. Submitted to policycommons.net, December 2023.

Mc Darby, V., Cowley-Cunningham, M., & Rogers, E. (2022). The Psychological Society of Ireland pronouncement regarding the invitation to contribute ideas on the International Union of Psychological Science (IUPsyS) responses in crises and emergencies. Submitted to the IUPsyS call to national professional bodies in the psychology profession. **Submitted to the International Union of Psychological Science**, October 2022. See PSI Advocacy Pages or policycommons.net *Impact: Cited in Footnote 32 of the Irish Centre for Human Rights NUI Galway and Care Champions letter, making a case to the Irish Human Rights & Equality Commission, for an inquiry under section 35 of the Irish Human Rights and Equality Act 2014. The inquiry aims to conduct a human rights-based public inquiry into the experiences of people in residential care during the Covid-19 pandemic and their relatives and staff carers.

Staunton, C., Cowley-Cunningham, M., & Hodgers, J. (2021). [DkIT's Employability Statement](#). **Submitted to Dundalk Institute of Technology Educational Policy, Ireland**. *Impact: Adopted by Academic Council No.177, Dundalk Institute of Technology, 2021.

Frosch, C. A., Cowley, M., & Johnson-Laird, P. N. (2007). *Causes, Enablers and the Law*. Pilot Work for Cause & Allow Offence Studies: Extended from the Proceedings of the Annual Meeting of the Cognitive Science Society, 2007. **Submitted to policycommons.net**, November 2022. *Impact: Cited by The Oxford Handbook of Causal Reasoning 2017

Practitioner Reports

Clinton, E., Faherty, C., Cowley-Cunningham, Smyth, I., Murphy, L., Lyons, R., McGeown, J. (2024). To Join or Not to Join: Understanding the Succession Intentions of Next-Generation Family Business Members. Report by the *National Centre for Family Business*, **Dublin City University**, Partnered with *AIB*.

Clinton, E., O'Gorman, C., Faherty, C., Diaz-Moriana, V., Cowley-Cunningham, M., Drumm, E., Mangan, O., Greene, L., Crossley, C., Smyth, I., McDowell, D., & Henessy, P (2022). Launch Discussant: DCU Professor of Management Maura McAdam. Continuity through Regeneration and Resilience: Key Metrics of Success and Sustainability in Irish Family Businesses (2022). A Report by the *National Centre for Family Business*, **Dublin City University**. Partnered with *AIB*.

Martin, E., Carey, A., Cowley-Cunningham, M., Rogers, E., Miller, I., Ryan, M., Mc Hugh, S., & Byrne-Lynch, A. (2022). Not ReLiving – But Living. Psychological First Aid for Refugee Care: Helpful Do's and Don'ts. A rapid response tool to aid the public's assistance to Ukrainian refugees arriving in Ireland. *Psychological Society of Ireland (PSI), SIG Human Rights & Psychology*. *Impact: Catalogued with PSI Time of War Resources Toolkit 2023. PSI Psychology & Human Rights guides for Ukrainian refugees were cited by The Times and

interviewed on RTE's Drivetime (2022). Catalogued with the Irish Red Cross, European Federation of Psychology Associations EFPA, Children and Young People's Services Committees CYPSC, Gov.ie Irish Government Assets, and the Irish Association of Social Workers IASW. The document was also adapted by the Irish National Educational Psychological Service NEPS to create guidelines for schools.

Ryan, M., Cowley-Cunningham, M., Rogers, E., Miller, I., Martin, E., Carey, A., Mc Hugh, S., Byrne-Lynch, A. (2022). Not ReLiving – But Living. Psychological First Aid for Refugee Care: Helpful Do's and Don'ts. Psychological First Aid (PFA) and Critical Resources for all those who assist and work with refugees and displaced persons. *Psychological Society of Ireland (PSI), SIG Human Rights & Psychology*. *Impact: Catalogued with PSI Time of War Resources Toolkit 2023.

Cowley, M. (2011). Foresight and Reasonable Prevention in Child Protection Contexts: The Public's Perspective. **ESRC e-Policy Document**. CSLS, University of Oxford.

Institute Reports



GUESSS Global Report (2024), GUESSS Country Report Ireland (2024). The National Centre for Family Business is the research lead and country delegate administrator for GUESSS in Ireland. GUESSS is a global student survey project focusing on trends in entrepreneurship. It is published every two years with our colleagues from the University of St.Gallen and University of Bern, as the GUESSS Global University Entrepreneurial Spirit Students' Survey Report. See Sieger, P., Raemy, L., Zellweger, T., Fueglistaller, U., & Hatak, I. (2024). Student Entrepreneurship 2023: Insights from 57 countries. **St. Gallen/Bern: KMU-HSG/IMU-U**.

DCU National Centre for Family Business (2023). 10 Years at the Forefront of Family Business Research. *National Centre for Family Business, Dublin City University*, Ireland.

Hodgers, J., Staunton, C., & Cowley-Cunningham, M. (2022). Embedding Employability Survey: Insights from Student, Graduate, Staff and Employer Voice Profiles. **Dundalk Institute of Technology**, Ireland. Funded by the National Forum for Enhancement of Teaching & Learning in Higher Education.

Staunton, C., Cowley-Cunningham, M., & Hodgers, J. (2021). Voicing a Graduate Attribute Framework Together: Focus Group Results. **Dundalk Institute of Technology**, Ireland. Funded by the National Forum for Enhancement of Teaching & Learning in Higher Education.

Staunton, C., Cowley-Cunningham, M., & Hodgers, J. (2021). Embedding Employability: Focus Group Collection. **Dundalk Institute of Technology**, Ireland. Funded by the National Forum for Enhancement of Teaching & Learning in Higher Education.

Cowley, M. (2015). The Application of Digital Media Industry to W. Scotland, N. Ireland, & the Irish Border Health Service Regions. SSRN: **NYU Stern Business School NET Series**, vol. 7, Issue 74: July 21 2015. EOA Report for Dublin Institute of Technology DIT, now Technological University of Dublin TUD.

Published Open Educational Resources



eBook Staunton, C., Murray, A., & Cowley-Cunningham, M. (2022). *Embedding Employability in the Curriculum – An Online Lecturer’s Toolkit*. [Open Education Interactive eBook]. *Impact: AHECS National Award Winner 2022. See UNESCO Winning Hub, National Forum for the Enhancement of Teaching & Learning and funded by SATLE and the Regional Development Centre DKIT.

Staunton, C., Murray, A., & Cowley-Cunningham, M. (2022). Graduate Attributes Workbook. *Dundalk Institute of Technology*. Dundalk: Ireland. [Workbook]. See UNESCO Winning Hub, **National Forum for the Enhancement of Teaching & Learning**.

Staunton, C., Murray, A., & Cowley-Cunningham, M. (2022). Let Your Career Take Flight: Discover Your Graduate Attributes Persona. *Dundalk Institute of Technology*. Dundalk: Ireland. [Workbook]. See UNESCO Winning Hub, **National Forum for the Enhancement of Teaching & Learning**.

Gallagher, E., & Cowley-Cunningham, M. (2021). Ready-Set-Go-Checklist: A Facilitator’s Tool for Digital Badge Awards. *National Forum for the Enhancement of Teaching and Learning in Higher Education*. Dublin: Ireland. [Educational Tool: Checklist]. See UNESCO Winning Hub, **National Forum for the Enhancement of Teaching & Learning**.

Archived e-Journal Articles

Cowley, M. (2017). Introduction to Psychological Criminology: Jury Verdicts and Jury Methodology. *Legal Anthropology eJournal*, Archives of vols. 1–3, 2016 – 18.

Cowley, M. (2010). Lenses of Evidence: Jurors Evidential Reasoning. *Legal Anthropology eJournal*, Archives of vols. 1–3, 2016 – 18.

Frosch, C. A., Johnson-Laird, P. N., & Cowley-Cunningham, M. (2007). It’s Not My Fault, Your Honor, I’m Only the Enabler. *Legal Anthropology eJournal*, Archives of vols. 1–3, 2016 – 18.

VII. PRINCIPAL INVESTIGATOR FUNDING & AWARDS



Funding Application Awards (Principal Investigator/Co-Investigator)

Catalyst - The Innovation Centre Northern Ireland (2024) ~£6,000 (Principal Investigators: Dr E. Clinton; Co-Investigator Dr R. Lyons and Dr M. Cowley-Cunningham). Host institution: Dublin City University, Ireland

EU Cost Action CA21125 MARGISTAR Mountainous Region Regeneration Canvas - Virtual Mobility (2024 – 2025) €1,500 (Principal Applicant: Dr I. Christoforidi, Co-Applicants: Prof T. Lynn, Prof C. O’Gorman, Dr M. Cowley-Cunningham). Host institution: Dublin City University, Ireland

EU Cost Action CA21125 MARGISTAR A European Forum for Revitalisation of Marginalised Mountain Areas MARGISTAR (2022 – 2026) (Membership Dr Michelle Cowley-Cunningham). Host institution: Dublin City University, Ireland

AIB Allied Irish Bank Partnership (2023 – 2024) ~€50,000 (Principal Investigator Dr E. Clinton, Co-Investigator Dr C. Faherty, Contract Co-Investigator Dr M. Cowley-Cunningham). Host institution: Dublin City University, Ireland

UKRI ESRC Economic & Social Science Research Council Small Grant Scheme (2008 – 2010) £70,559 (Dr M. Cowley Principal Investigator, Prof D. Galligan Co-Investigator). Host institution: University of Oxford, UK

Katzenbach Postdoctoral Fellowship Americans for Oxford Benefactions Fund (2007 – 2010) ~\$100,000 (Dr M. Cowley Principal Investigator). Host institution: University of Oxford, UK

SLSA Socio-Legal Studies Association Small Grant Scheme (2008 – 2009) £1,411 (Dr M. Cowley Principal Investigator). Host institution: University of Oxford, UK

Law Faculty Oxford Small Grant Scheme (2007 – 2008) £1,000 (Dr M. Cowley Principal Investigator). Host institution: Princeton University, USA

University of Southampton Small Grant Scheme (2006 – 2007) £1,000 (Dr M. Cowley Principal Investigator). Host institution: University of Southampton, UK

Trinity Trust Postgraduate Travel Award (2005) €800 (Dr M. Cowley Principal Investigator).
Host institution: Trinity College Dublin, Ireland

Trinity Trust Postgraduate Travel Award (2004) €800 (Dr M. Cowley Principal Investigator).
Host institution: Trinity College Dublin, Ireland

Irish Research Council Government of Ireland Postgraduate Scholarship (2002 – 2005)
~€53,000 (M. Cowley Principal Investigator, Scholarship for postgraduate study). Host
institution: Trinity College Dublin, Ireland

Academic & Business Awards

Small Business Charter | SBC Excellence Awards Winner ‘Outstanding Stakeholder
Engagement’ (2024) | Team NCFB DCU

Gradireland, AHECS | National Award Winner ‘Student & Graduate Employability’ (2022) |
Team DkIT

National Forum for the Enhancement of Teaching & Learning | Facilitator Ambassador for
Professional Development, Ambassador Award for National Roll Out of Open Courses (2021)

Financial Times IC Investment & Wealth Management Awards (Finalist 2019; 2020) | Team
Linked Finance

Deloitte Innovation in Financial Services Awards (Finalist 2019) | Team Linked Finance

City & Guilds London Institute Medal for Excellence Award (2016)

Princeton University Visiting Scholarship (2008) Law Faculty Fund – University of Oxford

University of Oxford Katzenbach Postdoctoral Fellowship (2007)

Irish Research Council IRCHSS Postgraduate Scholarship (2002)

VIII. ENGAGEMENT & MEDIA IMPACT (120+ Media Citations)



Acadamh Ríoga na hÉireann
Royal Irish Academy



An Roinn Gnóthaí
Eachtracha agus Trádála
Department of
Foreign Affairs and Trade



Conference Chair

Cowley, M. et al (2010). **ESRC Workshop** 2010 'Evidential Reasoning and Foresee-ability in Child Protection Cases'.

Conference Organiser

DCU National Centre for Family Business & AIB (2024). Launch of the report 'To Join or Not to Join: Understanding the Succession Intentions of Next-Generation Family Business Members'. **DCU National Centre for Family Business Event, AIB Molesworth Street Office.**

Special Interest Group in Human Rights & Psychology (TBC). Children's Participation in Decision-Making. **Psychological Society of Ireland** and the **Office of the Children's Ombudsman.**

Rogers, E., Mc Hugh, S., Ryan, M., et al. (2022). SIG Human Rights & Psychology Launch Event: Human Rights for Psychologists in Practice Working with Refugees and Displaced Persons. **Psychological Society of Ireland.** Online Event.

Invited Speaker

Lyons, V., Cowley-Cunningham, M., Aja-Eke, D., & Santos, G. (2024). Panel Discussion: Managing my Career Post Phd. **DCU Business School Doctoral Colloquium 2024** (convener Mr Jack Campbell and Prof Lisa Van der Werff).



DEPARTMENT OF
EXPERIMENTAL
PSYCHOLOGY
Medical Sciences Division

Cowley-Cunningham, M. (2023). *A Toolkit to Boost Your Curriculum's Employability: Introducing the Employability Superfoods* (GradIreland AHECS Winner 2022). **DCU Sipping Point** (convener Dr. Clare Gormley).

Staunton, C. & Cowley-Cunningham, M. (2021). *Graduate Futures*. **IDA Ireland**, Northeast (convener James Boyle, IDA Ireland).

Staunton, C. & Cowley-Cunningham, M. (2021). *Graduate Futures*. **Regional Skills Fora** (convener Ray Murphy, Manager Northeast).

Staunton, C. & Cowley-Cunningham, M. (2021). *A Graduate Attributes & Mindsets Framework for DkIT*. **Dundalk Institute of Technology** Academic Council No.177.

Staunton, C., Hodgers, J., Cowley-Cunningham, M. (2021). *Embedding Employability at DkIT*. **Dundalk Institute of Technology** Academic Council No.176.

Gallagher, E., & Cowley-Cunningham, M. (2021). **National Forum for Enhancement of Teaching & Learning in Higher Education's** Professional Development PACT Certification (Autumn Series).

Cowley, M. (2011). *Foresight, Children, & the Law*, HSE (Health Service Executive) Nurse Training, Dept. of Risk Management & Special Care Babies Unit, **Our Lady of Lourdes Hospital, Drogheda**.

Cowley, M. (2010). *A Bag of Tricks: The Psychology of the Juror Mind*, KBW King's Bench Chambers legal practice guest speaker. **Ashmolean Museum/ Worcester College, Oxford**.

Cowley, M. (2010). *The Public's Reasoning About Prior Conviction Evidence in Light of Additive Probative Value*, ESRC Foreseeability Workshop, Centre for Socio-Legal Studies CSLS, **University of Oxford**.

Cowley, M. (2010). *Intended and Merely Foreseen Actions and Inactions: The 'Cause or Allow' Offence*, ESRC Foresee-ability Workshop, Centre for Socio-Legal Studies CSLS, **University of Oxford**.

Cowley, M. (2009). *Evidential Reasoning*, Departmental Seminar Series, Experimental Psychology, **University of Oxford** (convener: Prof. Oliver Braddick).

Cowley, M. (2009). *Linguistic Cues and Exemplar Generation in DNA Reasoning: Implications for Legal Reasoning and DNA Databases*, Proof & Evidence Conference, Institute of Criminology, **University of Cambridge** (conveners: Dr. Katrin Mueller Johnson and Dr. Samantha Lundrigen).

Cowley, M. (2009). *Do You Think What I Think You Think?* Wolfson College, **University of Oxford**.

Cowley, M. (2008). *Lenses of Evidence: Empirical Anticipation of the Juror Mind*, New Directions in Socio-Legal Studies, CSLS, **University of Oxford**. (convener: Prof. Denis Galligan).

Conferences Leading to Publications

Cowley-Cunningham, M., Faherty, C., & Clinton, E. (2024). Creative families: Introducing a psychological capital (PsyCap) model to explain how the family business context enhances or suppresses creative innovation. **Babson College Entrepreneurship Research Conference BCERC** (7th – 9th June), Technological University of Munich, Germany.

Cowley-Cunningham, M., & Clinton, E. (2023). Creative families: Understanding how the family business context enhances the psychological capital to create and innovate. **The 3rd International Conference of Possibility Studies** (17 – 21 July). Dublin: Ireland.

Carey, A., & Cowley-Cunningham, M. (2023). Children's differing experiences of environmental insecurity and its impacts via the lens of a human rights-based analysis. **Royal Irish Academy and Department of Foreign Affairs & Trade International Affairs Conference** (2 May). Dublin: Ireland.

Continuity through Regeneration and Resilience: Key Metrics of Success and Sustainability in Irish Family Businesses (2022). A Report produced for the **DCU National Centre for Family Business Annual Conference**, Dublin, Ireland. Partnered with *Allied Irish Bank AIB*.

Rogers, E., Cowley-Cunningham, M., Carey, A. (2022). Human Rights in contemporary Ireland and beyond. **Annual Conference of the Psychological Society of Ireland** (9 – 11 November). Portlaoise, Ireland.

Rogers, E., Mc Hugh, S., Ryan, M., et al. (2022). SIG Human Rights & Psychology Launch Event. **Psychological Society of Ireland**. Online Event.

Staunton, C., Cowley-Cunningham, M., & Hodgers, J. (2021). Voicing Together a Graduate Attribute Framework. **VIT&L Week 2021, Poster Showcase, National Forum for the Enhancement of Learning & Teaching in Higher Education**. Dublin, Ireland.

Staunton, C., Cowley-Cunningham, M., & Hodgers, J. (2021). Voicing Together a Graduate Attribute Framework: Creating Belonging for a Higher Education Community in Covid-19 Lockdown, **Sharing Practice Conference, CELT and National Forum for Enhancement of Learning & Teaching in Higher Education, Dundalk Institute of Technology**.

Cowley, M. (2010). The Public's Reasoning About Prior Conviction Evidence in Light of Additive Probative Value. **ESRC Foresee-ability Workshop, CSLS, University of Oxford. ESRC 2010 Oxford Foresight Workshop**.

Cowley, M. (2010). Intended and Merely Foreseen Actions and Inactions: The 'Cause or Allow' Offence. **ESRC Foresee-ability Workshop, CSLS, University of Oxford. ESRC 2010 Oxford Foresight Workshop**.

Cowley, M., & Colyer, J. B. (2008). Asymmetries in Prior Conviction Bias. **Socio-legal Studies Annual Conference. Manchester, UK**.

Frosch, C. A., Johnson-Laird, P. N., Cowley, M. (2007). Don't blame me your Honor, I'm only the enabler. **Proceedings of the Twenty-Ninth Annual Conference of the Cognitive Science Society**, p. 1755, Mahweh, New Jersey: Erlbaum. Nashville, USA.

Full Conference Papers

Cowley-Cunningham, M., Faherty, C., & Clinton, E. (tbc). Creative Families... Accepted as a peer-reviewed session paper to global-leading *Babson College Entrepreneurship Research Conference (BCERC) 2024*.

Cowley, M. (2007). Reasoning with Criminal Evidence: Are People Logical or Probabilistic Thinkers? *London Meeting, Experimental Psychology Society EPS. UCL: London, UK* (Convenor: Rebecca Lawson). Full paper distributed by the *Law & Society eJournal Series sponsored by the Maurer School of Law, Indiana University*, catalogued with *policycommons.net*

Cowley, M. (2006). The Relevance of Intent to Human-Android Strategic Interaction and Artificial Consciousness. **Proceedings, 15th International Conference on Robot-Human Interaction, IEEE, 580-585. University of Hertfordshire, UK**.

Cowley, M., & Byrne, R. M. J. (2005). When falsification is the only path to truth. In B. G. Bara, L. Barsalou, & M. Bucciarelli (Eds.). *Proceedings of the Twenty-Seventh Annual Conference of the Cognitive Science Society*, 512–517. Mahwah, NJ: Erlbaum. Stresa, Italy.

Cowley, M., & Byrne, R. M. J. (2004). Chess Masters' Hypothesis Testing. In K. D. Forbus, D. Gentner, & T. Rogers (Eds.). *Proceedings of the Twenty-Sixth Annual Conference of the Cognitive Science Society*. pp. 250–255. Mahwah, NJ: Erlbaum. Chicago, USA. (Cognition & Neuroscience Seminar Series TCIN). Matching presentation slides were distributed in the *SSRN Cognition in Mathematics, Science & Technology eJournal*, Vol. 11, Issue 23: July 31 2019.

Select International & National Media Citations



Crois Dhearg na hÉireann
Irish Red Cross



THE CONVERSATION

THE  TIMES



newstalk

THE SUNDAY TIMES

The **Sunday Times** published an article on my children's health rights research 'Why children are crippled with climate anxiety and how to help' (2024).

The **Business Post** wrote about findings on the role gender plays in driving sons' succession aspirations compared to daughters from the all-island report with AIB 'To Join or Not to Join? Understanding the Succession Intentions of Next-generation Family Business Members'. The story was also picked up and subject to a full article by **RTE News**, **Newstalk** and **BusinessPlus.ie** (2024).

The Conversation UK published an Opinion article ‘Advertising toys to children is an environmental nightmare – here's how parents can deal with it’ (2023). The article was reshared by other news channels including **Yahoo News**, **The Irish News**, **Medical Xpress** and **Channel News Asia**.

The Journal.ie published an Opinion article ‘Climate change affects children as well– here are some ways you can help them cope’. The article described a UN Policy submission made by my Psychological Society of Ireland and I to the Office of the High Commissioner for Human Rights (2023).

PSI Psychology & Human Rights guides for Ukrainian refugees were cited by **The Times** and interviewed on **RTE’s Drivetime** (2022).

Financial Times IC Awards Shortlist Peer to Peer Lending Category for Linked Finance (Team Member). Sponsored content (2019).

Business Money Linked Finance Reaches €100 Million Milestone (2019). Circulated by way of Murray Group for National News Outlets such as **RTE**. Inhouse press resulted in sector-specific crowdfunding news pieces with the likes of **Silicon Republic**.

The RSS Letter to **The Times** on ending pre-release access to official statistics (paywall) (2017).

Irish Exporters Association Emarkable Project CIFJobs.ie Receives Mention in the Financial Times (2016).

Globe & Mail ran a piece ‘The Judge who Judges Herself’ which cited my work (2009).

Nature Online wrote a piece on my work ‘Science Secret of Chess Grandmasters Revealed’ by Mark Peplow (2004).

ChessBase wrote a piece ‘The Science of Chess’ citing my research (2004), Chess Life Magazine online and Die Welt Online ran further pieces (2004). Der Spiegel ran a piece ‘Denken wie die Großmeister’(2004). Similarly, this work on chess masters’ thinking was cited in the US Army’s **AL & T Magazine** (2022).

IX. INDUSTRY-PARTNERSHIP & IMPLEMENTATION RESEARCH

Dublin City University, Small Business Charter Excellence Awards Winner 2024 – Higher Education & Enterprise 2024 - DCU Business School & DCU NCFB National Centre for Family Business. Presented to the team at BMA House, London.

I co-authored three practitioner reports featuring in a submission to the Small Business Charter’s Excellence Awards 2024: ‘[Continuity through Regeneration and Resilience: Key Metrics of Success and Sustainability for Irish Family Businesses](#)’, ‘[The National Centre for Family Business: 10 Years at the Forefront of Irish Family Business Research](#)’ and ‘[To Join or Not to Join? Understanding the Succession Intentions of Next-generation Family Business Members](#)’. The submission won the category for ‘Outstanding Stakeholder Engagement’.

Special Interest Group in Human Rights & Psychology, Policy Submission 2023 – United Nations Comment No. 26 2023 - Policy Submission on Children’s Mental Health

Special Interest Group in Human Rights & Psychology, Stakeholder Submission 2023 –
[International Union of Psychological Science IUPsyS 2023](#) - Stakeholder Submission on the Global Psychology Alliance's Climate Action Framework

DCU Dublin City University, Small Business Charter 2023 –
[Higher Education & Enterprise 2023](#) - DCU Business School & DCU NCFB National Centre for Family Business.

I assisted the Small Business Charter Annual Awards Submission and it was shortlisted for the title: 'An All-Island Engagement Campaign Enabling and Promoting the Survival and Recovery of Family Businesses Following the Covid-19 Pandemic'. Shortlist Ceremony 2023, House of Lords UK.

DCU Dublin City University, Business Research Showcase 2023 –
[Higher Education & Enterprise 2023](#) - DCU NCFB National Centre for Family Business.

I co-authored a Research Spotlight Article for Issue 82 for the Office of the Vice President of Research. Title: 'Transgenerational Learning: The Transmission of Entrepreneurial Behaviours and Learning Across Family Business Generations' 2023.

DCU Dublin City University, DCU Business School Institute Report 2023 –
[Higher Education & Enterprise 2023](#) - DCU NCFB National Centre for Family Business

I co-authored the DCU National Centre for Family Business 10-year Impact Report 2023. Presented to the Advisory Board and DCU President's Office.

Special Interest Group in Human Rights & Psychology, Policy Submission 2022 –
[International Union of Psychological Science IUPsyS 2022](#) - PSI Submission on how Psychology Associations Respond to International Crises and Emergencies

HEA Higher Education Authority, Careers Research 2022 –
[Employability Studies 2022](#) - Embedding Employability Project at DkIT 2021

The project was funded by the National Forum for the Enhancement of Teaching and Learning in Higher Education and hosted at Dundalk Institute of Technology. I assisted in the production of: The PCs Graduate Attribute Framework – Academic Council No.176 & No.177. The project was an AHECS National Award Winner in the category 'Supporting Student & Graduate Employability' 2022. The project success was showcased for Quality and Qualifications Ireland QQI, Annual Quality Report AQR for DkIT (Reporting period 2021–22).

Linked Finance, Market Research 2019/ 2021–
[Crowdfunding, Peer-2-Peer Business Banking 2019 and 2020](#)

I contributed to the SME Finance Blog, SME Case Study Series, and was the Marketplace Bid Writer. The team raised a record-breaking €57 million at that time (over €10 million for the Health & Social Care sector), and with the categorical help of market research achieved finalist positions at both the Deloitte Innovation in Financial Services Awards and the IC Financial Times Awards.

Irish Times Top1000 Legal Research 2018 –
[Employee Understanding of Law 2018](#)

I was the marketing project lead for the GDPR Data Awareness Campaign 2018 for Windsor Group and co-produced the educational material and signage for all outlets, branches and employees.

Ending Pre-Release Access to Official Statistics UK, Statistics 2017 – [Official Statistics 2017](#)

I was a signatory to the 'Royal Statistical Society's Campaign 2017 – Letter to the Times', and this campaign successfully ended politicians' and political stakeholders' pre-release access.

CIF Construction Industry Federation Ireland, Careers Research 2017– [Diaspora Labour Market 2017](#)

I was the digital marketing project manager working to build Ireland's first recruitment website for the construction sector. The site expedites employment seeking for the construction sector and received media praise from several sources including: the Construction Industry Federation, the Irish Exporters Association and the Financial Times.

FTSE 100 Index, Financial Research 2016 – [FMCG Financial Reporting 2016](#)

I was the executive administrative lead on the Half Year Review 2016 for the FTSE 100 Imperial Brands Plc reporting for the National Account in the Rep. of Ireland.

Blog Collections for Industry & NYU Stern NET Institute Series

Cowley-Cunningham, M. (2020). Linked Finance – Ireland's Leading P2P Lending Platform: Financial Blog Collection 2019–2020 ... IC Financial Times Investment & Wealth Management Awards 2019. *Entrepreneurship & Finance eJournal*, vol. 15, Issue 2: Jan 07, 2020. Sponsored by Ewing Marion Kauffman Foundation. SSRN Distributions.

Cowley, M. (2018). Introducing Digital Media to Automotive Industry: The Role of Corporate Blogging and Economic Context in Full-Funnel Digital Marketing. *Economics of Networks*, vol. 10, Issue 28: Feb 28, 2018.

Cowley, M. (2015). The Application of Digital Media Industry to W. Scotland, N. Ireland, & the Irish Border Health Service Regions. *Economics of Networks*, vol. 7, Issue 74: July 21, 2015.

X. Appendix| RESEARCH METHODS: Experience & CPD

Quantitative Methods

- **Postgraduate Diploma in Statistics** (PGDipStat, TCD): Research design, experimental methods, regression analysis, multivariate statistics, non-parametric statistics for behavioural data
- **Survey research methods**: Sampling, self-administered questionnaires (pen and paper, online via MS Forms, Qualtrics, or mixed mode), and operationalising data validation procedures (e.g., precautionary and exclusionary protocols for online survey data).
- **Structured interviewing**: Constructing interview schedules, writing introductory statements, administering structured interviews (person-to-person, via phone, or via Zoom/Microsoft Teams/Google Meet)

- **Experimental research methods:** Running randomised controlled trials and software generated vignette studies, conducting protocol analysis of verbal reports as quantitative data, and designing mock juror simulations for legal empirical research
- **Quantitative data analysis** and report writing (e.g., IBM SPSS, Excel Spreadsheets)
- **Data visualisation:** Managing database protocols and procedures for big data analysis; implementing the importing, cleaning and organising of data via pivot tables and infographic visualisations for descriptive, diagnostic, exploratory and predictive inferential statistics (e.g., via Tableaux or Qualtrics)
- **Sentiment analysis:** Collating the text of formatted conversation or categorical response data via automated method (e.g., via Net Promoter Score NPS) or manual sampling for spot-check quality control purposes (e.g., via Excel or PowerPoint Briefs)
- **Point-in-Time structured observation:** Designing protocols and item inventories for team-led competitor analysis market research (e.g., Mystery Shop Method)

Qualitative Methods

- **Semi-structured interviews:** Constructing interview schedules, writing introductory statements, preparing interview guides, sampling, administering, recording, transcribing with edited curation (manually or via MS Teams/Happyscribe software), and managing data protocols
- **Focus groups:** Recruitment, facilitation and managing disagreements amongst participants, preparation of focus group guides, recording, transcription and managing data protocols
- **Structured observation:** Designing access and observation protocols for micro-ethnography research in industry using videography and digital methods (e.g., screencasts, password protected Zoom interviews; editing via Adobe Creative Cloud)
- **Content analysis:** Segmenting transcripts, coding via grounded theory, thematic analysis and extract analysis (e.g., via Delve for grounded theory, and NVivo or Excel Spreadsheets using Braun & Clarke's method, 2006)
- **Archival research:** Database searching, collation and documentation of sources, applying timeline analysis, thematic analysis/narrative analysis/extract analysis (e.g., Irish News Archives; National Archives; Data.Gov.ie; Gov.ie publications; Oireachtas.ie Bills, Acts, or pre-legislative resources; Central Statistics Office CSO records)

Research Ethics, Policy & Standards

- **Annual certification for membership of the Market Research Society (CMRS)** to maintain up-to-date research policy and standards for conducting research with the public (2018–)
- **Research ethics administration:** Writing research ethics applications for ethics committee approval (e.g., writing plain language statements, justifications of methodology, applying risk management procedures, creating support for participants via informed consent and debriefing materials, understanding and implementing good personal data procedures in collaboration with the organisation's DPO, DPU and GDPR advocates regarding storage, processing, disposal)

- **Report writing:** Conducting literature review, designing and copy-editing document from method through to results and discussion (e.g., via MS Publisher and MS Word), and formatting referencing list and in-text citation according to publisher standard (e.g., APA style, Harvard)

Certifications and Modules in Good Research Conduct

- **Oxford University Press Epigeum/ DCU** Certificate in Good Research Conduct (e-Assessed Certificate, 2024)
- **Oxford University Press Epigeum/ DCU** Certificate Specialist Course in Research Involving Human Participants (e-Assessed Certificate, 2024)
- **Oxford University Press Epigeum/ DCU** Certificate Specialist Course in Intellectual Property (e-Assessed Certificate, 2024)
- **Oxford University Press Epigeum/ DCU** Certificate Specialist Course in Conflicts of Interest (e-Assessed Certificate, 2024)
- **DCU Good Research Conduct Modules** (all e-Assessed, 2024): Planning Your Research; Managing & Recording Your Research; Data Selection, Analysis & Presentation; Scholarly Publication; Professional Responsibilities; Communications, Social Responsibility & Impact; Understanding Irresponsible Research Practices
- **Law Society of Ireland** Certificate in Social Media & the Law (2023)
- **TUSLA** Awareness training, laws for children: TUSLA Certificate of Completion for 'Introduction to Children First' eLearning Programme 2022 (e-Assessed Certificate, 2022)
- **HSE National Office for Human Rights & Equality Policy**, Awareness training, laws for vulnerable adults: Update on the Assisted Decision-Making Act since commencement (2 CEU NMBI Credits, 2022)
- **DCU Certificate in Challenging Unconscious Bias:** DCU & Marshall e-Learning Consultancy Certificate 'Let's Talk about Race in Higher Education' (e-Assessed Certificate, 2022)
- **GDPR** Digital Marketing Institute, GDPR for marketers (e-Assessed CPD, 2019)
- **DCU Library** Open Access Publishing Options for DCU staff (2023)
- **DCU Library** Westlaw IE and Westlaw UK Database Research for DCU Staff (2023)
- **Freedom of Information (FOI)** DCU Essential e-Learning (e-Assessed Course, 2022)
- **Managing Intellectual Property (IP)** DCU Essential e-Learning (e-Assessed Course, 2022)
- **Reporting statistics for journalists**, Online Course, Royal Statistical Society (2017)
- **DCU** Writing Data Management Statements for Funding Applications Workshop (2023)