



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

## Dr Michelle Cowley-Cunningham

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



The British  
Psychological Society



ROYAL  
STATISTICAL  
SOCIETY



Trinity  
College | Coláiste na  
Tríonóide  
The University of Dublin

### I. EDUCATION & PROFESSIONAL ACCREDITATION

**AFPsSI** 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**

**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

**National Forum T&L Certified** Professional Development Facilitator | 2021 | National Forum for the Enhancement of Teaching & Learning in Higher Education

## Professional Memberships & Committee Duties

### AFPSI Psychological Society of Ireland

**Associate Fellow** of the Psychological Society of Ireland AFPSI

**Full Member** Division of Academics, Teachers & Researchers

**Founding Member** Special Interest Group SIG Human Rights & Psychology

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

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

**International Committee Representative** (2024 – )

### 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

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

**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)

## **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

## II. EMPLOYMENT



### Principal Investigator & Postdoctoral Research

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

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 Allied Irish Bank 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 in Higher Education

**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

### III. LECTURING EXPERIENCE



#### Lecturing & Supervision

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

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

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

**Tutor in Psychology** | Trinity College Dublin | 2004 – 2005

**Member of Learning & Teaching Research Cluster** | Dundalk Institute of Technology | 2022

#### 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**.

## IV. 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*. Saarbrücken, Germany: Lambert Academic Publishing. Published PhD.

### Journal Articles

Cowley-Cunningham, M., Faherty, C., & Clinton, E. (in submission). Creative families: Introducing a psychological capital (PsyCap) model to explain how the family business context enhances or suppresses creative innovation. *Forthcoming* as a peer-reviewed session paper to global-leading *Babson College Entrepreneurship Research Conference (BCERC) 2024*.

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

Cowley-Cunningham, M., Carey, A., & Rogers, E. (2024). Applying psychological perspectives to explore how the climate crisis impacts children's health and security rights. ***Sustainability Report 2023/24***, University of Limerick.

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***, 50(1), 14–19.

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, 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](http://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](http://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](#) \*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. 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.

## V. PRINCIPAL INVESTIGATOR FUNDING & AWARDS



### Academic & Business Awards

**Small Business Charter** | SBC Excellence Awards Shortlist 'Stakeholder Engagement' (2024) | Team NCFB

**Gradireland, AHECS** | National Award 'Student & Graduate Employability' (2022) | Team DkIT

**National Forum for the Enhancement of Teaching & Learning** | Facilitator Ambassador for Professional Development, Facilitator 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)

### Funding Application Awards (Principal Investigator/Co-Investigator)

**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, Rep. of Ireland

**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, Fall 2008

**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 Awards (2004 and 2005) €1,600 (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

## Visiting Scholar Awards



The University of  
**Nottingham**



UNIVERSITY OF  
**PLYMOUTH**



**WOLFSON**  
COLLEGE  
UNIVERSITY OF OXFORD

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

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

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

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

## VI. 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



ombudsman  
do leanaí  
for children



The University of Dublin



### 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

Cowley-Cunningham, M., Ryan, M., & Carey, A. (TBC). *Children's Participation Rights and the Climate Crisis Context.* Assisting Children's Decision-Making. **Psychological Society of Ireland** and the **Office of the Children's Ombudsman.**



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**, 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, Mahwah, New Jersey: Erlbaum. Nashville, USA.

## Full Conference Papers

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



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).

## **VII. IMPLEMENTATION RESEARCH in the Public Domain**

**Special Interest Group in Human Rights & Psychology, Policy Submission –**  
[United Nations Comment No. 26 2023](#) - Policy Submission on Children's Mental Health

**Special Interest Group in Human Rights & Psychology, Stakeholder Submission –**  
[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 –**  
[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 –**  
[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, Business Research –**  
[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 –**  
[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 –**  
[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 –**  
[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 –**  
[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 –**  
[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 –**  
[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 –**  
[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.

## Appendix: RESEARCH METHODS - CPD & Experience

### 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– )
- **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)
- **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)
- **DCU Writing Data Management Statements for Funding Applications Workshop (2023)**
- **Law Society of Ireland Certificate in Social Media & the Law (2023)**
- **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)**
- **Challenging unconscious bias:** DCU & Marshall e-Learning Consultancy Certificate 'Let's Talk about Race in Higher Education' (e-Assessed Certificate, 2022)
- **Reporting statistics for journalists,** Online Course, Royal Statistical Society (2017)
- **Awareness training, laws for vulnerable adults:** HSE National Office for Human Rights & Equality Policy, Update on the Assisted Decision-Making Act since commencement (2 CEU NMBI Credits, 2022)
- **Awareness training, laws for children:** TUSLA Certificate of Completion for 'Introduction to Children First' eLearning Programme 2022 (e-Assessed Certificate, 2022)