

Lívía Markóczy

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Education

Ph.D in Management, Cambridge University (1995)
'Doktori' degree Economics, Budapest University of Economic Sciences *summa cum laude* (1987)
BA degree Economics Budapest University of Economic Sciences (1983)

Academic Employment

Associate Professor (with tenure) of Strategy, Organizations, and International Management. University of Texas at Dallas. 2005–Present
Associate Professor (with tenure) of Management, University of California, Riverside, A. Gary Anderson Graduate School of Management, 2004–2005
Assistant Professor of Management, University of California, Riverside, A. Gary Anderson Graduate School of Management, 2000–2004
Research Fellow, 1994–1996, Senior Research Fellow, 1996–2000 Cranfield School of Management, Cranfield University,
Assistant Professor (Egyetemi adjunktus), 1986–1994, Budapest University of Economic Sciences, Department of Business Economics,
Visiting Scholar, Aston University, Aston Business School, 1990–1991
Visiting Scholar, Stanford University, Graduate School of Business, 1987–1988;

Professional Distinctions and Awards

Ascendant Scholar Award, Western Academy of Management, 2003
“Above and Beyond the Call of Duty” award, Academy of Management, Organization and Management Theory Division, 1999
Best Paper Award, Eastern Academy of Management, Finalist 1997

Teaching interests

Strategic Management (undergraduate and MBA)
Judgement and Decision Making (undergraduate and MBA)
Organizational Behavior (PhD)
Research Methods (PhD)

Research Interests

Evolutionary Psychology; Fairness Perceptions; International Management; Judgment and Decision Making; Managerial Cognition; Organizational Citizenship Behavior and Cooperation; Strategic Management.

Citations of published work

142 citations in the Social Sciences Citation Index and the Science Citation Index. (As of February, 2006. Excluding self-citations. Articles that cite more than one of my publications are counted only once.)

Refereed Publications

‘Utilitarians aren’t always fair, and the fair aren’t always utilitarian: Distinct motives for cooperation.’ *Journal of Applied Social Psychology*, forthcoming. (L. Markóczy).

‘Reactions to inequity as a function of organization strategy: Effect of micro- and macro variables.’ In *Best Paper Proceedings of the Academy of Management*. 2007. (Y. Fried, A. Levi, L. Markóczy, and A. Fiegenbaum).

‘Economic pressure and the deterioration of research ethics.’ In *Best Paper Proceedings of the Academy of Management*. 2007. (M. Nippa and L. Markóczy).

‘Market signals: deceptive mimicry in russia’s post-communist banking.’ In *Best Paper Proceedings of the Academy of Management*. 2007. (A. Spicer and L. Markóczy).

‘Unrealistic optimism in consumer credit card adoption.’ *Journal of Economics Psychology*, 28(2):pp. 170–185, 2007. (S. Yang, L. Markóczy, and M. Qi).

‘Symmetry and the illusion of control as bases for cooperative behavior.’ *Rationality & Society*, 17(2):pp. 243–270, 2005. (J. Goldberg, L. Markóczy, and L. Zahn).

‘Are managers from Mars and academicians from Venus? Toward an understanding of the relationship between academic quality and practical relevance.’ *Strategic Management Journal*, 25(11):pp. 1063–1074, 2004. (D. Baldrige, S. Floyd, and L. Markóczy).

‘Multiple motives for cooperation.’ *International Journal of Human Resource Management*, 15(6):pp. 1018–1039, 2004. (L. Markóczy).

‘Consensus formation during strategic change.’ *Strategic Management Journal*, 22(11):pp. 1013–1032, 2001. (L. Markóczy).

‘National culture and strategic change in belief formation.’ *Journal of International Business Studies*, 31(3):pp. 427–442, 2000. (L. Markóczy).

‘Complex rhetoric and simple games.’ *Emergence*, 2(2), 2000. (J. Goldberg and L. Markóczy).

‘Management, organization and human nature: An introduction.’ *Managerial and Decision Economics*, 19(7/8):pp. 387–409, 1998. (Special Issue on ‘Management, Organization and Human Nature’), (L. Markóczy and J. Goldberg).

‘Women and taxis and dangerous judgments: Content sensitive use of base-rate information.’ *Managerial and Decision Economics*, 19(7/8):pp. 481–493, 1998. (Special Issue on ‘Management, Organization and Human Nature’), (L. Markóczy and J. Goldberg).

‘You can pick your friends, and you can pick your nodes but you can’t pick your friends’ nodes: Misattributions of others’ priorities.’ *International Journal of Human Resource Management*, 9(5):pp. 893–909, 1998. (L. Markóczy and J. Goldberg).

‘Measuring beliefs: Accept no substitutes.’ *Academy of Management Journal*, 40(5):pp. 1228–1242, 1997. (L. Markóczy).

‘The virtue of cooperation: A review of Ridley’s *Origins of Virtue*.’ *Managerial and Decision Economics*, 18:pp. 399–411, 1997. (L. Markóczy and J. Goldberg).

‘A method for eliciting and comparing causal maps.’ *Journal of Management*, 21(2):pp. 305–333, 1995. (L. Markóczy and J. Goldberg).

‘States and belief states.’ *International Journal of Human Resource Management*, 6(2):pp. 249–269, 1995. (L. Markóczy).

‘Modes of organizational learning.’ *International Studies of Management and Organization*, 24(4):pp. 5–30, 1994–95. (L. Markóczy).

‘Managerial and organizational learning in Hungarian-Western mixed management organizations.’ *International Journal of Human Resource Management*, 4(2):pp. 277–304, 1993. (L. Markóczy).

‘Host-country managerial behaviour and learning in Chinese and Hungarian joint ventures.’ *Journal of Management Studies*, 30(4):pp. 611–631, 1993. (J. Child and L. Markóczy).

‘Host country managerial behavior in Chinese and Hungarian joint ventures: Assessment of competing explanations.’ In *East-West Business Collaboration: The challenge of governance in post-socialist enterprises* (Edited by M. Boisot). Routledge, London, 1994. (Reprint), (J. Child and L. Markóczy).

Refereed Collection Chapters

‘International mixed management organizations and economic liberalization in Hungary: From state bureaucracy to new paternalism.’ In *Strategic Renaissance and Business Transformation* (Edited by H. Thomas and D. O’Neal), pp. 57–79. John Wiley & Sons, New York, 1995. (Collection of best papers from the Annual Conference of the Strategic Management Society, 1992), (L. Markóczy and J. Child).

‘Managerial adaptation in Chinese and Hungarian strategic alliances with culturally distinct partners.’ In *Joint ventures in the People’s Republic of China* (Edited

by S. Stewart), volume 4 of *Advances in Chinese industrial studies*, pp. 211–231. JAI Press, Greenwich, CT, 1994. (J. Child, L. Markóczy, and T. Cheung).

‘Techniques to compare cognitive maps.’ volume 5 of *Advances in managerial cognition and organizational information processing*, pp. 141–164. JAI Press, Greenwich, Conn, 1994. (K. Daniels, L. Markóczy, and L. de Chernatony).

‘Commentary on “a Sino-Hungarian-U.S. perspective on joint venture success”.’ volume 9 of *Advances in Strategic Management*, pp. 317–322. JAI Press, Greenwich, Conn, 1993. (L. Markóczy).

Under Review

‘The influence of core self-evaluation on risky strategic decisions.’ (Submitted to *Organization Science*, (J. Halebian, L. Markóczy, and G. McNamara).

‘Forbearance in organizational citizenship behavior.’ (Submitted to *International Journal of Human Resource Management*), (L. Markóczy, D. Vora, and K. Xin).

‘The role of middle management in the strategic making process: Group affiliation, structural holes and *Tertius Iungens*.’ (Submitted to *Strategic Management Journal*), (W. Shi, L. Markóczy, and G. Dess).

In Progress

‘The effect of top management team composition on R&D decisions and on managing resource dependence in the context of china.’ (Submitted to *Meeting of the Academy of Management*, (L. Markóczy, Y. Lu, W. Li, E. Xu, and H. Zhang).

‘Alignment of employee inequity and organizational strategy in explaining employee behavior.’ (In preparation for submission to *Academy of Management Review*), (Y. Fried, L. Markóczy, A. Levi, and A. Fiegenbaum).

Other Publications

‘Review of G. P. Hodgkinson and P. R. Sparrow *The Competent Organization*.’ *Organization Studies*, 27(1):pp. 154–157, 2006. (L. Markóczy).

‘Review of *Rational choice in an uncertain world: The psychology of judgment and decision making*.’ *Journal of Socio-Economics*, 33(6):pp. 817–818, 2004. (L. Markóczy).

‘Yabba-dabba-doo! A response to unfair accusations.’ *Human Relations*, 57(8):pp. 1037–1046, 2004. (L. Markóczy and J. Goldberg).

‘In defence of human nature. a review of *Managing the Human Animal*.’ *British Journal of Management*, 14(4):pp. 376–380, 2003. (L. Markóczy).

‘Review of Nicholson’s *Managing the Human Animal*.’ *Quarterly Review of Biology*, 78(1):pp. 128–129, 2003. (L. Markóczy).

‘Corporate America is ‘Stalinist’ and that’s good.’ *Newsday*, (8 July):p. 1, 2001. (L. Markóczy).

‘Us and them.’ *Across the Board*, 35(2):pp. 44–48, 1998. (L. Markóczy).

‘Are cultural differences overrated?’ *Financial Times*, (26 July):p. 10, 1996. (L. Markóczy).

Non-English Refereed

‘A közös gondolkodás korlátai: A stratégiai érdek, a vezetői sajátosságok és a környezet hatása.’ *Vezetéstudomány*, 25(8):pp. 31–39, 1994. (L. Markóczy).

‘A vezetői gondolkodás kutatása.’ *Vezetéstudomány*, 25(3):pp. 49–53, 1994. (L. Markóczy).

‘A tanulás, és a *slack* szerepe a szervezeti adaptációban.’ *Tervgazdasági Fórum*, 5(4):pp. 141–149, 1990. (L. Markóczy).

‘Erőforrás-függőség és vállalati magatartás.’ *Közgazdasági Szemle*, 36(7–8):pp. 820–829, 1989. (L. Markóczy).

‘A részmunkaidős foglalkoztatás lehetőségei Magyarországon.’ *Közgazdasági Szemle*, 35, 1987. (L. Markóczy).

‘A kísérleti szabályozásokról—új megvilágításban.’ *Közgazdasági Szemle*, 34:pp. 219–222, 1986. (L. Markóczy).

‘Külföldi munkások alkalmazása Magyarországon.’ *Vezetés Szervezés*, 1985. (L. Markóczy).

Non-English Other

‘Review of J. B. King: A fogoly-paradoxon.’ *Közgazdasági Szemle*, 37:pp. 121–123, 1990. (L. Markóczy).

‘Vállalati munkaerő-gazdálkodás.’ In *Vállalatgazdaságtan* (Edited by A. Chikán), chapter 3, pp. 341–372. BKE Kiadó, Budapest, 1989. (L. Markóczy).

‘Vállalat- és vállalkozáselméletek.’ In *Pénzügyi és Kereskedelmi Enciklopédia* (Edited by A. Chikán), pp. 630–632. Novotrade, Budapest, 1988. (L. Markóczy and A. Chikán).

‘Készletgazdálkodás.’ In *Pénzügyi és Kereskedelmi Enciklopédia* (Edited by A. Chikán), pp. 305–309. Novotrade, Budapest, 1988. (A. Chikán and L. Markóczy).

‘Bérügyi tanácsok.’ *Figyelő*, 1986. (L. Markóczy).

‘Teljes- vagy túlfoglalkoztatás?’ *Figyelő*, 1986. (L. Markóczy).

‘Az angol gyakorlat.’ *Figyelő*, 1986. (L. Markóczy).

Academy of Management Presentations – Refereed

‘Doing business research in emerging economies.’ Academy of Management, Atlanta, 2006. (Part of Professional Development Workshop), (L. Markóczy).

‘The effects of anxiety and confidence on risky decision making in competitive and non-competitive decision settings.’ Academy of Management, Honolulu, 2005. (J. Haleblan, G. McNamara, and L. Markóczy).

‘Honest signals of dishonest competence: Russian bank failures and the signal to fraud ratio.’ Academy of Management, New Orleans, 2004. (L. Markóczy and A. Spicer).

‘OMT/SIM/MOC Symposium: Signaling authenticity.’ Academy of Management, New Orleans, 2004. (L. Markóczy and W. T. Proffitt, Jr.).

‘Trust but verify: Distinguishing distrust from vigilance.’ Academy of Management, Seattle, 2003. (L. Markóczy).

‘The virtues of omission in the conceptualization of OCB.’ Academy of Management, Seattle, 2003. (L. Markóczy and K. Xin).

‘From demography to cognitive measurements: A personal journey.’ Academy of Management, Washington D.C., 2001. (Part of Symposium), (L. Markóczy).

‘OB Symposium: Management, organization and human nature.’ Academy of Management, Chicago, 1999. (L. Markóczy, J. Goldberg, M. G. Evans, B. Pierce, D. A. Waldron, and R. White).

‘Measuring cognition is not exotic.’ Academy of Management, Chicago, 1999. (Part of BPS and MOC Symposium), (L. Markóczy).

‘Human nature and the base-rate fallacy.’ Academy of Management, Chicago, 1999. (Part of OB division symposium), (L. Markóczy and J. Goldberg).

‘Women and taxis and dangerous judgments: Content sensitive use of base-rate information.’ Academy of Management, San Diego, 1998. (L. Markóczy and J. Goldberg).

‘Complex rhetoric and simple games.’ Academy of Management, San Diego, 1998. (J. Goldberg and L. Markóczy).

‘Symmetry: Time travel, mind-control and other everyday phenomena required for cooperative behavior.’ Academy of Management, Boston, 1997. (J. Goldberg and L. Markóczy).

‘All academy symposium: Factors affecting managerial values, perception, attitudes, and behavior in eastern europe.’ Academy of Management, Boston, 1997. (D. Elenkov and L. Markóczy).

‘States and knowledge states.’ Academy of Management, Atlanta, 1993. (L. Markóczy).

‘Barriers to shared belief: The role of managerial characteristics, environmental factors, and strategic interest.’ Academy of Management, Dallas, 1994. (L. Markóczy).

‘The more things change the more they become the same: Consensus formation during strategic change.’ Academy of Management, Cincinnati, 1996. (L. Markóczy).

‘Managerial adaptation in Chinese and Hungarian strategic alliances with culturally distinct foreign partners.’ Academy of Management, Las Vegas, Nevada, 1992. (J. Child, L. Markóczy, and T. Cheung).

Regional Conference Presentations – Refereed

‘Roots of procedural fairness: A tail of two inclinations.’ Western Academy of Management, Girdwood, Alaska, 2004. (L. Markóczy, J. Goldberg, and A. Chen).

‘Naive trust, prudent trust, distrust and social intelligence.’ Western Academy of Management, Palm Springs, 2003. (L. Markóczy).

‘Cooperative choice: Cooperative and non-cooperative motives and their consequences.’ Western Academy of Management, Sun Valley, ID, 2001. (L. Markóczy).

‘Sources of shared belief: The role of managerial characteristics and strategic interest in shaping managerial beliefs.’ Eastern Academy of Management, Dublin, 1997. (Finalist for best paper award of the conference), (L. Markóczy).

Other Refereed Conference Presentations

‘Sub-theme 27: Decision-making in organizations: Unlocking their potential.’ EGOS, Berlin, 2005. (Co-convenor of sub-theme), (C. de Nahlik and L. Markóczy).

‘Sometimes the conservative is radical: Transaction cost theory and “new” ways of organizing.’ EGOS, Warwick, UK, 1999. (L. Markóczy).

‘Backward causation and co-operation: The psychology of everyday Kantianism.’ Decision Making in Theory and Practice, Oxford, 1998. (J. Goldberg and L. Markóczy).

‘Women and taxis and dangerous judgments: Content sensitive use of base-rate information.’ Fifth Annual International Conference on Advances in Management, Lincoln, UK, 1998. (L. Markóczy).

‘Symmetry: Time travel, mind control, and other every day phenomena required for cooperative behavior.’ Fifth Annual International Conference on Advances in Management, Lincoln, UK, 1998. (J. Goldberg and L. Markóczy).

‘Culture of culture.’ Fifth International Conference on Multi-Organizational Partnerships and Co-operative Strategies, Oxford, 1998. (L. Markóczy).

‘Symmetry: Why do people cooperate in some prisoner’s dilemma situations.’ British Academy of Management, London, 1997. (J. Goldberg and L. Markóczy).

‘States and belief states revisited: Challenging the conventional wisdom in hungarian/anglo-saxon managed organizations.’ EGOS, Budapest, 1997. (L. Markóczy).

‘Sources of integration problems in international mixed management organizations.’ Strategic Management Society, Mexico City, 1995. (L. Markóczy).

- ‘Managing cultural differences in international mixed management organizations.’ British Academy of Management, Sheffield, 1995. (L. Markóczy).
- ‘Thinking in organizations.’ EGOS, Istanbul, 1995. (L. Markóczy).
- ‘Causal mapping for large samples.’ International Workshop on Managerial and Organizational Cognition, Brussels, 1994. (L. Markóczy).
- ‘Comparing cognitive maps.’ International Workshop on Managerial and Organizational Cognition, Brussels, 1993. (K. Daniels, L. Markóczy, and L. de Chernatony).
- ‘International mixed management organizations and economic liberalization in Hungary: From state bureaucracy to new paternalism.’ Strategic Management Society, London, 1992. (L. Markóczy and J. Child).
- ‘Culture and experience of international strategic alliances in Hungary.’ British Academy of Management, Bradford, UK, 1992. (L. Markóczy and J. Child).
- ‘Institutional changes and modes of organizational learning.’ EGOS, Vienna, 1991. (L. Markóczy).
- ‘State directed profit motive and resource dependency.’ EARIE, Budapest, 1989. (L. Markóczy).

Other Presentations

- ‘Utilitarianism and fairness in cooperation.’ Society of Judgment and Decision Making, Kansas City, 2002. (L. Markóczy and K. Randazzo).
- ‘Utilitarianism and fairness in cooperation.’ Behavioral Decision Making in Management, Chicago, 2002. (L. Markóczy and K. Randazzo).
- ‘Wishful thinking among credit card users.’ Society of Judgment and Decision Making, Orlando, FL, 2001. (L. Markóczy, S. Yang, and M. Qi).
- ‘Components of “everyday kantianism”: Symmetry and causal illusions.’ Society of Judgment and Decision Making, Orlando, FL, 2001. (J. Goldberg, L. Markóczy, and L. Zahn).
- ‘A method for eliciting and comparing causal maps.’ International Workshop on Managerial and Organizational Cognition, Brussels, 1994. (L. Markóczy and J. Goldberg).
- ‘Organizational learning.’ Soros Conference for Budapest University of Economics, Budapest, 1991. (L. Markóczy).
- ‘(non-)differences in managerial thinking in Hungarian–Western joint ventures.’ MODEM, Budapest, 1992. (L. Markóczy).
- ‘A stratégiai vezetés mint sikertényező.’ Conference for the 40th Anniversary of the Budapest University of Economics, Budapest, 1988. (L. Markóczy).

Invited Presentations

‘Student/faculty joint research.’ Academy of Management, Professional Development Presentation, New Orleans, 2004. (L. Markóczy).

‘Altruists aren’t always fair, and the fair aren’t always altruistic: Distinct motives for cooperation.’ UCR Social Psychology Department, Riverside, CA, 2003. (L. Markóczy).

‘Fairness and altruism as distinct motives.’ University of Connecticut, Storrs, CT, 2003. (L. Markóczy).

‘Careers spanning continents: From Europe to the US.’ Academy of Management, Denver, 2002. (Panel member and presenter at the Doctoral consortium of the International Management Division), (L. Markóczy).

‘Cooperation in social dilemmas – the California energy crisis.’ Great Ideas in the Social Sciences. UCLA Center for Governance, Los Angeles, CA, 2002. (L. Markóczy).

‘Utilitarianism and fairness in cooperation: Two families of motives affecting conservation behavior during California’s energy crisis.’ Economics Seminar Series. Claremont University, Claremont, CA, 2002. (L. Markóczy).

‘Evolution and decision making: What does evolution tell us about how we make decisions?’ Gruyter Institute for Law and Behavior Research, Squaw Valley, CA, 2001. (L. Markóczy).

‘Psychological explanations of cooperation and citizenship behavior.’ Judge Institute for Management Studies, Cambridge University, Cambridge, 1997. (L. Markóczy).

‘You can pick your friends, and you can pick your nodes, but you can’t pick your friend’s nodes.’ University of California, Irvine, Irvine, CA, 1997. (L. Markóczy).

‘East meets west: Mapping managers’ thinking in Hungarian-Western joint ventures.’ Cranfield University, Cranfield, UK, 1994. (L. Markóczy).

‘Institutional changes and modes of organizational learning.’ Lancaster Business School, Lancaster, UK, 1991. (L. Markóczy).

Editorial Service

Editorial board member for *Journal of Management Studies* (2005–Present)

Editorial board member for *Organization Studies* (1997–2002)

Guest editor for special issue of *Managerial and Decision Economics* on special topic, “Management, Organization and Human Nature.” (1997–1998)

Journal Reviewer

Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Organizational Research Methods, Journal of Management Studies, Human Relations, British Journal of Management, Applied Psychology:

An International Review, Organization Studies, Journal of International Management, Journal of International Business Studies, Group and Organization Management, Journal of Occupational and Organizational Psychology, and Organization Science

Academic Societies

Academy of Management (since 1991); Strategic Management Society (since 1994); British Academy of Management (1994–2000); American Economic Association (1997–2005); Human Behavior and Evolution Society (1997–2005); Society for Judgment and Decision Making (since 1998); American Psychological Association (since 1998)

School committees

Member of *ad hoc* third year review committee for Sean Cotter (2006)
Member of *ad hoc* third year review committee for Holly Lutze (2006)
External Chair for PhD committee of Rajarshee Bharadwaj, electrical engineering (2006)
Chair of Research Environment Task Force (2004–2005)
Member of the Research Committee (2001–2005)
Member of the PhD Program Committee (2003–2005)
Member of the Search Committee for open position in Business (2004–2005)
Member of the Search Committee for Assistant Professor in management (2002–03)
Member of the Search Committee for Senior Professor in Management (2002–03)
Member of the Search Committee for the Steffey Chair in Marketing (2002–03)
Member of the Search Committee for Assistant Professor in management (2001–02)
Member of the Search Committee for Senior Professor in Management (2001–02)

Academic and University Service

Member of the Committee on Courses 2001–2005 (UC Riverside)
Honor thesis advisor 2002, 2003 (UC Riverside)
Research Committee 1996–2000 (Cranfield)
Various Ph.D student committee. 1994–2000 (Cranfield and UCR)
Member of the Research Steering Committee of the Association of Business Schools (UK). 1998–2000
Ph.D supervisor for Carmel de Nahlik. 1998–2000 (Cranfield)
Ph.D supervisor for Penny Brown. 1997–2000 (Cranfield)
Ph.D supervisor for Steve Regan. 1995–2000 (Cranfield)

Grants and Scholarships

UCR Academic Senate 2001, 2002, 2003, 2004

Regents' Faculty Fellowship 2003–2004

World Bank Graduate Scholarship, 1991–1995

British Council/Gróf-Szécsényi Scholarship, 1990–1991

Soros Fellowship 1987–1988

Invited consultant, British Foreign Ministry 1984

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