



Focusing on the under-explored

An overview of an emergent research program

Lívia Markóczy

`Livia.Markoczy@ucr.edu, livia@goldmark.org`

The A. Gary Anderson Graduate School of Management
University of California, Riverside

General theme of my research

I am interested in how persons and situations interact producing behavior.

Three themes

1. Focusing on individual differences in strategic decision making
2. Focusing on situational factors in cross-country differences
3. The role of individual differences and situational factors in ethical decision making

Underlying features

- Focusing on the neglected areas of person-situation interactions
- Interdisciplinary approach



Strategic Decisions & the Individual

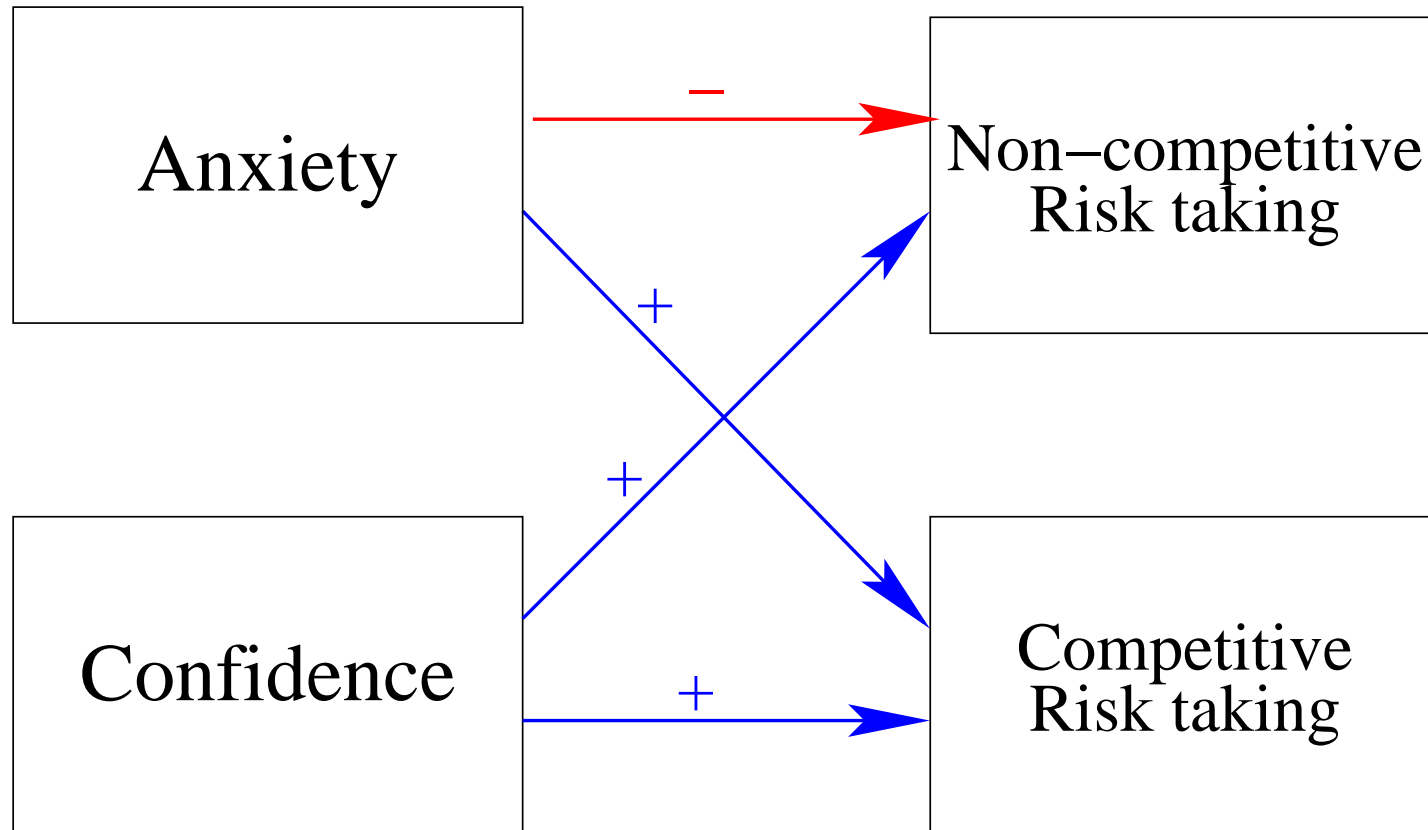
Overlooked individual differences

Much of the work in strategic decision making downplays the role of individual differences in behavior. Much of my work focuses on individual differences and their interaction with the situation of the decision maker.

A current project

- Investigating the effects of individual differences in anxiety and confidence in risk taking behavior, and how the context moderates this relationship.

Anxiety, confidence, context & risk





National differences and commonality

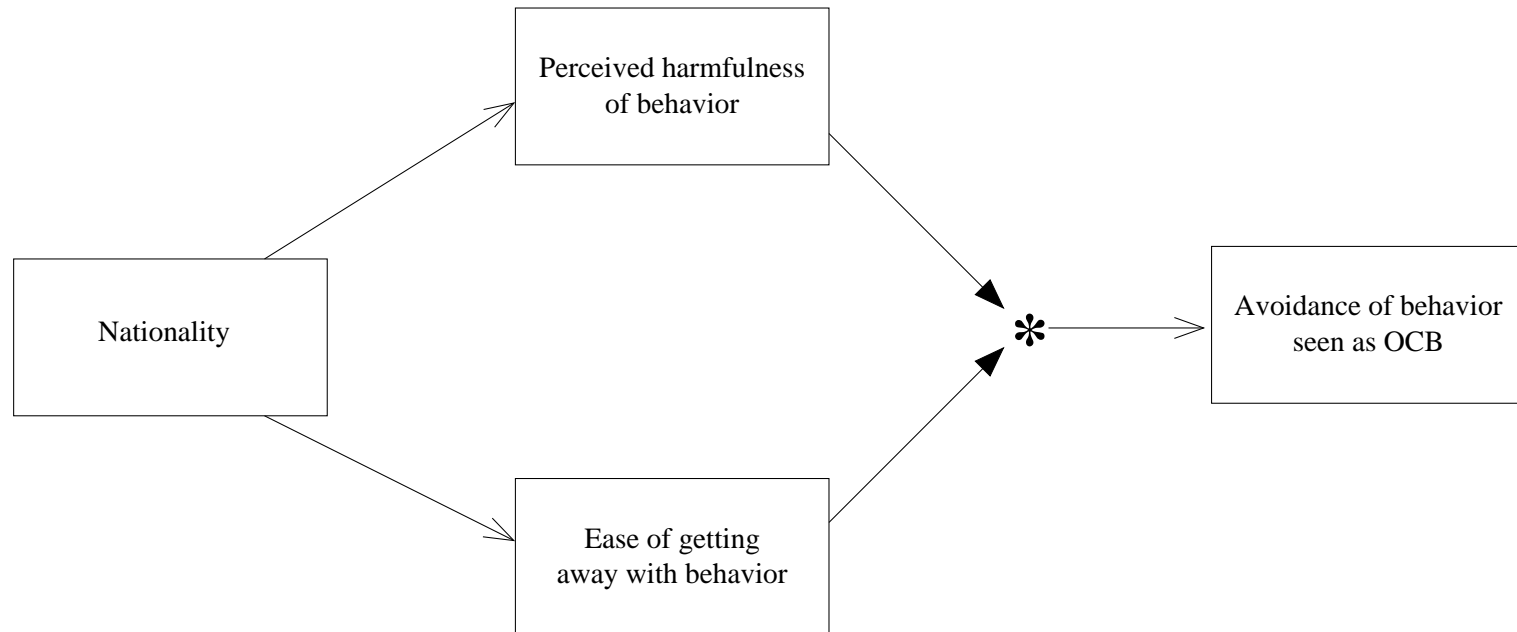
Situation in international research

There is a strong tendency among management scholars to attribute cross-country differences in behavior to cross-cultural differences, while downplaying the role of situational differences. I focus on these situational differences to demonstrate their importance in cross-country differences.

Some national differences in OCB

- Differences in what harmful behavior people get away with in various countries play a major role in explaining cross-country differences in what is seen to be OCB (In progress).

Harm, availability & view of OCB



Signaling trustworthiness

We argue that some practices that work well in the West may go awry when they are applied in a country with weak or underdeveloped institutions. Namely, we argue that signals that are relatively accurate reflections of quality in the West may not only not work in other countries but may be the ones that are most likely to be transmitted by counterfeiters or mimics.



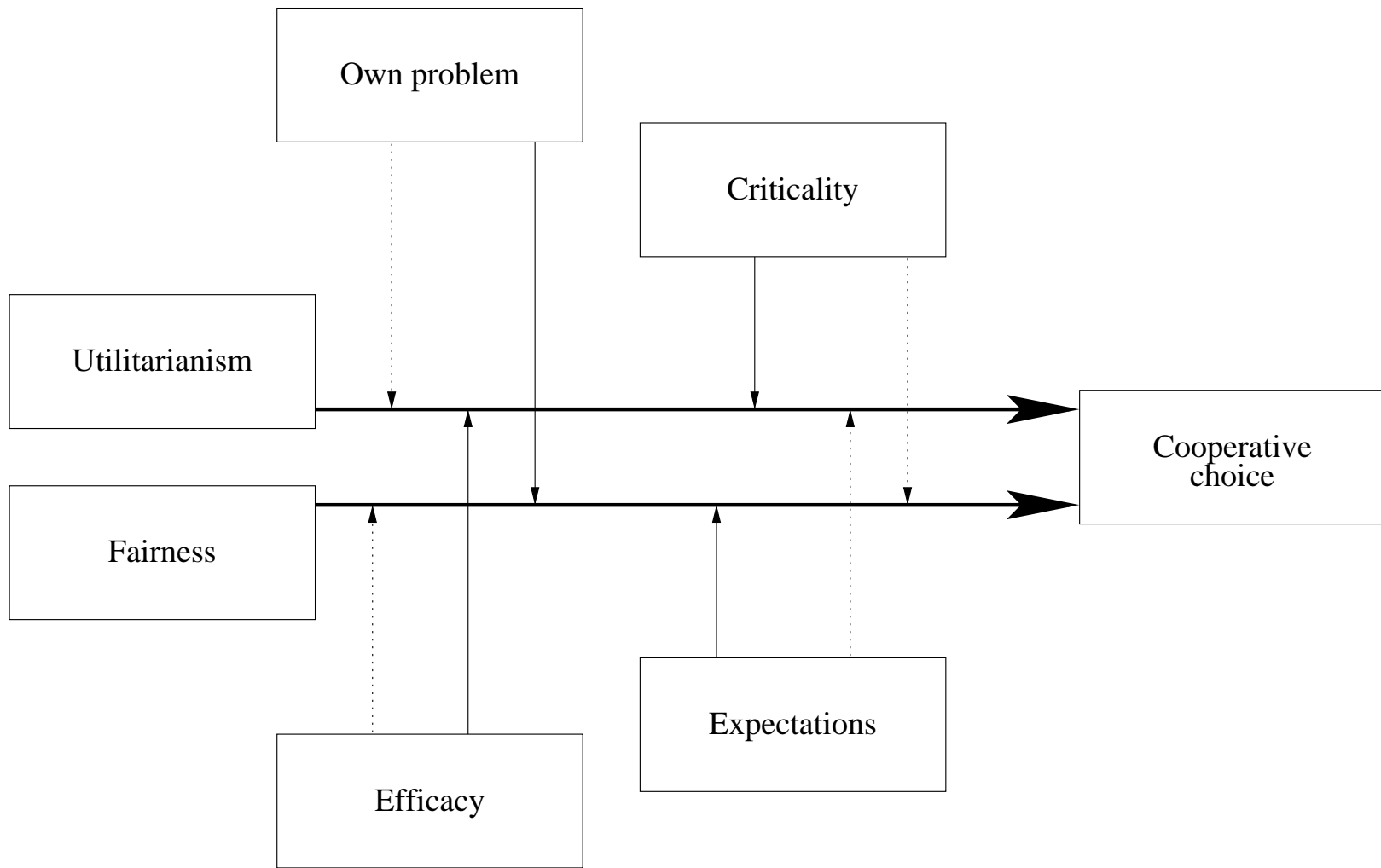
**Why do people do (or not) the
right thing?**

Ethical questions

Examples:

- Research on social dilemmas
- Research on useful management research

Motives and Moderators



Resources

These slides (PDF) may be found at
www.goldmark.org/livia/papers/program/