

Lucy McGowan

CURRICULUM VITAE

California Polytechnic State University – San Luis Obispo
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Academic History:

Doctor of Philosophy, Agricultural & Applied Economics July 2022
Emphasis areas: Entrepreneurship, Managerial and Organizational Economics
University of Missouri

Master of Science, Agricultural & Applied Economics May 2016
Masters Topic: A Study of Collective Entrepreneurship Using Agent-Based Modeling
University of Missouri

Bachelor of Science with honors, Food Science December 2012
University of Missouri

Academic Positions:

California Polytechnic State University – San Luis Obispo
Assistant Professor August 2022 - Present

Research Experience:

University of Missouri - Columbia: *McQuinn Center for Entrepreneurial Leadership*,
Graduate Research Fellow. August 2018 – July 2022.

1. My dissertation research created a formalized multi-level description of technological change. This was done using agent-based modeling for the micro level and system dynamics for the macro level. The two models were integrated to explore how uncertainty is reduced over time through technology adoption by the firm and acceptance by the consumer.
2. During 2020, I was an investigator on a USDA/NIFA project on how entrepreneurial groups perceive their collective identities and are perceived and understood by their current and potential customers. Specifically, this project (Collective Market Development for Entrepreneurs in Wine Trails and Artisan Cheese networks, Award # 2020-67023-30980) looks at wine trails in Missouri and New York and at producer networks in the American fine cheese industries.
3. I have completed research on entrepreneurial team structure, formation, and ontology using Agent-Based Modeling. This became the basis for my M.S. thesis and a paper to an international conference on social simulation in 2019.

University of Missouri - Columbia, *Office of Technology Management and Industry Relations*,
Research Associate, May 2013 – September 2013

I supported the licensing manager in the market validation of University of Missouri produced technology. I produced summary reports that presented a cost benefit analysis of the value of the market opportunity for identified innovation produced in the University.

Professional Experience:

Mills Legacy, LLC: Founder / Owner, January 2014 - Present.

I established a business to engage with small ventures with founders who act entrepreneurially and focus on value-added products. I provide my clients with support during their business formation period by drafting business plans and governance documents, developing financial statements and chart of accounts, and engaging and managing necessary third parties to support the founder.

Enginuity Worldwide, LLC: Founder, Business Analyst, August 2013 - March 2018.

I was the direct report to founder and CEO. I was the point of contact for all financial contracts and coordinated all member communication. I authored and maintained multiple business plans, cases, and models that drove business development. This work included consumer and market research. I provided key market data to make informed business decisions. I acted as business and office manager, to support the accomplishment of company strategy.

Enginuity Worldwide, LLC was a technology company that developed a process for the conversion of biomass into durable black solid fuel. The business stopped production of fuel in 2017 because of industry and policy factors.

Farmland Foods, INC: Consumer Research Analyst, January 2012 - May 2013.

I was the first hire in the newly formed Consumer Insights Unit. I reviewed and summarized all incoming research for distribution to the sales and marketing teams. I conducted and managed sensory tests, consumer focus groups, and customer surveys for consumer segmentation research and product validation. I analyzed results from consumer research studies and made recommendations to marketing leadership.

Teaching Experience:**University of Missouri - Columbia:** College of Agriculture, Food, and Natural Resources

Primary Lecturer:

- Agribusiness Management 3283: Fundamentals of Entrepreneurship (2019, 2020, 2021)
 - o I had full responsibility for curriculum, lecture, and student assessment for ABM 3283. The course was a requirement for all agribusiness majors and served as an elective for other students in the University. Enrollment in the course increased 22% from 2021 – 2022. In 2022 my composite evaluation from students was 4.7.

Co-Lecturer:

- Agribusiness Management 4983: Strategic Entrepreneurship in Agri-Food (2022)

Guest Lecturer:

- Finance 7210: Microeconomics for Business (2018)
- Agribusiness Management 1042: Introduction to Macroeconomics (2018)

Graduate Teaching Assistant:

- Agribusiness Management 4983: Strategic Entrepreneurship in Agri-Food: Writing Intensive (2021)
- Agribusiness Management 4240: Intermediate Microeconomics (2018)
- Finance 7210: Microeconomics for Business (2019)
- Agribusiness Management 3283: Fundamentals of Entrepreneurship (2013, 2014)

Conference Presentations:

McGowan, L. M., *An Agent Based Model Exploring the Relationship Between Technology Adoption and Consumer Acceptance*, Academy of Management Annual Conference, Seattle, WA, August 2022

Entsminger, Jason, & **McGowan L.M.**, *Social Disadvantage, Resources, and Strategic Portfolios of Small- and Medium-Sized Agrofood Entrepreneurs: Evidence Implicating the Role of Social Resources on Strategic Decision Making*, E. M. Kauffman Foundation sponsored colloquium on Transitional Entrepreneurship, Norfolk, VA, June 2022

McGowan L. M., *Exploring the Impact the Market Divide has on Industry Legitimacy for Controlled Environment Agriculture*, International European Forum on System Dynamics and Innovation in Food Networks, Virtual, February 2022.

Westgren, Randall E. & **McGowan L. M.**, *Network Structure and Organizational Identity as the Foundations for Collective Action*, International European Forum on System Dynamics and Innovation in Food Networks, Virtual, February 2022.

McGowan L. M. [Legal Requirements for Beginners](#), New Business Jumpstart: Columbia, MO, Virtual, August 2020.

McGowan L. M. *The Grounding of Social Resonance*, Social Ontology 2020, Virtual, July 2020.

McGowan L. M., Westgren R. E. *A Study of Group Formation using Agent-Based Modeling*, Social Simulation Conference, Mainz, Germany, September 2019.

Conference Proceedings:

McGowan, Lucy, and Randall Westgren, "A Study of Group Formation Using Agent-Based Modeling." *Advances in Social Simulation: Proceedings of the 15th Social Simulation Conference. Springer Proceedings in Complexity*, Petra Ahrweiler and Matin Neumann eds., Cham, Switzerland: Springer Nature, 2021, pp. 115-120.

White Papers:

What Makes a Successful Wine Trail? 6 Questions Exploring the Importance of Shared Identity to Wine Trail Success, McQuinn Center for Entrepreneurship, 2021

Working Papers:

Social Disadvantage, Resources, and Strategic Portfolios of U.S. Farms within Local and Regional Food Distribution Channels: Evidence Implicating the Role of Social Resources on Strategic Decision Making, Target Journal: Strategic Entrepreneurship Journal

Marginalized Populations, Entrepreneurship, and Economic Development, Target Journal: Journal of Management History

Using Appreciative Inquiry to Develop the Confidence of Students in their Ability to Use Effectuation Practices, Target Journal: Entrepreneurship Education and Pedagogy

Awards:

- Mizzou 18, University of Missouri – Spring 2022
 - Selected to be a part of the Mizzou 18' class of 2022. This award chooses 18 students from graduating graduate students who exemplify the values of the University of Missouri: excellence, respect, responsibility, and discovery.
- Albert R. Hagan Memorial Graduate Fellowship in Agricultural Economics, University of Missouri – Spring 2021
 - The award is given to the top graduate student in the department, in recognition of Dr. Hagan's contributions to the agricultural economics profession and graduate education. I was chosen out of all enrolled graduate students in the Agriculture and Applied economics program at the University of Missouri because of my academic and service accomplishments.
- 3 Minute Thesis (3MT) Competition, First Place, University of Missouri – Fall 2021
 - Presentation Title: *Using Simulations to Better Understand Entrepreneurial Decision Making*

Leadership:

- Graduate Student Writing Group Organizer and Leader: University of Missouri – Spring 2022
- Organizer and Master of Ceremonies for Graduate Student Professional Development Lunch & Learn Seminars – 2020, 2021
- President of Department of Applied Social Sciences Graduate Student Association – 2020, 2021
- Community Organizer for Loaves and Fishes: Soup Kitchen: 2020, 2021, 2022

- Graduate Welcome Group Leader: University of Missouri Graduate School – Fall 2020

Service:

- *Panelist:* Graduate School Student Panel Discussion (1 of 6 graduate students chosen to speak to all incoming Mizzou Graduate Students during welcome week) – August 2021
- *Reviewer:* Academy of Management Annual Meeting – 2020, 2021
- *Reviewer:* Young Entrepreneur Pitch Challenge, Missouri 4-H – May 2020
- *Panelist:* World Food Prize: Columbia, MO – January 2020

Training:

- United States Association for Small Business and Entrepreneurship (USASBE) [Doctorial Consortium on Entrepreneurship Teaching and Learning](#) –Spring 2022
 - The USASBE Doctorial Consortium pairs doctoral students with two mentors, a project team, and journal editor for four months with the intention to grow the participants skills and confidence in entrepreneurship education and pedagogy. Upon the completion of the program participants are encouraged to submit their work product to a peer-reviewed journal.
- Academy of Management (AOM)Technology & Innovation Management (TIM) Doctoral Consortium – Summer 2021
 - The AOM TIM Doctorial Consortium was a collection of doctoral students entering or anticipating to enter the job market in the next 24 months. Participation in the program included attendance at a Job Market Bootcamp, the creation of a vision document that described future research goals, and pairing with a research mentor. From the experience I was able to improve how I communicate about my research and set a clear intention for my research trajectory.
- National Bureau of Economic Research (NBER) [Entrepreneurial Research Bootcamp](#) – Summer 2020
 - NBER's Entrepreneurship Bootcamp was championed and hosted by Dr. David Robinson of Duke University. The camp was attended by 50 PhD students from across the globe; all interested in entrepreneurship research. The camp content is made up of 100 articles of required reading before the camp plus 40 hours of lecture by top scholars of the field. The topics of discussion varied from firm dynamics, firm innovation, growth influenced from innovation, and how traits of individuals influence entrepreneurship. The syllabus and accompanied discussion provided researchers with new ideas for entrepreneurial theory and research methods. Importantly, for me, participation in this bootcamp influenced the incorporation of firm dynamics in my dissertation study.
- University of Missouri [Deaton Scholar Program](#) – Fall 2019
 - The Deaton Scholar is a student lead program that assembles interdisciplinary teams to create a project plan with the objective to reduce hunger and poverty. The program uses the business model canvas and community development training to support students as they go through the entrepreneurial process of implementing a new idea. My group was successful in project implementation. We developed a project plan and all necessary

materials for food banks to provide their patrons with meal kits. This included the development of a logistics plan, a recipe catalogue, and project management.

- Intensive Agent Based Modeling Short Course: Leipzig, Germany – Fall 2014
 - I attended an intensive 5 day training on how to use NetLogo for Agent-Based Modeling (ABM) in Leipzig, Germany. The course was taught by Steve Railsback and Volker Grimm authors of Agent-based and Individual-based Modeling: A Practical Introduction. The training was focused as an introduction to the method for the use of the participants in their own work. The Leipzig training exposed me to modelers from other disciplines and their use of ABM. Many of the researchers in this area are based in ecology or biology and their use was inspiration to the final product of my MS thesis.