



**MONICA SILVA**  
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## I. EDUCATION

- Ph.D. Educational Psychology, Indiana University, USA. 1998
- Master of Science (M.S.), Indiana University (Fulbright Scholarship) 1989
- Bachelor in Psychology, Pontificia Universidad Católica de Chile 1983
- Psychologist, Pontificia Universidad Católica de Chile 1983

## II. ACADEMIC POSITIONS

- Adjunct Researcher, School of Management,  
Pontificia Universidad Católica de Chile 1998 – To date

## III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Corporate Social Responsibility
- Main Courses: Value-Based Leadership: An Applied Approach, Value Creation, Corporate Social Responsibility.

## IV. RESEARCH

### *Recent Publications*

- Silva, M., Barroilhet, A. & Geisinger, K. The right to be fairly assessed. Higher Education Policy, 2024 (forthcoming)
- Silva, M., Orellana, P. & Iglesias, V. (2024). Students' Reading Comprehension Level and Reading Demands in Teacher Education Programs: The Elephant in the Room? *Frontiers in Psychology*,
- Cuneo, A., Goodstein, R., Milberg, S., & Silva, M. (2022). Parent brand susceptibility to negative feedback effects from brand extensions: A meta-analysis of experimental consumer findings. *Journal of Consumer Psychology*.
- Barroilhet, A., Ortiz, R., Quiroga, B. & Silva, M. (2021). Exploring conflict of interest in university accreditation in Chile. *Higher Education Policy*. (Wos)
- Koljatic, M. & Silva, M. (2020). Chile's admission tests: Pending changes and revisions. In M.E. Oliveri and C. Wendler (eds). *Higher Education Admission Practice: An International Perspective*. Cambridge University Press. Cambridge, UK.
- Chu, M., Silva, M. & Cal, M. (2020). Algramo. HBS Case Collection.



- Ramirez, A., Koljatic, M., & Silva, M. (2020). Coaching in admission test performance: a study of group differences. *International Journal of Testing*, 20(4), 253-273.
- Gándara, F. & Silva, M. (2016). Understanding the gender gap: Evidence from the Chilean university admission tests. *International Journal of Science and Mathematics Education*, 14(6), 1079-1092. (WoS)
- Koljatic, M. & Silva, M. (2015). Do business schools influence students' awareness of social issues? Evidence from two of Chile's leading MBA programs. *Journal of Business Ethics*, 131(3), 595-604. (WoS)
- Milberg, S., Silva, M., Celedón, P. & Sinn, F. (2014). Synthesis of attraction effect research: practical marketing implications?. *European Journal of Marketing*, 48(7-8), 1413-1430. (WoS)

## V. SELECTED SCIENTIFIC PRESENTATIONS

- National Council for Measurement in Education (Virtual Conference, 2020). College Admissions: Lessons learned from around the Globe. Speakers: M. Silva, C. Wendler, E. Oliveri, N. Jappie, R. Michel and R. Meijer.
- 11th Conference of the International Test Commission (Montreal, Canada 2-5 de Julio de 2018). University admission testing in Chile: Current controversies and Future Directions (Symposium). Speakers: M. Silva, R. Phelps, A. Arce-Ferrer, S. Sireci and L. Varas.
- Conference, International Test Commission (ITC), 2018, Canada.  
Presented Paper: IRT Scoring and the principle of consistent order, assessing the validity of an admission Test at the Item Level
- Symposium: Modifying Higher Education Systems, American Educational Research Association (AERA), 2015, USA.  
Topic: Chile's Prueba de Selección Universitaria (PSU): An impending moratorium?
- Conference, ITC, 2014, España.  
Presented paper: Evaluating consequential tests and conflict of interest: The case of Chile's PSU (with M. Koljatic).

## VI. GRANTS AND AWARDS

- Compromise and Attraction Effects on Choice: Do Brands Matter? Concurso Fondecyt 2006 (with S. Milberg, main researcher, and F. Sinn).
- Negative Feedback Effects of Brand Extension: A Meta-Analytical and Experimental Approach. Concurso Fondecyt 2008 (with S. Milberg, main researcher, and F. Sinn).

## VII. OTHER RELEVANT POSITIONS AND ACTIVITIES



- Collaboration: DEMRE, Universidad de Chile, among others in the study "Preliminary Evidence for the Reduction of Contents in the PSU Mathematics." (August 2016 to May 2017).
- Expert Consulting: Expert advice on measurement issues in Case No. 13575: Venegas Ovalle vs. Chile (Inter-American Commission on Human Rights, 2012 to date).
- Associate researcher in the Social Enterprise Knowledge Network (SEKN) project, international academic research network for the study of social entrepreneurship (2002-2008).
- Member of the Conferencia Episcopal de Chile, Women Commission (2005 -2015).
- SNA Educa's Board member (2008 -2013).