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Research

Peer reviewed publications

- Dillingham, L. L.** (2023). Embracing opportunity and bracing for the future: Renewal discourse and inoculation. *Management Communication Quarterly*. <https://doi.org/10.1177/08933189231160696>
- Cohu, J. & **Dillingham, L. L.** (2022). Shake Shack: When PPP equals PR crisis. *Journal of Case Studies*, 40(2).
- Ivanov, B., Rains, S. A., **Dillingham, L. L.**, Parker, K. A., Geegan, S. A., & Barbati, J. L. (2022) Role of threat and counterarguing in therapeutic inoculation. *Southern Communication Journal*, 87(1), 15-27. <https://doi.org/10.1080/1041794X.2021.1983012>
- Parker, K. A., Ivanov, B., Matig, J., **Dillingham, L. L.**, & Peritore, N. (2022). Inoculation booster messages: Frequency, content, and timing. *The Journal of Communication and Media Studies*, 7(1), 1-19. <https://doi.org/10.18848/2470-9247/CGP/v07i01/1-19>
- Ivanov, B., **Dillingham, L. L.**, Parker, K. A., Rains, S. A., Burchett, M., & Geegan, S. A. (2018). Sustainable attitudes: Protecting tourism with inoculation messages. *Annals of Tourism Research*, 73, 26-34. <https://doi.org/10.1016/j.annals.2018.08.006>
- Ivanov, B., Parker, K. A., & **Dillingham, L. L.** (2018). Testing the limits of inoculation-generated resistance. *Western Journal of Communication*, 82(5) 648-665. <https://doi.org/10.1080/10570314.2018.1454600>
- Dillingham, L. L.**, & Ivanov, B. (2017). Inoculation messages as a pre-emptive financial crisis communication strategy. *Journal of Applied Communication Research*, 45(3), 274-293. <https://doi.org/10.1080/00909882.2017.1320571>
- Veil, S. R., **Dillingham, L. L.**, & Sloan, A. G. (2016). Fencing out the Jones's: The development of response strategies for spillover crises. *Corporate Reputation Review* 19(4), 316-330. <https://doi.org/10.1057/s41299-016-0010-3>
- Dillingham, L. L.**, & Ivanov, B. (2016). Using post-inoculation talk to strengthen generated resistance. *Communication Research Reports*, 33(4), 295-302. <https://doi.org/10.1080/08824096.2016.1224161>

Dillingham, L. L., & Ivanov, B. (2015). Boosting inoculation's message potency: Loss framing.

Communication Research Reports, 32(2), 113-121. <https://doi.org/10.1080/08824096.2015.1016152>

O'Connor, L., & **Dillingham, L. L. (2014).** Personal experience as social capital in online investor forums.

Library and Information Science Research, 36(1), 27-35. <https://doi.org/10.1016/j.lisr.2013.10.001>

Ivanov, B., Parker, K. A., **Dillingham, L. L.**, Petrun, E. L., Grant, L. F., & Geegan, S. (2013). Enhancing inoculation: Examining the relationships among attack certainty, threat, and resistance. *International Journal of Neuroscience and Behavioral Science*, 1(2), 13-23. <https://doi.org/10.13189/ijnbs.2013.010201>

International Journal of Neuroscience and Behavioral Science, 1(2), 13-23. <https://doi.org/10.13189/ijnbs.2013.010201>

Ivanov, B., Parker, K. A., & **Dillingham, L. L. (2013).** Measuring counterargument: A review and critique of the most popular techniques. *The International Journal of Interdisciplinary Studies in Communication*,

7(3), 59-74. <https://doi.org/10.18848/2324-7320/CGP/v07i03/53578>

Dillingham, L. L. (2012). Communicating with bank stakeholders: Why it's important, who's doing it, and how to stay in the loop. *Journal of Business and Finance Librarianship*, 17(4), 313-327.

<https://doi.org/10.1080/08963568.2012.685416>

Manuscripts in progress

Dillingham, L. L. (preparing submission). Individual tendency to counterargue.

Dillingham, L. L. (preparing submission). Attack is action: Inoculation messages and exercise perceptions of college students.

Dillingham, L. L. (preparing submission). Impact of group dynamics on short-term rental booking process.

Dillingham, L. L. (preparing data collection). Spillover crisis effects.

Dillingham, L. L. (planning data collection). Renewal discourse and third-party support.

Peer reviewed and invited book chapters

Dillingham, L. L. (forthcoming). Persuasive Attack in the Inoculation Process: Message and Role. In J.

Compton, B. Ivanov, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*.

Ivanov, B., **Dillingham L. L.**, Hester, E. B., & Parker, K. A. (2022). Enhancing catastrophic event preparedness and response: The inoculation approach. In H. D. O'Hair and M. J. O'Hair (Eds.), *Communication and Catastrophic Events: Strategic Risk and Crisis Management* (pp. 49-64). Wiley Blackwell.

Ivanov, B., Parker, K. A., & **Dillingham, L. L.** (2020). Inoculation theory as a strategic tool. In H. D. O'Hair and M. J. O'Hair (Eds.), *Handbook of Applied Communication Research* (pp. 13-28). Wiley.

Veil, S. R., & **Dillingham, L. L.** (2020). Reputational interdependence and spillover: Exploring the contextual challenges of spillover crisis response. In F. Frandsen & W. Johansen (Eds.), *Crisis Communication* (pp. 361-372). Walter de Gruyter, Inc.

Ivanov, D., Parker, K. A., & **Dillingham, L. L.** (2018). Inoculation as a risk and health communication strategy in an evolving media environment. In H. D. O'Hair (Ed.), *Risk and Health Communication in an Evolving Media Environment* (pp. 249-277). Routledge.

Invited conference presentation

Veil, S. R., **Dillingham, L. L.**, & Sloan, A. G. (2016, October). *Reputational interdependence and public relations strategies in a spillover crisis*. Paper presented at Public Relations Society of America International Conference, Indianapolis, IN.

Peer reviewed conference papers

Dillingham, L. L. (2022, November). *Embracing opportunity and bracing for the future: Renewal discourse and inoculation*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.

Ivanov, B., Rains, S., **Dillingham, L. L.**, Parker, K. A. & Geegan S. (2021, November). *Beyond the context of resistance: The role of threat and counterarguing in therapeutic inoculation*. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.

Parker, K. A., Ivanov, B., Matig, J., **Dillingham, L. L.**, & Peritore, N. (2020, November). *Inoculation booster messages: Frequency, content, and timing*. Paper presented at the annual meeting of the National Communication Association, Indianapolis, IN.

Ivanov, B., **Dillingham, L. L.**, Parker, K. A., Rains, S. A., Burchett, M., & Geegan, S. A. (2018, November). *Sustainable attitudes: Protecting tourism with inoculation messages*. Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.

Dillingham, L. L., & Ivanov, B. (2016, November). *Talk while they will listen: Inoculation messages as a pre-emptive crisis communication strategy*. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.

Ivanov, B., Parker, K. A., & **Dillingham, L. L.** (2016, April). *Inoculation, boosters, and multiple attacks: How much can inoculation withstand?* Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.

Veil, S. R., **Dillingham, L. L.**, & Sloan, A. G. (2016, April). *Reputational interdependence and public relations strategies in a spillover crisis*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Dillingham, L. L., & Ivanov, B. (2015, November). *Using post-inoculation talk to strengthen generated resistance*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.

Dillingham, L. L., & Veil, S.R. (2013, November). *Public relations when competitors are in crisis: Addressing the indirect crisis communication paradox*. Paper presented at the annual meeting of the National Communication Association, Washington, DC.

Ivanov, B., Parker, K. A., **Dillingham, L. L.**, Petrun, E. L., & Grant, L. F. (2013, November). *Enhancing inoculation: Examining the relationships among attack certainty, threat, and resistance*. Paper presented at the annual meeting of the National Communication Association, Washington, DC.

Dillingham, L. L. (2012, November). *Preparing for and responding to indirect, repeated crises: Rhetorically demonstrating vicarious learning through renewal discourse and inoculation*. Paper presented at the annual meeting of the National Communication Association, Orlando, Florida.

Dillingham, L. L. (2012, November). *Using visuals in a persuasive presentation*. Paper presented at the annual meeting of the National Communication Association, Orlando, Florida.

Funded research

Funded Graduate Student Researcher, 2013-2014. *Instructional Strategies for Tailoring Risk Communication Messaging*. Grant from the U.S. Department of Homeland Security (DHS) Center of Excellence: National Center for Risk and Economic Analysis of Terrorism Events. \$35,000.

Non-peer reviewed conference papers

Dillingham, L. L. (2016, June). *Uncovering the positive side of business: Teaching brand concepts via philanthropic exploration*. Paper presented at the Christian Scholars' Conference, Nashville, TN.

Dillingham, L. L. (2011, March). *Communication from organizations during recession: A survey of bank management*. Paper presented at the University of Kentucky Graduate Symposium, Lexington, KY.

Education

Ph.D., University of Kentucky, College of Communication and Information **May 2014**

Emphasis: Social influence (persuasion and resistance), risk/crisis communication, financial marketing

Dissertation: Using Inoculation Messages to Protect "Stay in the Market" Beliefs during Financial Crises

M.A., Austin Peay State University, Department of Communication **May 2010**

Emphasis: Corporate communication

Thesis: Communication Activities Used by Banks During Recession

B.A., Lipscomb University, Department of Communication, Public relations **May 2005**

Teaching

Lipscomb University, College of Business

Associate Professor of Marketing (with tenure), 2015 – present

Courses taught (undergraduate and graduate*):

Principles of Marketing Marketing Research and Consumer Behavior Strategic Marketing*

Module-based course segments*: Consumer Behavior, Promotional Strategies, Applied Marketing, Global Marketing, Marketing Basics, Digital Marketing, Presentation Skills

Independent study – Advanced Topics in Marketing Research

University of Kentucky, College of Communication and Information

Graduate Teaching Assistant, 2010 – 2014

Courses taught or guest lectured:

Basic Public Speaking (service learning)	Composition and Communication I (online)
Composition and Communication I	Composition and Communication II (online)
Composition and Communication II	<i>Communication in the Workplace</i>

Belmont University, Dept. of Communication (Spring 2013, Adjunct Instructor, Speech Communication)

Professional Speaking Engagements

2016 SCORE Nashville Lectureship Series. *Behavioral Economics in Business*.

2015 SCORE Nashville Annual Conference. *Marketing and Storytelling*.

Academic Honors and Memberships

Spring 2024 Sabbatical Award – Lipscomb University Office of the Provost

2023 International Award for Excellence – *The Journal of Communication and Media Studies*

2022 Summer Research Grant – Lipscomb University Office of the Provost

2020 Dean’s Award – Lipscomb University Office of the Provost

2018-2019 Outstanding Teacher Award – Lipscomb University Office of the Provost

2018 NCA Top Paper Panel – Applied Communication Division

National Communication Association, 2010 – present

MBAA International, 2018 – 2019

University of Kentucky Teaching Assistantship, 2010 – 2014

University of Kentucky Conference Travel Grants, 2012 – 2013

Service

Administrative Appointments

- **AACSB Faculty Research Mentor**, 2020 – 2021
- **Program Director**, Aspire Fellows Business Honors Program, 2016 – 2018

Academic Discipline

- **Reviewer**, *Southern Journal of Communication*, 2023
- **Reviewer**, *Communication Reports*, 2023

- **Reviewer**, *Western Journal of Communication*, 2022
- **Recommender**, Professor promotion dossier, University of Kentucky, 2021 (1 Associate to Full)
- **Reviewer**, *Communication Studies*, 2021
- **Reviewer**, *Social and Personality Psychology Compass*, 2021
- **Reviewer**, *Western Journal of Communication*, 2021
- **Reviewer**, *European Review of Social Psychology*, 2020
- **Reviewer**, *Western Journal of Communication*, 2020
- **Reviewer**, *Journal of Applied Communication Research*, 2019
- **Reviewer**, *Communication Studies*, 2019
- **Reviewer**, *Annals of the International Communication Association*, 2019
- **Reviewer**, *Western Journal of Communication*, 2019
- **Recommender**, Professor promotion dossier, University of Kentucky, 2017 (2 Associate to Full)
- **Reviewer**, Social Cognition Division of the National Communication Association, 2017
- **Reviewer**, *Journal of Applied Communication Research*, 2017
- **Reviewer**, *Journal of Cases on Information Technology*, 2016-2017
- **Reviewer**, *Western Journal of Communication*, 2015
- **Reviewer**, Applied Communication Division of the National Communication Association, 2013
- **Reviewer**, *Communication Yearbook*, 2012
- **Volunteer**, Annual meeting of the National Communication Association, 2011 and 2012

University and Department

- **University Research Council**, Lipscomb University, 2022 – present
- **Faculty lead**, Marketing Department, 2021 – present
- **Investment Committee**, Lipscomb University, 2017 – present
- **AACSB Assurance of Learning Committee**, College of Business, 2017 – present
- **Faculty academic advisor**, Lipscomb University, 2016 – present

- **Development leader**, College of Business Marketing Curriculum, 2020-2021
- **Advocate**, Lipscomb University Day of Giving, 2021
- **Invited speaker**, College of Business Summer Webinar Series 2020
- **Faculty sponsor**, Lipscomb University Student Scholars' Symposium, 2018, 2019 (4 teams)
- **Faculty Welfare Committee**, Lipscomb University, 2016 – 2019
- **Advance faculty sponsor**, Lipscomb University, 2016 – 2019
- **Invited speaker**, Aspire Fellows honors residency (2 sessions), 2019
- **Faculty sponsor**, Alpha Kappa Psi honoree, 2019
- **New faculty mentor**, Lipscomb University Provost's Office, 2018
- **Faculty advisor**, Lipscomb University Centering Core Research Initiative, 2018
- **Appointed researcher**, Dean's hospitality and tourism feasibility study, 2016 and 2017
- **Development committee**, College of Business Marketing Curriculum, 2016 – 2017
- **Development committee**, College of Business Aspire Fellows Program, 2016 – 2017
- **Faculty Sponsor**, Lipscomb University IDEAL program, 2016-17, 2018-19, 2019-20
- **Invited speaker**, Lipscomb University Graduate Commencement Ceremony, 2016
- **Invited speaker**, Lipscomb University Graduate Student Workshop Series, 2016

Community

- **Otter Creek Church** volunteer, 2016 – present
- **Disaster Relief, Inc.** volunteer, 2018
- **Youth Encouragement Services** volunteer, Nashville, Tennessee, 2016
- **The Family Center** volunteer, Nashville, Tennessee, 2016
- **The Well Coffeehouse** volunteer, Nashville, Tennessee, 2012 – 2016
- **Caring by Sharing** volunteer, Nashville, Tennessee, 2009 – 2011
- **Tusculum Church of Christ** volunteer, Nashville, Tennessee, 2010
- **Court Appointed Special Advocate (CASA)** for Children, Nashville, Tennessee, 2008 – 2009

- **United Way** campaign organizer, Merrill Lynch, Nashville, Tennessee, 2006 – 2008

Faculty Media Appearances

- Tuesday, October 16, 2018 – quote regarding Nashville labor shortage, Fox17 News
- Thursday, September 14, 2017 – panel expert in Town Hall meeting regarding real estate
<http://wkcr.com/2017/09/14/live-experts-talk-real-estate-wars-in-630-p-m-town-hall-meeting/>
- Tuesday, April 10, 2017 – marketing expert interview regarding Hardee’s repositioning
<http://www.wsmv.com/story/35116667/no-more-burgers-and-bikinis-hardees-starts-new-marketing>

Industry Experience

Merrill Lynch, Nashville, Tennessee, Director of Corporate Events	2009 – 2010
Merrill Lynch, Nashville, Tennessee, Registered Client Associate	2006 – 2009
Edward Jones, Nashville, Tennessee, Investment Representative	2005 – 2006

Industry Licenses and Designations

- National Association of Securities Dealers Series 7 [inactive] (Federal Brokerage License)
- National Association of Securities Dealers Series 66 [inactive] (State Brokerage License)
- Tennessee Department of Commerce Life, Health, and Variable Producer Lines (Insurance License)
- Chartered Retirement Planning Counselor® (Financial Industry Exam-Based Designation)

Industry Honors

Merrill Lynch Advisory Council to Management	2008, 2009
Merrill Lynch Nashville Responsible Citizen Award	2008
Merrill Lynch Service Quality Team Leader	2008
Merrill Lynch Tennessee Outstanding Performer	2007, 2008
Merrill Lynch Manager-Nominated Training	2007, 2008
Merrill Lynch Nashville Branch Office Coach	2007, 2008