

# LINDSAY L. DILLINGHAM

One University Park Drive, Nashville, Tennessee 37204 lldillingham@lipscomb.edu 615-966-5821

## Research

### Peer reviewed publications:

Parker, K. A., Ivanov, B., Matig, J., **Dillingham, L. L.**, & Peritore, N. (accepted). Inoculation booster messages: Frequency, content, and timing. *The Journal of Communication and Media Studies*.

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.  
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*, 1-18. 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. 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. 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. 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. 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. 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. 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.

**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.  
10.1080/08963568.2012.685416

### **Manuscripts in progress:**

**Dillingham, L. L.** (under review). Embracing opportunity and bracing for the post-COVID future: Renewal discourse and inoculation messaging. *Management Communication Quarterly*.

Ivanov, B., **Dillingham, L. L.**, Rains, S. A., Parker, K. A., & Geegan, S. (under review). Beyond the context of resistance: The role of threat and counterarguing in therapeutic inoculation. *Southern Communication Journal*.

Cohu, J. & **Dillingham, L. L.** (under review). PPP: To Keep or Not to Keep? An examination of message strategies and outcomes. *Journal of Critical Incidents*.

**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.** & Veil, S. R. (preparing data collection). Spillover crisis effects. *Public Relations Review* (invited special issue).

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

### **Invited book chapters:**

Ivanov, B., Parker, K. A., & **Dillingham, L. L.** (under contract). Communicating Science in Times of Crisis: Catastrophic Events.

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* (Vol. 1, 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:**

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** **May 2005**

Emphasis: Public Relations

Internships: Girl Scout Council of Cumberland Valley; Third Coast Sports Marketing

## *Teaching*

**Lipscomb University, Dept. of Marketing (21 credit hour contract)** **2015 – present**

**Assistant Professor of Marketing**

Courses taught (undergraduate and graduate\*):

Principles of Marketing            Marketing Research and Plans            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 and Academia (1 student)

**University of Kentucky, Dept. of Communication (12 credit hour contract)** **2010 – 2014**

**Graduate Teaching Assistant**

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            *Communication in the Workplace*

**Belmont University, Dept. of Communication Studies** **Spring 2013**  
**Adjunct Instructor**

Course taught:

Fundamentals of 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:**

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

MBAA International, 2018 – present

National Communication Association, 2010 – present

University of Kentucky Teaching Assistantship, 2010 – 2014

University of Kentucky Conference Travel Grants, 2012 – 2013

### ***Service and Involvement***

#### **Administrative Appointments**

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

#### **Academic Discipline**

- **Recommender**, Professor promotion dossier, University of Kentucky, 2021 (1 Associate to Full)
- **Reviewer**, *Communication Studies*, 2021 (1 paper)
- **Reviewer**, *Social and Personality Psychology Compass*, 2021 (1 paper)
- **Reviewer**, *Western Journal of Communication*, 2021 (1 paper)
- **Reviewer**, *European Review of Social Psychology*, 2020 (1 paper)
- **Reviewer**, *Western Journal of Communication*, 2020 (1 paper)
- **Reviewer**, *Journal of Applied Communication Research*, 2019 (1 paper)
- **Reviewer**, *Communication Studies*, 2019 (1 paper)
- **Reviewer**, *Annals of the International Communication Association*, 2019 (1 paper)
- **Reviewer**, *Western Journal of Communication*, 2019 (1 paper)

- **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 (2 papers)
- **Reviewer**, *Journal of Cases on Information Technology*, 2016-2017 (2 papers)
- **Reviewer**, *Western Journal of Communication*, 2015 (1 paper)
- **Reviewer**, Applied Communication Division of the National Communication Association, 2013
- **Reviewer**, *Communication Yearbook*, 2012 (1 paper)
- **Volunteer**, Annual meeting of the National Communication Association, 2011 and 2012

### **University and Department**

- **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 of Christ** nursery volunteer, 2020 – present
- **Disaster Relief, Inc.** volunteer, 2018
- **Otter Creek Church of Christ** Preschool Praise volunteer, 2018 – 2019
- **The Well Coffeehouse** volunteer marketing advisor, Nashville, Tennessee, 2012 – 2016
- **Otter Creek Church of Christ** consignment sale volunteer, 2016, 2019
- **Youth Encouragement Services** annual golf tournament player, Nashville, Tennessee, 2016
- **The Family Center** fundraiser participant, Nashville, Tennessee, 2016
- **Caring by Sharing** volunteer, Nashville, Tennessee, 2009 – 2011
- **Tusculum Church of Christ** flood cleanup 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**

- Managed \$200,000 event budget for five office locations
- Reviewed business development and client appreciation event proposals
- Prioritized interests of each office, individual advisors, and state-wide complex
- Consulted with individual teams on event marketing and target population

- Organized and executed events held at the organization level
- Designed event literature
- Served as intermediary between executive management and branch office personnel
- Secured additional sponsorship from wholesale partners

**Merrill Lynch, Nashville, Tennessee, Registered Client Associate** **2006 – 2009**

- Traded securities for high net worth individuals and small businesses
- Developed long-term investment plans and complementing short-term trading strategies
- Presented investment plans at client meetings
- Organized client education symposiums
- Negotiated client concerns amidst market turbulence
- Vetted investment products for client distribution

**Edward Jones, Nashville, Tennessee, Investment Representative** **2005 – 2006**

- Assessed client holdings for sales opportunities
- Reviewed risk profiles for investors and multi-strategy portfolios

### **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 and 2009**

- Appointed to task force designed to further growth and improvement initiatives

**Merrill Lynch Nashville Responsible Citizen Award** **2008**

- Given by regional director in recognition of outstanding community service

**Merrill Lynch Service Quality Award Team Leader** **2008**

- Led office in national initiative to adapt new technology and improve client experience

**Merrill Lynch Tennessee Outstanding Performer Rating** **2007 and 2008**

- Received highest possible scores in quarterly and annual performance reviews

**Merrill Lynch Manager-Nominated Training** **2007 and 2008**

- Competitively selected to engage in professional development opportunities at a national level

**Merrill Lynch Nashville Branch Office Coach** **2007 and 2008**

- Orchestrated training for new hires and continuing education sessions for office personnel