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## Research

### Peer reviewed publications

Cohu, J. & **Dillingham, L. L.** (accepted). Shake Shack: When PPP equals PR crisis. *Journal of Case Studies*.

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., 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*. <https://doi.org/10.1080/1041794X.2021.1983012>

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>

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.** (under 2<sup>nd</sup> review). Embracing opportunity and bracing for the future: Renewal discourse and

inoculation. *Management Communication Quarterly*.

**Dillingham, L. L.** (preparing submission). Individual tendency to counterargue. *Journal of Personality and*

*Social Psychology*.

**Dillingham, L. L.** & Veil, S. R. (preparing data collection). Spillover crisis effects. *Public Relations Review*

(invited special issue).

**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.** (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, 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      *Communication in the Workplace*

**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**

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

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**

### **Administrative Appointments**

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

### **Academic Discipline**

- **Reviewer**, *Western Journal of Communication*, 2022 (1 paper)
- **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**

- **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** nursery volunteer, 2020 – present
- **Disaster Relief, Inc.** volunteer, 2018
- **Otter Creek Church** Preschool Praise volunteer, 2018 – 2019
- **The Well Coffeehouse** volunteer marketing advisor, Nashville, Tennessee, 2012 – 2016
- **Otter Creek Church** consignment sale volunteer, 2016, 2019
- **Youth Encouragement Services** volunteer, 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**



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

#### **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**

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