

CURRICULUM VITAE

Name Charles D. Lindsey

Current (Compensated) Positions Associate Professor, Marketing
PhD Program Coordinator, Marketing Department

University Address 215E Jacobs Management Center
School of Management
University at Buffalo, State University of New York
Amherst, New York 14260

Office Telephone Number 716-645-3359

University Education (Degrees) Ph.D., Business Administration. Kelley School of Business,
Indiana University, Bloomington (2006). Major: Marketing

M.B., Kelley School of Business, Indiana University,
Bloomington (2004). Concentration: Marketing.

M.B.A., Cook School of Business, St. Louis University (2001).

B.S., Business Administration (*Magna cum laude*). Cook School
of Business, St. Louis University (1990). Concentration:
Accounting.

**Academic Employment
(Post-Baccalaureate)** Associate Professor, Marketing Department, School of
Management, State University of New York, Buffalo (August
2013 - Present).

Visiting Associate Professor, Marketing Department, Johnson
School of Management, Cornell University, Ithaca (January
2020 - May 2020).

Assistant Professor, Marketing Department, School of
Management, State University of New York, Buffalo (August
2006 - Present).

Instructor, Marketing Department, Kelley School of Business,
Indiana University, Bloomington (May 2006 - August 2006).

Research Assistant/Associate Instructor, Marketing Department,
Kelley School of Business, Indiana University, Bloomington
(August 2001 - May 2006).

Graduate Assistant, Cook School of Business, Economics
Department, St. Louis University (August 1999 - May 2001).

Publications (and Reprints)

Lindsey, Charles (April 2017), "United Is Already Blowing a Chance to Save Its Reputation," *Fortune*.

"The Psychology of Innovation," (Summer 2016). Curator: Stacy Wood. *Journal of Consumer Research Curation Series*. Reprint of "Practice Makes Perfect? When Does Massed Learning Improve Product Usage Proficiency," (Lakshmanan, Arun, Charles D. Lindsey, and H. Shanker Krishnan, *Journal of Consumer Research*, 2010).

Kumar, Anand, Ali, Besharat, Charles D. Lindsey, and Shanker Krishnan (2014), "Contextual and Competitive Interference: Inhibition or Facilitation?," *Journal of Advertising*.

Mathur Pragya, Shailendra Pratap Jain, Meng-Hua Hsieh, Charles D. Lindsey, and Durairaj Maheswaran (2013), "The Influence of Implicit Theories and Message Frame on the Persuasiveness of Disease Prevention and Detection Advocacies," *Organizational Behavior and Human Decision Processes*.

Talukdar, Debabrata and Charles D. Lindsey (2013), "To Buy or Not to Buy: Consumers' Spending Patterns for Healthy versus Unhealthy Food," *Journal of Marketing*.

Wiles, Michael, Shailendra Pratap Jain, Saurabh Mishra, and Charles D. Lindsey (2010), "Stock Market Response to Regulatory Reports of Deceptive Advertising: The Moderating Effect of Omission Bias and Firm Reputation," *Marketing Science*.

Lakshmanan, Arun, Charles D. Lindsey, and H. Shanker Krishnan (2010), "Practice Makes Perfect? When Does Massed Learning Improve Product Usage Proficiency?" *Journal of Consumer Research*.

Lindsey, Charles D. and H. Shanker Krishnan (2007), "Retrieval Disruption in Collaborative Groups Due to Brand Cues," *Journal of Consumer Research*.

Jain, Shailendra Pratap, Rebecca Slotegraaf, and Charles Lindsey (2007), "Towards Dimensionalizing Warranty Information: The Role of Consumer Costs of Warranty Redemption," *Journal of Consumer Psychology*.

Jain, Shailendra Pratap, Charles D. Lindsey, Nidhi Agrawal, and Durairaj Maheswaran (2007), "For Better or For Worse? Valenced Comparative Frames and Regulatory Focus," *Journal of Consumer Research*.

Shapiro, Stewart, Charles D. Lindsey, and H. Shanker Krishnan (2006), "Intentional Forgetting as a Facilitator for Recalling New Product Attributes," *Journal of Experimental Psychology: Applied*.

Working Paper(s)

O'Brien E., Sharman, R. Lindsey C., Tiu C., Yuxiang J., and Mulgund, Pavankumar, "The Influence of Online Reputation Signals: Charitable Giving Amidst Crisis." Manuscript being prepared for journal submission. Target Journal: *Information and Management*. Submission timeline: January '25.

Lavlin A., Sharman R., Tiu C., Lindsey C., and Joenvaara J., "Social Unrest and Discrimination in P2P Lending." Manuscript being prepared for journal submission. Target Journal: *Management Science*. Submission timeline: March '25.

Lavlin A., Sharman R., Tiu C., Lindsey C., and Joenvaara J., "P2P Lending and Natural Disasters: Is Prosocial Behavior Conditional?" Manuscript being prepared for journal submission. Target Journal: *Journal of Financial Economics*. Submission timeline: August '25.

Research in Progress

O'Brien E., Sharman, R. Lindsey C., Tiu C., Wen H., and Mulgund, Pavankumar, "The Impact of (Digital) Service Quality on Positive and Negative Word-of-Mouth." Data collection in progress.

Sharman R, Lindsey, C., and Tiu C., "The Effect of "Me Too" on PTP Lending Outcomes." Data collection in progress.

Tiu C., Prince R., Sharman R., and Lindsey C. "The Effect of Natural Disasters on Municipal Bond Yields." Data collection in progress.

Dick A. and Lindsey C., "Loyalty through the Looking Glass: One Step Back and Two Steps Forward." Data collection to commence in spring '25.

Lindsey C., Lakshmanan A., Palmeira, M., and Jain S., "The Size Heuristic: Effects of Differential Portion Sizes on Quality Perceptions." Data collection to commence in spring '25.

Lindsey C., "When Simpler is Not Better: Violations of 'Occam's Razor' in Persuasion." Ideation stage.

Lindsey, C. "Marketing has a Marketing Problem." Ideation stage.

Academic Conference Proceedings

O'Brien E., Sharman, R. Lindsey C., Tiu C., Yuxiang J., and Mulgund, Pavankumar, "Online Reputation Signal Influence: Charitable Giving Amidst Crisis," 55th Annual Decision Sciences Institute Conference, Phoenix, AZ (2024).

Xiaojing Yang, Shailendra Jain, Charles Lindsey, and Frank Kardes (2017), "Effects of

Matched and Mismatched Comparative Advertising Messages: the Moderating Role of Consumers' Processing Focus," in NA - Advances in Consumer Research Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research, Pages: 976-976.

Jungim Mun and Charles D. Lindsey (2013),"Creativity in New Product Development; When Collectivistic Values Outperform Individualistic Values," in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Jungim Mun, Michael Wiles, and Charles D. Lindsey (2013),"Omission Bias in the Marketplace: the Moderating Role of Experience on Consumer Trust Perceptions For Brands and Agents," in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Manoj Thomas, Charles Lindsey, and Arun Lakshmanan (2010),"Why Does Familiarity Affect Distance Judgments? The Discrepancy Attribution Hypothesis," in NA - Advances in Consumer Research Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, Pages: 227-231.

Shailendra Pratap Jain, Charles D. Lindsey, Nidhi Agrawal, and Durairaj Maheswaran (2007),"Regulatory Focus and Direct Comparative Ad Framing"," in NA - Advances in Consumer Research Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, Pages: 212-215.

Xiaojing Yang, Shailendra Jain, Charles Lindsey, and Frank Kardes (2007) ,"Perceived Variability, Category Size, and the Relative Effectiveness Of "Leading Brand" Versus "Best in Class" Comparative Advertising Claims," in NA - Advances in Consumer Research Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 209.

Academic Conference Presentations

Lavlin A., Sharman S., Tiu C., Lindsey C., and Joenvaara J., "Social Unrest and Reversed Discrimination in P2P Lending," *Workshop on Information Technologies and Systems*, Hyderabad, India (2023).

"Why New York is Closer to Ithacans than Ithaca is to New Yorkers: The Familiarity Effect in Distance Judgments," *Society for Consumer Psychology Winter Conference*, St. Petersburg, FL (2010).

"Understanding the Effect of Credit Card Cash Back Deals on Consumer Spending and Saving Levels," *Transformative Consumer Research Conference*, Tuck School of Business, Dartmouth College, Hanover, NH (2007).

"Regulatory Focus and Direct Comparative Ad Framing," *Association for Consumer Research Annual Conference*, Orlando, FL (2006).

Perceived Variability, Category Size, and the Relative Effectiveness Of "Leading Brand" Versus "Best in Class" Comparative Advertising Claims *Association for Consumer Research Annual Conference*, Orlando, FL (2006).

“Regulatory Focus and Comparative Message Framing,” *Society for Consumer Psychology Winter Conference*, St. Petersburg, FL (2005).

“A Test of both Competitive and Contextual Interference,” *Society for Consumer Psychology Winter Conference*, St. Petersburg, FL (2005).

“Do External Memory Cues affect Groups more than Individuals: A Part-List Cuing Explanation,” *Albert J. Haring Symposium*, Kelley School of Business, Indiana University, Bloomington, IN (2005).

“Do External Memory Cues affect Groups more than Individuals: A Part-List Cuing Explanation,” *Midwest Marketing Camp*, Fisher School of Business, The Ohio State University, Columbus, OH (2003).

“Do External Memory Cues affect Groups more than Individuals: A Part-List Cuing Explanation,” *Society for Consumer Psychology Winter Conference*, New Orleans, LA (poster session, 2003).

“The Chicken and the Egg: Key Antecedents of Cross-Functional Team Innovativeness,” *American Marketing Association Summer Educators’ Conference*, Chicago, IL (2003).

Invited (Selected) Research Talks

University of Cape Coast, Accra, Ghana (2019)
Rotman School of Management, University of Toronto, Toronto, ON (2012).
Ivey School of Business, University of Western Ontario, London, ON (2009).
Kelley School of Business, Indiana University, Bloomington, IN (2007).
McDonough School of Management, Georgetown University, Washington, DC (2005).
College of Business, University of Cincinnati, Cincinnati, OH (2005).
School of Business Administration, University of Miami, Coral Gables, FL (2005).
Moore School of Business, University of South Carolina, Columbia, SC (2005).

Teaching¹

Graduate Courses Taught (School of Management, SUNY Buffalo; 2006-2024):*

Marketing Mgmt (Online MBA); Mean = 5.0
Marketing Mgmt (Full-Time MBA); Mean = 4.8
Marketing Strategy (Full-Time MBA); Mean = 4.8
Digital Marketing Analytics (Full-Time MBA); Mean = 4.5
Consumer Behavior (Full-Time MBA); Mean = 4.5

Marketing Mgmt (Professional MBA); Mean = 4.7
Statistical Analytics (Professional MBA); Mean = 5.0
International Practicum-Europe (Professional MBA); Mean = 5.0

¹ Summary statistics for specific undergrad courses (UB and Indiana) are available upon request (grand mean > 4.5/5.0).

Website Analytics (Master of Science MIS); Mean = 4.5

Statistical Analytics (Executive MBA); Mean = 4.95

Consumer Behavior (PhD); Mean = N/A.

*Most recent iteration of each course (end of fall semester 2023). Q - Overall, this instructor was: 1=Very Poor; 5= Excellent. N/A ~ PhD seminars with five or fewer students are not evaluated.

Graduate Courses Taught (Johnson School of Management, Cornell University):*

Product Marketing Insights (Full-Time MBA); Mean = 4.2

*Spring 2020. Q – Overall rating of the instructor: 1=Poor; 5=Excellent

New Course Curricular Development and Design (School of Management, SUNY Buffalo):

1. International Practicum-Europe (PMBA Program). Initial launch - 2011.*
2. Website Analytics (MS MIS Program). Initial launch - 2015.
3. Marketing Management (Hybrid PMBA Program). Initial launch - 2018.**
4. Digital Marketing Analytics (FT MBA Program). Initial launch - 2019.
5. Marketing Management (Online MBA Program). Initial launch – 2023.***

* First travel course offered exclusively to PMBA's.

** First hybrid course taught in the SOM as part of a degree program.

*** First fully online, fully asynchronous course taught in the SOM as part of a degree program.

Executive Education & Consulting (Paid)

Rich Products, *Marketing Strategy*, Buffalo, New York (2024).

Center for Executive Leadership (various firms), *Marketing Best Practices*, Jacobs Executive Development Center, School of Management, State University of New York, Buffalo (2024).

Seneca Gaming Corporation, *Marketing Mini-MBA*, Niagara Falls, NY (2024).

Moog, *White Paper Development: Best Practices for Maximum Impact*, Buffalo New York (2023).

Seneca Gaming Corporation, *Marketing Mini-MBA*, Niagara Falls, NY (2023).

Eric Mower, *Brand Consulting* (2019).

M&T Bank, *Marketing Strategy Workshop*, Getzville, New York (2019).

Health Now - Blue Cross Blue Shield of New York, *Marketing Analytics Keynote*

Address, Offsite, Buffalo, NY (2017).

Center for Executive Leadership (various firms), *Guerilla Marketing Workshop*, Jacobs Executive Development Center, School of Management, State University of New York, Buffalo (2017).

Health Care Executive Development Program (various firms/organizations), *CRM Workshop*, Jacobs Executive Development Center, School of Management, State University of New York, Buffalo (2015).

Eric Mower and Associates, *Brand Consulting and Board Presentation*, EMA Corporate Headquarters, Buffalo, NY & EMA Annual Board Retreat, Sarasota, FL (2012-2013).

DDS Executive Development Program, *CRM Q & A*, School of Management, State University of New York, Buffalo (2012).

First Source Corp, *CRM Workshop*, School of Management, State University of New York, Buffalo (2011).

GEICO, *External/Internal Marketing*, GEICO Regional Facility, Getzville, NY (2011).

Unifrax Inc, *Business Development*, Unifrax Corporate Headquarters, Tonawanda, NY (2010).

TOPS Supermarkets, *Marketing Best Practices*, Offsite, Williamsville, NY (2008 & 2010).

Kelley Executive Partners (various firms/organizations), Kelley School of Business, Indiana University, Bloomington (2005, 2006).

Ingersoll Rand, Kelley Executive Partners, Kelley School of Business, Indiana University, Bloomington (2005).

Selected Expert Commentary (National Press)

Sadiba, Hasan (2024), “The TikTok to Hollywood Pipeline,” *New York Times*.

Alcantara, Ann-Marie (2024), “Why Does Anybody Need 37 Stanley Cups?” *Wall Street Journal*.

Rogelberg, Sasha (2024), “Mark Zuckerberg is quietly sitting on a shopping empire with 4 times the customers of Amazon, as Facebook Marketplace skyrockets,” *Fortune*.

Willingham, AJ (2024), “The Stanley craze begs the question: Why do we love our special little cups so much?” *CNN*.

Strauss, Alix (2023), “The Tempestuous Lives of Secondhand Furniture,” *New York Times*.

Stevens, Ellie (2023), “Why do we say tall instead of small? How Starbucks created its own language for ordering coffee,” *CNN*.

Tindell, Tommy (2023), “Shopping Armageddon’: How to take advantage of this week’s competing Prime Day 2.0 sales—and not overspend,” *MarketWatch*.

Megargee, Steve (2022), “MLB struggling to get attendance back to pre-pandemic levels,” *Associated Press*.

Carino, Meghan McCarty (2022), “Do Consumers Expect Discounts when Inflation is Running Hot,” *NPR Marketplace*.

Leondis, Alexis (2021), “Panicky Holiday Shopping is Dumb and Self-Defeating,” *Washington Post*.

Leondis, Alexis (2021), “Panicky Holiday Shopping is Dumb and Self-Defeating,” *Bloomberg News*.

Messenger, Hailey (2021), "Federal Vaccine Retail Rollout has High Demand and Some Glitches," *NBC News*.

Courtney Jespersen (2000), “Millennial Money: A new set of shopping tips in the pandemic,” *Associated Press*.

Porter, Gerald (2020), “Whole Foods Deal Expands Reach of Honey-Based Remedies Maker,” *Bloomberg News*.

Faiz, Siddiqui (2020), “The return of erratic Elon Musk: During coronavirus, Tesla CEO spreads misinformation and over-promises on ventilators,” *Washington Post*.

Faiz, Siddiqui (2019), “Internal data shows Uber’s reputation hasn’t changed much since #DeleteUber,” *Washington Post*.

Stoll, John D. (2018), “Are Companies’ Price Increases Painting Them Into a Corner? Earnings reports show the peril of higher price tags; as a can of paint gets more expensive, DIY projects slow,” *Wall Street Journal*.

Siegel, Rachel (2018), “Why mattress shoppers prefer to click a button instead of lie down in person,” *Washington Post*.

Meyer, Zlati (2018), “Coca-Cola, Bluetooth let you make personalized drinks,” *USA Today*.

Sago, Renata (2017), “It’s the week of epic returns. And, stores hope, added sales,” *NPR Marketplace*.

Williams, Geoff (2016), “Chipotle Did The Right Thing With Latest Restaurant Closing, But Takes A Big PR Hit,” *Forbes*.

Bogage, Jacob (2016), “The NFL has high school athletes thinking pink, but where are the proceeds going?,” *Washington Post*.

Morphy, Erika (2011), “Verizon iPhone Sales: The Untold Story,” *E-Commerce Times*.

Awards

Profession-Level:

MSI Young Scholar, Biennial Early Career Award, Marketing Science Institute (2013).

System-Level (all campuses):

Online Ambassador Designation, SUNY System, State University of New York Regents (2024).

Chancellor's Award for Excellence in Teaching, Highest Teaching Award in the SUNY System, State University of New York Regents (2012).

University-Level:

Philip B. Wels Outstanding Service Award Recipient (as Co-Chair of the UB SOM Philanthropy Committee), State University of New York, Buffalo (2022).

Exceptional Scholar - Young Investigator Award, Highest Research Award for Untenured Faculty, State University of New York, Buffalo (2011).

School-Level:

Summer Impact Grant. School of Management, University of Buffalo (2024).

Dean's Faculty Fellow. School of Management, University of Buffalo (2019 - 2022).

Dean's Faculty Fellow. School of Management, University of Buffalo (2016 - 2019).

Visibility and Impact Award (Media Placements). School of Management, University at Buffalo (2016-2017; 2017-2018; 2018-2019).

Dean's Award for Teaching Excellence, School of Management, State University of New York, Buffalo (2011).

Dean's Research Fellowship, School of Management, State University of New York, Buffalo (2010).

Dean's Research Fellowship, School of Management, State University of New York, Buffalo (2009).

Ralph Day Award, Kelley School of Business, Indiana University, Bloomington (2006).

Outstanding Associate Instructor of the Year, Doctoral Student Association, Kelley School of Business, Indiana University, Bloomington (2005).

Honors

Honorary Member Inductee, Golden Key International Honor Society, State University of New York, Buffalo Chapter (2012).

Haring Fellow, *Albert Haring Symposium*, Kelley School of Business, Indiana University, Bloomington (2005).

Haring Fellow, *Albert Haring Symposium*, Kelley School of Business, Indiana University, Bloomington (2004).

Beta Gamma Sigma, International Honor Society for Schools of Management/Business, Graduate Honors (2001).

Beta Gamma Sigma, International Honor Society for Schools of Management/Business, Undergraduate Honors (1990).

Service (Profession)

Leadership:

Reviewer, SCP Dissertation Proposal Competition (2019).

Conference Program Committee, *Society for Consumer Psychology Winter Conference: Division 23 of the American Psychological Association*, St. Petersburg, FL (2010).

Competitive Paper Session Chair, “Marketing Communication and Branding: Extending the Footprint of the Brand,” *American Marketing Association Summer Educators’ Conference*, Chicago, IL (2006).

Round Table Invitee, “The Manipulation and Measurement of Regulatory Focus in Consumer Research,” *Association for Consumer Research Annual Conference* (2005).

Academic Journal Reviewing:

Journal of the Association for Consumer Research.

Journal of Consumer Research.

Journal of Consumer Psychology.

European Journal of Marketing.

Marketing Letters.

Psychological Reports.

Journal of Experimental Psychology, Applied. International

Food and Agribusiness Management Review.

Professional Memberships:

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology

Service (University)

Research:

Member, Dissertation Committee, Laurel Triscari, Department of Anthropology, State University of New York, Buffalo (2019).

Member, Research Grant Evaluation Panel, Center for Educational Innovation (2014 - 2016).

Faculty Judge, Sigma Xi Graduate Student Research Day and Poster Competition, State University of New York, Buffalo (2012).

Teaching/Stewardship:

Decanal Unit Representative, University Honors Council, State University of New York, Buffalo (2023 - present).

Decanal Unit Representative, Campus Course Evaluation Committee, State University of New York, Buffalo (2013 - present).

Ad Hoc Substitute, Faculty Senate Executive Committee, State University of New York, Buffalo (2012).

Talks/Pro-Bono Assistance:

Speaker, Black History Month Research Presentation: “Black Borrowers Still Face Systematic Discrimination While Seeking Credit from Traditional Sources.” University at Buffalo (2024).

Speaker, UB Giving Day: “Building a Giving Culture in Your Organization,” University at Buffalo (2024).

Speaker, UB Alumni Engagement Retreat: “Generational Differences and the Importance of Segmentation to Your Organization,” Center for Tomorrow, University at Buffalo (2023).

Speaker, “Back to Work Analytics: How Data Can Inform Decision-Making,” Annual Conference, Center for Organizational Leadership, University at Buffalo (2022).

Speaker, “The Role of Analytics in the Future of Work and Leadership,” Annual Conference, Center for Organizational Leadership, University at Buffalo (2021).

Podcast Speaker, “Leading Through Analytics,” Center for Leadership and Organizational Effectiveness, State University of New York, Buffalo (2021).

Guest Speaker, Digital Analytic Strategies, Communicators in Conversation Conference (Training Day for UB Communication Professionals and Staff), State University of New York, Buffalo (2018).

Advisor, Vice-President of University Communications and Staff, Capen Hall, (2017-2018).

Guest Speaker, Presentation Zen, 3MT University PhD Student Workshop, State University of New York, Buffalo (2017).

Service (School-Department)

Research:

Dissertation Committee, Theophile Ndabu (2024). 1st Placement: University of North Carolina, Charlotte.

Dissertation Committee, Yoon Kang (2024). 1st Placement: University of New Hampshire.

Dissertation Committee, Lavlin Agrawal (2024). 1st Placement: North Carolina A&T.

Dissertation Committee, Erin O'Brien (2024). 1st Placement: University at Buffalo.

Dissertation Committee, Danny Kim (2017). 1st Placement: Gonzaga University.

Dissertation Committee, Junghan Kim (2017). 1st Placement: Singapore Management University.

Dissertation Chair, Jungim Mun (2014). 1st Placement: University of Massachusetts, Boston.

Dissertation Committee, Esther Kang (2014). 1st Placement: University of Cologne.

Dissertation Committee, Ashish Kumar (2012). 1st Placement: Helsinki School of Economics, Sweden.

Dissertation Committee, Vijay Ganesh Hariharan (2009). 1st Placement: University of Groningen, Netherlands.

Leadership:

PhD Program Coordinator, Marketing Department, School of Management, State University of New York, Buffalo (2024 - current).

Faculty Director, Working Professional MBA Programs (EMBA, PMBA, OMBA), School of Management, State University of New York, Buffalo (2018 - 2024).

Chair, PMBA Hybrid Committee, School of Management, State University of New York, Buffalo (2017 - 2018).

Chair, Teaching Effectiveness Committee, School of Management, State University of New York, Buffalo (2013 - 2023).

Co-Chair, Philanthropy Committee, School of Management, University of Buffalo (2019 - 2023).

Faculty Director, Online Mini-MBA Program, School of Management, State University of New York, Buffalo (2010 - 2020).

Faculty Mentor, Leader Core, School of Management, State University of New York, Buffalo (2012 - 2014).

PhD Program Coordinator, Marketing Department, School of Management, State University of New York, Buffalo (2010 - 2013).

Spring Brown Bag Research Workshop Series Founder, Marketing Department, School of Management, State University of New York, Buffalo (2012).

Faculty Advisor, Graduate Management Student Association, School of Management, State University of New York, Buffalo (2010 - 2012).

Faculty Advisor, American Marketing Association (UB Chapter), School of Management, State University of New York, Buffalo (2008 - 2009).

Behavioral Laboratory Founding Member, School of Management, State University of New York, Buffalo (2008).

Faculty Advisor, Pi Sigma Epsilon (Omicron Chapter), National Marketing and Sales Management Fraternity, School of Management, State University of New York, Buffalo (2007 - 2013).

Committee Membership:

Member, Assurance of Learning Committee, School of Management, State University of New York, Buffalo (2023 - 2024).

Member (Ex-Officio), Policy Committee, School of Management, State University of New York, Buffalo (2018 - 2024).

Member, MBA Committee, School of Management, State University of New York, Buffalo (2016 - present).

Member, Decanal Grievance Committee, School of Management, State University of New York, Buffalo (2012 - 2023).

Member, Doctoral Policy Committee, School of Management, State University of New York, Buffalo (2010 - 2013).

Member, Teaching Effectiveness Committee, School of Management, State University of New York, Buffalo (2012).

Member, Undergraduate Policy Committee, School of Management, State University of New York, Buffalo (2008 - 2010).

Talks/Pro-Bono Assistance:

Guest Lecturer, visiting students in joint program with University of Cape Coast, School of Management, State University of New York, Buffalo (2019).

Guest Lecturer, visiting MBA-MS (IT) students in joint program with Amrita University, School of Management, State University of New York, Buffalo (2012).

Guest Lecturer, visiting MBA-MS (IT) students in joint program with Amrita University, School of Management, State University of New York, Buffalo (2011).

Judge, IBM Case Competition, School of Management, State University of New York,

Buffalo (2010, 2012).

Service (Community)

Leadership:

Member and Officer (Reporting Secretary), Board of Directors, Morton R. Lane State University Federal Credit Union (2012 - present).

Talks/Pro-Bono Assistance:

Judge, DECA Statewide Competition, Rochester, New York (2018).

Guest Speaker, Keynote speaker for Buffalo-Niagara Sales and Marketing Association Quarterly Dinner (2012).

Guest Speaker, Speaker for Buffalo-Niagara Sales and Marketing Association Annual Regional College Student Day (2011).

Former Industry (Professional) Employment

Prior to entering the academy, I held accounting, marketing-related, research-related, or management positions with various firms/organizations, including: GTE, Division of Yum Brands (formerly Tri-Con Global), Subsidiary of Harrisons and Crosfield (formerly Division of Pfizer), and Boatman's Bancshares (now part of Bank America).