

## CURRICULUM VITAE

**Name** Charles D. Lindsey

**Current (Compensated) Positions** Associate Professor, Marketing  
Faculty Director, EMBA and PMBA Programs

**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  
  
Minor: Quantitative Analysis; Psychology  
  
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)**

Yang, Xiaojing, Shailendra Pratap Jain, Charles D. Lindsey, and Frank R. Kardes, "Effects of Matching and Mismatching Construal Levels on Resistance to Persuasion in Comparative Advertising." *Preparing for first round submission*.

### **Research in Progress**

Lindsey, Charles D., Shailendra Pratap Jain, Arun Lakshmanan, and Mauricio Palmeira "The Size Heuristic and Brand Quality Perceptions" *Data Collection*.

Lindsey, Charles D., Debabrata Talukdar, and Jungim Mun, "Time of Day and Day of Week Effects on Healthy/Unhealthy Food Purchase Activity: A Self-Regulation Account." *Data Collection*.

Alan Dick and Charles D. Lindsey, "One Step Back and Two Steps Forward: A Conceptual Revisitation and Extension of the Loyalty Construct," *Conceptualization*.

Lindsey, Charles D. and Alan Dick, "Marketing ... Marketing," *Conceptualization*.

Lindsey, Charles D., "Does the Decision Rule Utilized to Reject the Null, Affect Managerial Decision-Making Risk Tolerance and Aversion?" *Conceptualization*.

Lindsey, Charles D., "Managers are Better Bayesian Thinkers than we think: It just depends on How You Frame the Problem." *Conceptualization*.

### **Conference Proceedings**

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.

### Conference Presentations

"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).

### **Teaching<sup>1</sup>**

*Graduate Courses Taught (School of Management, SUNY Buffalo; 2006-2020)\*:*

Marketing Management (Full-Time MBA); Mean = 4.5  
Marketing Strategy (Full-Time MBA); Mean = 4.7  
Digital Marketing Analytics (Full-Time MBA); Mean = 4.4  
Consumer Behavior (Full-Time MBA); Mean = 4.5  
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Marketing Management (Professional MBA); Mean = 4.9  
Statistical Analytics (Professional MBA); Mean = 5.0  
International Practicum-Europe (Professional MBA); Mean = 5.0  
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Website Analytics (Master of Science MIS); Mean = 4.5  
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Statistical Analytics (Executive MBA); Mean = 4.6  
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Consumer Behavior (PhD); Mean = N/A.

\*Most recent iteration of each course (as of summer 2020). 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.

### **Executive Education/Consulting (Paid)**

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<sup>1</sup> I no longer teach undergraduate courses. However, summary statistics for specific undergrad courses (UB and Indiana) are available upon request (grand mean > 4.5/5.0).

Eric Mower, *Brand Consulting* (2019).

M&T Bank, *Half-Day 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 Afternoon Workshop*, Jacobs Executive Development Center, School of Management, State University of New York, Buffalo (2017).

Health Care Executive Development Program (various firms/organizations), *CRM Morning 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 Luncheon Q & A*, School of Management, State University of New York, Buffalo (2012).

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

GEICO, *External/Internal Marketing - 3 Half-Day Workshops*, GEICO Regional Facility, Getzville, NY (2011).

Unifrax Inc, *Business Development - 4 Half-Day Workshops*, Unifrax Corporate Headquarters, Tonawanda, NY (2010).

TOPS Supermarkets, *General Marketing - 2 Half-Day Workshops*, 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).

### **Expert Commentary (National Press)**

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

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):*

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

### *University-Level:*

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

### *School-Level:*

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 (current).

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, 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:*

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, Junghan Kim (2017). 1<sup>st</sup> Placement: Singapore Management University.

Chair, Jungim Mun (2014). 1<sup>st</sup> Placement: University of Massachusetts, Boston.

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

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

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

### *Leadership:*

Faculty Director, EMBA and PMBA Programs, School of Management, State University of New York, Buffalo (2018 - present).

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

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

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

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 (Ex-Officio), Doctoral Policy Committee, School of Management, State University of New York, Buffalo (2018 – present).

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 - present).

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, Board of Directors, Morton R. Lane State University Federal Credit Union, Buffalo, NY (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).

**Current as of March 3, 2021.**