

**Matthew CB Lyle, PhD**  
Assistant Professor of Strategy  
School of Management  
Binghamton University

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### **ACADEMIC APPOINTMENTS**

**Binghamton University**  
School of Management  
Assistant Professor of Strategy

Fall 2024 – Present

**University of Colorado, Colorado Springs**  
College of Business  
Assistant Professor of Management

Fall 2020 – Summer 2024

**University of Massachusetts, Amherst**  
Isenberg School of Business  
Doctoral Student / Candidate in Organization Studies

Fall 2015 – Summer 2020

### **RESEARCH INTERESTS**

The multilevel, multiauthor, longitudinal processes associated with strategic uses of the past.

### **PUBLICATIONS**

- 2025 Cocieru, O.C., Lyle, M.C.B. & MacDonald, M.A. 2025. Tying yourself to the chair: Using slack in a classroom as organization. *Journal of Experiential Education*, 48(1): 22-45.
- Noh, S., Lyle, M.C.B., & Do, B. In press. “We can win this fight together”: Memory and cross-occupational coordination. *Journal of Management Studies*.  
<https://doi.org/10.1111/joms.13146>
- Noh, S., Lyle, M.C.B., & Do., B. In press. Generation gap? The branching influence of historical myths. *Organization Science*. <https://doi.org/10.1287/orsc.2022.16982>
- 2024 Cocieru, O.C., Lyle, M.C.B., Hindman, L.C. & MacDonald, M.A. 2024. The impact of a classroom as organization on university-to-work transitions and early careers. *Journal of Experiential Education*, 47: 641-666.
- Lyle, M.C.B., Hockensmith, A.S. & Cocieru, O.C. 2024. Applying a wide-angle lens: De-centering work organizations in organization studies. *Strategic Organization*, 22: 609-619.
- Lyle, M.C.B., Hockensmith, A.S. & Walsh, I.J. 2024. Up in Smoke? The lingering influence of history on community identity dynamics. *Strategic Organization*, 22: 825-851.

- 2023 Lyle, M.C.B., Eckardt, R., Corley, K.G. & Lepak, D. 2023. Gravity's Pull: The identity related motives and outcomes of hiring stars. *Human Resource Management Review*, 33: 100932.
- Lyle, M.C.B., Walsh, I.J. & Prokopovych, B. 2023. Engaging with the past: Discerning meaning in organizational imprints. *Strategic Organization*, 21: 596-620.
- Walsh, I.J., Pazzaglia, F., Lyle, M.C.B. & Sonpar, K. 2023. Professional credibility under threat: Responses to negative social evaluations in newly contested professions. *Human Relations*, 76: 746-775.
- 2022 Do, B. & Lyle, M.C.B. (2022). Memory-based change management: Using the past to guide the future. *Organizational Psychology Review*, 12: 306-331.
- Lyle, M.C.B., Walsh, I.J. & Coraiola, D. (2022). What is NORML? Sedimented meanings in ambiguous organizational identities. *Organization Studies*, 43: 1991-2012.
- 2021 Cocieru, O.C., Lyle, M.C.B. & MacDonald, M.A. 2021. An exploration of the dynamic nature of psychological ownership in a classroom-as-organization. *Journal of Experiential Education*, 44: 293-307.
- 2019 Cocieru, O.C., Lyle, M.C.B., Hindman, L.C. & McDonald, M.A. 2019. The 'dark side' of psychological ownership during times of change. *Journal of Change Management*, 19: 266-282.
- Do, B., Lyle, M.C.B. & Walsh, I.J. 2019. Driving down memory lane: The influence of memories in a community following organizational demise. *Organization Studies*, 40: 1307-1329.
- 2018 Skaggs, B.C., Manz, C., Lyle, M.C.B. & Pierce, C.L. 2018. On the folly of punishing A while hoping for A: Exploring punishment in organizations. *Journal of Organizational Behavior*, 39: 812-815.

### **BOOK CHAPTERS**

- Lyle, M. C. B. 2025. Distilling memories: A redefinition of organizational identity. In H. Foroughi, A. Casey & S. Coman, H., (Eds.), *Managing legacy and change: New frontiers for theory and practice*, 23-45. De Gruyter.
- Lyle, M.C.B. 2025 The past: Studying what has come before. In G. Duperos & N.M. Deal (Eds.), *Edward Elgar Encyclopedia of Historical Organization Studies*. Edward Elgar Publishing.

### **MANUSCRIPTS IN REVIEW PROCESS**

- Cocieru, O.C., Hindmman, L.C & Lyle, M.C.B. (1<sup>st</sup> R&R). Teaching experiential classes. *Journal of Management Education*.
- Lyle, M.C.B. & Foroughi, H. (1<sup>st</sup> Review). Memory and work identity. *Human Relations*.

Lyle, M.C.B. & Isard, R.F. (1<sup>st</sup> Review). Stakeholder memory. *Academy of Management Review*.

### CONFERENCE PRESENTATIONS

2025 Cho, Y. & Lyle, M.C.B. A process model of collective emotional sensemaking. *Academy of Management Conference, July 2025*.

Do, B., Lyle, M.C.B., Huy, Q., & Shin, J. Smooth like butter: Stakeholder mnemonic community emergence. *EGOS Colloquium, July 2025*.

Lyle, M.C.B. & Isley, R. Not like us: Theorizing Stakeholder Mnemonic Community Expansion. *Academy of Management Conference, July 2025*. **(AoM Proceedings; John F. Mee award for Best Management History Division Contribution)**.

2024 Lyle, M.C.B. Making new memories: Novel places and faces for memory scholarship (Symposium organizer). *Academy of Management Conference, August 2024*.

Lyle, M.C.B. Empirical and methodological examinations of the past in family business and entrepreneurship research (Invited presenter for PDW). *Academy of Management Conference, August 2024*.

2023 Cocieru, O., Lyle, M.C.B., & Hindman, L. Virtuality in experiential learning (Workshop). *Management and Organizational Behavior Teaching Society Conference, June 2023*.

Lyle, M.C.B. Researching memory work: Challenges and opportunities (Invited panelist for symposium). *Academy of Management Conference, August 2023*.

Lyle, M.C.B. & Eckardt, R. Breaking from orbit: Star identification drift following perceived status gain. *Academy of Management Conference, August 2023*.

Noh, S., Do, B. & Lyle, M.C.B. Mnemonic processes in organizational change failure. *EGOS Colloquium, July 2023*. **(Nominated for 2023 EGOS Best Paper)**

2022 Hockensmith, A.S., Lyle, M.C.B., & Skaggs, B.C. Reconceptualizing customer capital: A strategy as practice approach. *Academy of Management Conference, August 2022*.

Lyle, M.C.B., Hockensmith, A.S., & Cocieru, O. We still matter! The continued relevance of pre-COVID theories in a post-COVID world. Presented as part of the “Future of Managing Work and Life in the Post-COVID-19 Era” All-Academy symposium (Do, B. & Kim, N.). *Academy of Management Conference, August 2022*.

Lyle, M.C.B., Hockensmith, A.S., & Walsh, I.J. Up in Smoke? Material and rhetorical dynamics in community identities. *Academy of Management Conference, August 2022*.

Lyle, M.C.B., Hockensmith, A.S., & Walsh, I.J. Smoked out: Tracing the ‘lash-up’ of collective identity dynamics. *EGOS Colloquium, July 2022*.

- 2021 Lyle, M.C.B. Management history across the Academy (Invited panelist for plenary session). *Academy of Management Conference, August 2021*.  
Lyle, M.C.B., Walsh, I.J. & Coraiola, D. What is NORML? Sustaining ambiguous organizational identities. *EGOS Colloquium, July 2021*.  
  
Lyle, M.C.B., Walsh, I.J., & Prokopovych, B. Making sense of organizational imprints. *Academy of Management Conference, August 2021*.
- 2020 Lyle, M.C.B., & Walsh, I.J. Reimagining the past: Towards a theory of routine encounters with organizational history. *Academy of Management Conference, August 2020. (AoM Proceedings)*  
  
Hockensmith, A. & Lyle, M.C.B. Navigating hybrid identities: Towards a theory of discursive action by hybrid organization members. *Academy of Management Conference, August 2020*.  
  
Hockensmith, A. & Lyle, M.C.B. Navigating hybrid identities: Towards a theory of discursive action by hybrid organization members. *EGOS Colloquium, July 2020*.  
  
Lyle, M.C.B. & Walsh, I.J. Up in smoke? Towards a theory of community identity work. *Academy of Management Conference, August 2020*.
- 2019 Lyle, M.C.B., & Walsh, I.J. "Towards a theory of identity work evolution". *Academy of Management Conference, August 2019*.  
  
Lyle, M.C.B., Walsh, I.J., & Prokopovych, B. "Revising the past: Individual sensemaking in organizational identity change". *POS Conference, June 2019*.  
  
Pazzaglia, F., Lyle, M.C.B., Sonpar, K., & Walsh, I.J. "'Riot on the pitch': Image work in the wake of professional stigmatization". *Academy of Management Conference, August 2019*.  
  
Sonpar, K., Pazzaglia, F., Lyle, M.C.B., & Walsh, I.J. "Memory work in response to breaches of trust." *EGOS Colloquium, July 2019*.
- 2018 Lyle, M.C.B. The intersection of memory and identity (Symposium organizer). *Academy of Management Conference, August 2018*.  
  
Lyle, M.C.B., & Lepak, D. Gravity's pull: The identity-related motives and outcomes of hiring stars. *Academy of Management Conference, August 2018*.
- 2017 Cocieru, O.C., McDonald, M., & Lyle, M.C.B. "Classroom-as-Organization". *North American Society for Sport Management, May 2017*.  
  
Do, B., Lyle, M.C.B., & Walsh, I.J. "Exorcising the ghost: The resolution of collective mnemonic ambivalence". *POS Conference, May 2017*.  
  
Lyle, M.C.B. "Organizational identity endurance and image change". *Academy of Management Conference, August 2017*.

- Lyle, M.C.B., Do, B., & Walsh, I.J. "This is South Bend: The evolution of community identity following organizational closure." *EGOS Colloquium, July 2017*.
- Lyle, M.C.B., Walsh, I.J., & Prokopovych, B. "The more things stay the same, the more they change: Imprint maintenance by dialectic sensemaking".  
*Academy of Management Conference, August 2017*.
- 2016 Lyle, M.C.B., Do, B., & Walsh, I.J. "All for the best: The generativity of organizational demise in a geographic community".  
*Academy of Management Conference, August 2016*.
- Lyle, M.C.B., Prokopovych, B., & Walsh, I.J. "Professional identity and partial role transitions." *Academy of Management Conference, August 2016*.

### **AWARDS & RECOGNITION**

<b><i>UCCS</i></b>	Outstanding Researcher Award (2022) Outstanding Faculty Award (2021)
<b><i>UMass, Amherst</i></b>	Stan Young Award for Academic Achievement (2020) Outstanding Graduate Teacher Award (2020) Outstanding Graduate Researcher Award (2019)
<b><i>Academy of Management</i></b>	Outstanding Reviewer (2018) John F. Mee Award for Best Management History Division Contribution (2025)

### **TEACHING EXPERIENCE**

<b><i>PhD</i></b>	Strategy (in person)
<b><i>MBA</i></b>	Strategy (in person) Conflict & Negotiation (in person & online)
<b><i>Undergraduate</i></b>	Strategy (in person) Business Communication (in person & online) Human Resource Management (in person & online) Organizational Behavior (in person & online)
<b><i>High School</i></b>	Introduction to Business

### **ACADEMIC SERVICE**

<b><i>Associate Editor</i></b>	Management and Organizational History	Spring 2024-present
<b><i>Editorial Board</i></b>	Human Relations	Fall 2023-present
	Journal of Business Research	Fall 2022-present
	Journal of Management Inquiry	Spring 2021-present

<b><i>Ad Hoc Reviewer</i></b>	Journal of Applied Psychology	Spring 2024-present
	Organization Theory	Summer 2023-present
	Academy of Management Journal	Fall 2022-present
	Human Relations	Fall 2020-present
	Organization Science	Fall 2019-present
	Organization Studies	Summer 2018-present
	Academy of Management Meeting	Summer 2016-present

### **UNIVERSITY SERVICE**

<b><i>Binghamton</i></b>	Neurodivergent Mentoring Program	Fall 2024-present
	Diversity & Inclusion Committee	Fall 2024-present
	Faculty Development Committee	Fall 2024-present
<b><i>UCCS</i></b>	Faculty Pride Committee	Fall 2021-Spring 2024 <i>Co-chair (2023-2024)</i>
	Research Council Chair	Spring 2023-Spring 2024
	Diverse Doctorates Mentor	Fall 2021-Spring 2024
	Undergraduate Team	Fall 2020-Spring 2024
	MBA Improvement Committee	Spring 2023-Spring 2024
	Personnel & Benefits Committee	Spring 2023-Fall 2023
	Hiring Committees (4)	Spring 2021-Fall 2023

### **EDUCATION**

<b>Doctor of Philosophy</b> in Management – Organization Studies University of Massachusetts, Amherst	2015 – 2020
<b>Master of Science</b> in Industrial and Organizational Psychology Salem State University	2012 – 2014
<b>Bachelor of Science</b> in Psychology, Minor in Biology University of Massachusetts, Amherst	2007 – 2011

### **PROFESSIONAL & VOLUNTEER EXPERIENCE**

<b>Bread of Life Food Pantry</b> Volunteer	Fall 2024 – present
<b>Salem Hospital</b> Psychiatric Unit Mental Health Counselor	Summer 2012 – Summer 2015
<b>Brigham and Women's Hospital</b> Physician's Health Study Research Assistant	Summer 2011 – Summer 2012