

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

ACADEMIC APPOINTMENTS

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| Binghamton University
School of Management
Assistant Professor of Strategic Management | 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

I study multilevel processes associated with strategic uses of the past. I also research social cognitive processes more broadly, most notably those involving stars.

PUBLICATIONS

- 2025 Noh, S., Lyle, M.C.B., & Do., B. (Forthcoming). Generation gap? The branching influence of historical myths. *Organization Science*.
- Noh, S., Lyle, M.C.B., & Do, B. (Forthcoming). “We can win this fight together”: Memory in cross-occupational coordination. *Journal of Management Studies*.
- 2024 Cocieru, O.C., Lyle, M.C.B., Hindman, L.C. & MacDonald, M.A. In press. The impact of a classroom as organization on university-to-work transitions and early careers. *Journal of Experiential Education*. <https://doi.org/10.1177/10538259241242117>
- Cocieru, O.C., Lyle, M.C.B. & MacDonald, M.A. In press. Tying yourself to the chair: Using slack in a classroom as organization. *Journal of Experiential Education*. <https://doi.org/10.1177/10538259241246234>
- 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. In Press. Up in Smoke? The lingering influence of history on community identity dynamics. *Strategic Organization*. <https://doi.org/10.1177/14761270231169103>

- 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. (Forthcoming). Distilling memories: A redefinition of organizational identity. A. Casey, S. Coman, H., & Foroughi (Eds.), *Legacy and change: Perspectives from organizational history*.

CONFERENCE PRESENTATIONS

- 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. (Selected for 2020 Academy of Management 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

UCCS College of Business

Outstanding Researcher Award (2022)

Outstanding Faculty Award (2021)

UMass, Amherst Isenberg School of Management

Stan Young Award for Academic Achievement (2020)

Outstanding Graduate Teacher Award (2020)

Outstanding Graduate Researcher Award (2019)

Academy of Management

Outstanding Reviewer – Organizational Behavior Division (2018)

TEACHING EXPERIENCE

PhD	Strategy (in person)	Fall 2024 – present
MBA	Conflict & Negotiation (in person & online)	Fall 2022 – present
Undergraduate	Strategy Capstone (in person)	Fall 2024 – present
	Business Communication (in person & online)	Fall 2020 – present
	Human Resource Management (in person & online)	Spring 2018 – present
	Organizational Behavior (in person & online)	Fall 2017 – present
High School	Introduction to Business	Summer 2019

ACADEMIC SERVICE

Associate Editorships	Management & Organizational History	Spring 2024 – present
Editorial Board Memberships	Journal of Business Venturing	Fall 2024 – present
	Human Relations	Fall 2023 – present
	Journal of Business Research	Fall 2022 – present
	Journal of Management Inquiry	Spring 2021 – present
Ad Hoc Reviewing	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 Annual Meeting	Summer 2016 – present

UNIVERSITY SERVICE

Binghamton	Diversity, Inclusion & Belonging Committee	Fall 2024 – present
	Faculty Development Committee	Fall 2024 – present
UCCS	Faculty Pride Committee	Fall 2021 – Spring 2024
	COB Representative (2021 - 2023)	
	Co-Chair (2023 – 2024)	
	Research Council Chair	Spring 2023 – Spring 2024
	Diverse Doctorates in Business 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
	Student Hiking Club Advisor	Fall 2022 – Spring 2023
	Hiring Committees (4)	Spring 2021 – Fall 2023

EDUCATION

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

PROFESSIONAL EXPERIENCE

Salem Hospital Psychiatric Unit Mental Health Counselor	Summer 2012 – Summer 2015
Brigham and Women's Hospital Physician's Health Study Research Assistant	Summer 2011 – Summer 2012