

# Jim Lyttle

School of Graduate Professional Studies  
Pennsylvania State University  
30 East Swedesford Road  
Malvern, PA 19355-1443  
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www.JimLyttle.com  
JZL13@psu.edu

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## EDUCATION

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Doctor of Philosophy, Organizational Behavior, June, 2001  
Schulich School of Business, York University, Toronto, Canada  
Master of Business Administration, June, 1988  
Richard Ivey School, University of Western Ontario, London, Canada  
Bachelor of Arts, Economics and Philosophy, May, 1985  
Wilfrid Laurier University, Waterloo, Canada

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## ACADEMIC APPOINTMENTS

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Assistant Professor, Management and Organization, Current  
Penn State Great Valley School of Graduate Professional Studies, Malvern, PA  
Assistant Professor, Managerial Science, 2001–2007  
Long Island University, Brooklyn Campus, Brooklyn, NY  
Assistant Teaching Master, Business and General Education, 1994–2001  
DeVry University, Toronto Campus, Toronto, Canada

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## PUBLICATIONS

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### Journal Articles

Proyer, R. T., Ruch, W., Ali, N. S., Al-Olimat, H. S., Amemiya, T., Adal, T. A., Ansari, S. A., Arhar, Š., Asem, G., Baudin, N., Bawab, S., Bergen, D., Brdar, I., Brites, R., Brunner-Sciarra, M., Carrell, A., Carretero Dios, H., Celik, M., Ceschi, G., Chang, K., Chao-chih, L., Cheryomukhin, A., Chik, M. P. Y., Chlopicki, W., Cranney, J., Dahourou, D., Doosje, S., Dore, M., El-Arousy, N., Fickova, E., Führ, M., Gallivan, J., Geling, H., Germikova, L., Giedraityte, M., Goh, A., González, R. D., Guohai, C., Ho, S. K., Hrebícková, M., Jaime, B., Jun, W., Hertzberg Kaare, B., Kamble, S., Kazarian, S., Kerkkänen, P.,

- Klementová, M., Kobozeva, I. M., Kovjanovic, S., Kumaraswamy, N., Lampert, M., Levesque, M., Loizou, E., Loving, R. D., Lyttle, J., Machline, V. C., McGoldrick, S., McRorie, M., Min, L., Möttus, R., Munyae, M. M., Navia, C. E., Nkhalamba, M., Pedrini, P. P., Petkova, M., Platt, T., Popa, D-E., Radomska, A., Rashid, T., Rawlings, D., Rubio, V. J., Samson, A. C., Sarid, O., Shams, S., Sisokohm, S., Smári, J., Sneddon, I., Snikhovska, I., Stephanenko, E. A., Stokenberga, I., Ujlaky, J., Stuer, H. Tanoto, Y. S. R., Tapia, L., Taylor, J., Thibault, P., Thompson, A., Thörn, H., Titanji, P. F., Toyota, H., Vanno, V., van der Westhuizen, B., Wijayathilake, D., Wong, P. S. O., Wycoff, E. B., & Yeun, E. J. (2009). Breaking ground in cross-cultural research on the fear of being laughed at (gelotophobia): A multi-national study involving 73 countries. *Humor: International Journal of Humor Research*, 22(1/2), 253-279.
- Lyttle, J. (2007). The judicious use and management of humor in the workplace. *Business Horizons*, 50(3), 239-245.
- Lyttle, J. (2007). Using humor in e-advertising: Avoiding the dual minefields of offense and confusion. *The E-Business Review*, 7, 141-144.
- Lyttle, J. (2005). The effective use of humor in e-advertising. *The E-Business Review*, 5, 123-126.
- Lyttle, J. (2001). The effectiveness of humor in persuasion: The case of business ethics training. *Journal of General Psychology*, 128(2), 206-216.

### **Proceedings**

- Lyttle, J. (2002). Choosing wisely: Using personality tests to advise business majors. In *AoM/IAoM 20th Annual Conference Proceedings* (pp. 55-58). Chesapeake, VA: Maximilian Press.
- Lyttle, J. (1999). The effectiveness of humor in teaching business ethics. In *Book of Proceedings The Sixth Annual International Conference Promoting Business Ethics* (pp. 151-159). Niagara Falls, NY: Vincentian Universities.
- Lyttle, J. B. (1998). The management of humor in the workplace: Transferable knowledge for the 21st century. In Steve H. Barr (ed.), *Southern Management Association: 1998 Proceedings* (pp. 234-236). Raleigh, NC: Southern Management Association.

### **Book Sections**

- Lyttle, J. B., Grant, R. and Treviño, L. K. (1998). BETS-L listserv discussion/debate on the continued relevance of Kohlberg. In L. Pincus Hartman, *Perspectives in business ethics* (pp. 110-115). Homewood, IL: Irwin/McGraw-Hill.
- Lyttle, J. B. (1998). Shortest ethics case ever. In L. Pincus Hartman, *Perspectives in business ethics* (p. 665). Homewood, IL: Irwin/McGraw-Hill.

## Other Publications

- Lyttle, J. (2009). [Review of the book *Humor in advertising: A comprehensive review*]. *Humor: International Journal of Humor Research*, 22(4), 469-472.
- Spierer, D. K., Williams, S. H., & Lyttle, J. (2007). *Inactive brains: An interrupted case study*. National Center for Case Study Teaching in Science. University at Buffalo, State University of New York.
- Lyttle, J. (2001). *Philosophy of humor*. Website listed in category Academic at the web portal [www.HumorLinks.com](http://www.HumorLinks.com)
- Lyttle, J. (1998). The ABCs of humour. *In Pursuit*, 2(4) 9.
- Lyttle, J. (1998) [Review of the book *Dirty business: Exploring corporate misconduct: Analysis and cases*] *Business & Society*, 37(3, Sep) 339-341.

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## CONFERENCE PRESENTATIONS

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- René T. Proyer, R. T., Ruch, W., ... Lyttle, J., ... Yeun, E. J. (2009, September 16-19). *The measurement of the fear of being laughed at around the world*. Paper presented at the 10<sup>th</sup> European Conference on Psychological Assessment in Ghent, Belgium.
- René T. Proyer, R. T., Ruch, W., ... Lyttle, J., ... Yeun, E. J. (2009, August 19-20). *A cross-cultural study on gelotophobia: The fear of being laughed at as a universal individual differences phenomenon*. Paper presented at the 11<sup>th</sup> Congress of the Swiss Psychological Society at the University of Neuchatel, Switzerland.
- Lampert, M. D., Lyttle, J., & Isaacson, K. P. (2009, June 19). Cross-cultural variation in gelotophobia within the United States. In *Research into Gelotophobia*. Symposium conducted at the 21<sup>st</sup> annual conference of the International Society for Humor Studies in Long Beach, CA.
- Lyttle, J. (2008, November 22). Ventriloquism with presentation software: Throwing your voice across the classroom. In *Technology in the Classroom*. Miniconference conducted at the 39<sup>th</sup> annual meeting of the Decision Sciences Institute in Baltimore, MD.
- Lampert, M., Martin, R. A., & Lyttle, J. (2007, July 1). Teaching the psychology of humor as a special topics course. In *Teaching the psychology of humor in the undergraduate curriculum*. Symposium conducted at the 19<sup>th</sup> annual conference of the International Society for Humor Studies in Newport, RI.
- Lyttle, J. (2007, April 7). *Using humor in e-advertising: Avoiding the dual minefields of offense and confusion*. Paper presented at the 7<sup>th</sup> annual conference of the International Academy of E-Business in Vancouver, Canada.
- Lyttle, J. (2007, February 15-18). *Humor theory*. Poster presented at the 18<sup>th</sup> annual conference of the Association for Applied and Therapeutic Humor in Panama City Beach, FL.
- Lyttle, J. (2005, June 16). Shocking therapy: Using humor to attack clients for their own good. Paper presented at the 17<sup>th</sup> annual conference of the International Society for Humor Studies in Youngstown, OH.

- Lyttle, J., & Kaplan, J. (2005, May 14). *Resolving contradictions to manage ethically in times of change*. Paper presented at the 42<sup>nd</sup> annual meeting of the Eastern Academy of Management in Springfield, MA.
- Lyttle, J. (2005, March 25). *The effective use of humor in e-advertising*. Paper presented at the 5<sup>th</sup> annual conference of the International Academy of E-Business in San Francisco, CA.
- Lyttle, J. (2005, January 7). *Humor without fault: Staying in the game and out of the courts*. Paper presented at the annual conference of the International Academy of Business and Public Administration Disciplines in New Orleans, LA.
- Lyttle, J. (2004, January 25). *The responsible use of humor*. Paper presented at the annual conference of the International Academy of Business and Public Administration Disciplines in New Orleans, LA.
- Lyttle, J. (2003, July 11). *Humor in the classroom amuses and motivates ... the teacher!* Paper presented at the 15<sup>th</sup> annual conference of the International Society for Humor Studies in Chicago, IL.
- Lyttle, J. (2003, June 13). *Stand and deliver: An exercise in the effective use of humor in the classroom*. Paper presented at the 30<sup>th</sup> annual conference of the Organizational Behavior Teaching Society in Springfield, MA.
- Lyttle, J. (2002, May 26). *The ethics of humor: Preliminary thoughts*. Paper presented at "The Learned's" (The Congress of the Social Sciences and Humanities) in Toronto, Canada.
- Lyttle, J. (2001, July 8). *The effectiveness of humor: A replication and an analysis*. Paper presented at the 13<sup>th</sup> annual conference of the International Society for Humor Studies in College Park, MD.
- Lyttle, J. (2000, August 7). *The effectiveness of humor for persuasion in training and education*. Paper presented at the 60<sup>th</sup> annual meeting of the Academy of Management in Toronto.
- Lyttle, J. (1999, July 3). *The effectiveness of humor in workplace training: A pilot study*. Paper presented at the 11<sup>th</sup> annual conference of the International Society for Humor Studies in Oakland, CA.
- Lyttle, J. B. (1998, November 5). *Humor in the workplace: Transferable knowledge for the 21st Century*. Paper presented at the annual meeting of the Southern Management Association in New Orleans, LA.
- Lyttle, J. B. (1998, June 27). *Toward an ethics of humor in the workplace: A multi-participant conceptualization of humorous interaction*. Paper presented at the 10<sup>th</sup> annual conference of the International Society for Humor Studies in Bergen, Norway.

### **Work in Progress**

The paucity of humor in the workplace and why it persists. 456 surveys from employees in local corporate park, still collecting data.

Effective teaching and the use of humor: A spurious relationship? Survey results on 866 teachers completed, data analysis stage.

Using classroom ventriloquism to illustrate multiple perspectives. Editing.

The effective and responsible use of humor in therapy. Revision.

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## IMPACT

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### Cited in Journals

- Baumgartner, J. C. (2007). Humor on the next frontier: Youth, online political humor, and the JibJab effect. *Social Science Computer Review*, 25(3), 319-338.
- Baumgartner, J. C. (2008). Editorial cartoons 2.0: The effects of digital political satire on presidential candidate evaluations. *Presidential Studies Quarterly*, 38(4), 735-758.
- Baumgartner, J. C., & Morris, J. S. (2006). The Daily Show effect: Candidate evaluations, efficacy, and American youth. *American Politics Research*, 34, 341-367.
- Baumgartner, J. C., & Morris, J. S. (2008). One "nation," under Stephen? The effects of the Colbert Report on American youth. *Journal of Broadcasting & Electronic Media*, 52(4), 622-643.
- Dyrud, M. A. (2007). Ethics, gaming, and industrial training. *IEEE: Technology and Society Magazine*, 26(4), 36-44.
- Fortin, B., & Méthot, L. (2004). S'adapter avec humour au travail interdisciplinaire: Pistes de réflexion. / Coping with humor in interdisciplinary work: Reflexive statements. *Revue Québécoise de Psychologie*, 25(1), 99-118.
- Holian, R. (2006). Management decision making, ethical issues and "emotional" intelligence. *Management Decision*, 44(8), 1122-1138.
- In the trenches: As it was portrayed in *The Office*, humour is a poor fit for the white-collar world. (2006). *In the Black*, 76(7), 24-27.
- Jones, J. A. (2005). The masking effects of humor on audience perception of message organization. *Humor: International Journal of Humor Research*, 18(4), 405-418.
- McRoberts, D. A., & Larson-Casselton, C. (2006). Humor in public address, health care and the workplace: Summarizing humor's use using meta-analysis. *North Dakota Speech and Theatre Journal*, 19, 26-33.
- Morris, J. S. (2009). The daily show with Jon Stewart and audience attitude change during the 2004 party conventions. *Political Behavior*, 31(1), 79-102. doi: 10.1007/s11109-008-9064-y
- Nabi, R. L., Moyer-Gusé, E., & Byrne, S. (2007). All joking aside: A serious investigation into the persuasive effect of funny social issue messages. *Communication Monographs*, 74(1), 29-54.
- Niven, D., Lichter, S. R., & Amundson, D. (2003). The political content of late night comedy. *Harvard International Journal of Press/Politics*, 8(3), 118-133.
- Platt, T. (2008). Emotional responses to ridicule and teasing: Should gelotophobes react differently? *Humor: International Journal of Humor Research*, 21(2), 105-128.
- Rieger, A. (2004). Make it just as normal as possible with humor. *Mental Retardation*, 42(6), 427-444.

- Romal, J. B. (2008). Use of humor as a pedagogical tool for accounting education. *Academy of Educational Leadership Journal*, 12(1), 83-106.
- Romero, E., & Pescosolido, A. (2008). Humor and group effectiveness. *Human Relations*, 61(3), 395-418.
- Scholl, J. C. (2007). The use of humor to promote patient-centered care. *Journal of Applied Communication Research*, 35(2), 156-176.
- Skinner, J. S. (2004). Use of healthcare resources in the last six months of life: Author's reply. *British Medical Journal*, 328(7449), 1202a.
- van Dolen, W. M., de Ruyter, K., & Streukens, S. (2008). The effect of humor in electronic service encounters. *Journal of Economic Psychology*, 29(2), 160-179.

### **Cited in Books**

- Lewis, P. (2006). *Cracking up: American humor in a time of conflict*. Chicago: University of Chicago Press.
- Martin, R. A. (2007). The social psychology of humor. In R. A. Martin (Ed.), *The psychology of humor: An integrative approach* (pp. 113-150). San Diego: Academic Press.
- Michels, S., & Ventimiglia, M. (2007). Can the Daily Show save democracy? Jon Stewart as the gadfly of Gotham. In J. Holt (Ed.), *The Daily Show and philosophy: Moments of Zen in the art of fake news* (pp. 81-92). Oxford, UK: Blackwell.
- Painter-Morland, M. (2008). *Business ethics as practice: Ethics as the everyday business of business*. Cambridge, UK: Cambridge University Press.

### **Cited at Conferences**

- Anderson, K. A., & Brewer, A. (2008, November 21). *Beyond 'Rock the Vote': A mixed methods approach to understanding the young nonvoter*. Paper presented at the the 94<sup>th</sup> annual convention of the National Communication Association in San Diego, CA.
- Cihasky, C. A. (2006, April 21). *Who's laughing now? Late night comedy's influence on perceptions of Bush and Gore in 2000*. Paper presented at the the 64<sup>th</sup> annual meeting of the the Midwest Political Science Association in Chicago, IL.
- Krasner, M. A. (2004). *Quips, jokes, and power: Humor as weapon in presidential campaigns*. Paper presented at the 3<sup>rd</sup> annual pre-APSA Conference on Political Communication.
- Krasner, M. A. (2009, July 14). *Humor in the 2008 American presidential campaign*. Paper presented at the 32<sup>nd</sup> annual scientific meeting of the International Society of Political Psychology in Dublin, Ireland.
- Ritchie, G. (2005). Computational mechanisms for pun generation. In *Proceedings of the 10<sup>th</sup> European Natural Language Generation workshop* (pp. 125-132). Aberdeen, Scotland: SIGGEN.

### Cited Elsewhere

- Pruim, D. E. (2001). A reformed perspective on humor. In J. S. Benton (Ed.), *The Stromata* (Vol. 42-2, pp. 37-44). Grand Rapids, MI: Calvin Theological Seminary.
- Rauterberg, M. (2004). *Entertainment technology and human behaviour: Literature study*. Eindhoven, Netherlands: Technical University of Eindhoven.
- Tower, M. A. (2009). *Developing healthy and balanced minds: How creative, critical, and moral thinking promote good cognition*. Unpublished Master of Arts thesis, University of Massachusetts, Boston.
- Why all the office jokes shouldn't be on David Brent. (2007, April 25). *London Daily Mail*, p. 24.
- Young, T. S. (2006). Towards a humour translation checklist for students of translation. *Interlingüística*, 17, 981-988.

### Acknowledged

- Bishop, J. D. (Ed.). (2000). *Ethics and capitalism*. Toronto, Canada: University of Toronto Press.
- Fischer, E., Reuber, A. R., Hababou, M., Johnson, W., & Lee, S. (1997). The role of socially constructed temporal perspectives in the emergence of rapid-growth firms. *Entrepreneurship: Theory and Practice*, 22(2) 13-30.
- Johnson, W. H. A. (2002). Assessing organizational knowledge creation theory in collaborative R&D projects. *International Journal of Innovation Management* 6(6) 387-418.
- Johnson, W. H. A. (1999). An integrative taxonomy of intellectual capital: measuring the stock and flow of intellectual capital components in the firm. *International Journal of Technology Management* 18(5/6/7/8) 562-575.
- Wankel, C. (forthcoming 2010). *Management through collaboration: Teaming in a networked world*. New York: Routledge.

### Online Activity

- Listed as a humor scholar, International Society for Humor Studies.  
Frequent contributor to the "Humour-Research" E-mail discussion list.

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### HONORS AND AWARDS

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- Nominated for Teaching Excellence Award, 2008-2009  
Pennsylvania State University
- Nominated for U.S. Professor of the Year, 2007  
Carnegie Foundation for the Advancement of Teaching
- Nominated for the David Newton Teaching Award

Long Island University, 2005-6 and 2006-7  
Awarded Excellence in Student Service Award  
Long Island University, 2007  
Permanent Resident Status, 2005  
Outstanding Professor or Researcher  
Department of Homeland Security  
Sam M. Walton Free Enterprise Fellow, 2001-2003  
Students in Free Enterprise, Springfield, MO.  
Invited Participant. (2002, August 9-11. OB/OMT Junior Faculty  
Workshop at the Academy of Management Conference, Denver, CO.  
Invited Participant. (2000, August 4-6). OB/OMT Doctoral Student  
Consortium at the Academy of Management conference, Toronto, Canada.  
Invited Participant. (1998, November 4). OB/OMT Doctoral Student  
Consortium at the Southern Management Association meeting, New Orleans, LA.  
Anthony P. Cunliffe Award 1996-1997  
Schulich School of Business, York University  
Year One Entrance Scholarship 1985-1986  
The University of Western Ontario

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## RESEARCH STATEMENT

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My research focuses on the effective and responsible use of humor for persuasion. I look at humor, rather than laughter, from the perspective of social psychology.

As a member of the business school, I am interested in its use for team-building, culture change, coaching, training and advertising. I advocate the thoughtful use of humor in the workplace. However, I recommend conscious attention to the following dangers: (a) generating offense in increasingly diverse workplaces, (b) distracting workers from attention to quality or safety, (c) distracting them from the task itself, (d) masking aggression, whether intentional or unintentional, (e) creating confusion, and (f) eroding the credibility of those who use humor.

There are serious management scholars with an interest in the application of humor in the workplace. However, they may have to put that interest on the shelf to generate publications for tenure. Humor scholarship lacks the definitions and conceptual propositions that would guide rigorous research, and thus suffers from a reputation for advocacy in place of rigor.

My dissertation assessed whether Dilbert cartoons and Dogbert wisecracks were supporting or distracting from Lockheed Martin's efforts to persuade workers to contact the Ethics Office when in doubt about an ethical issue. I have applied concepts from William Kahn, Sigmund Freud, and Ted Caplow to suggest when humor would and would not "work," and when it would and would not be appropriate.

At a Mensa colloquium, I applied these ideas to advertising and, later, specifically to online advertising. In a current work in progress, I develop some guidelines for the cautious use of humor by therapists. I am also applying this model to teaching, with an in-progress paper

comparing favored and less-favored teachers who used humor extensively.

My informational website at [www.HumorLinks.com](http://www.HumorLinks.com) is required reading for university courses about humor by professors such as Rod Martin at the University of Western Ontario and Jon Mueller at North Central College. It also forms the basis of a course earning Continuing Education credits for psychologists, social workers, family therapists, and nurses in California.

I plan to continue developing humor theory, and showing professionals how to harness the power of humor without tripping over the obstacles that often discourage it.

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## TEACHING STATEMENT

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I want to encourage management students to (a) make tentative evidence-based decisions with limited information, (b) cobble together analytical approaches in new and unfamiliar situations, and (c) consider ethics and values as integral to their decision-making.

My approach to teaching is shaped in part by my experiences as an entertainer and a degree in philosophy. I am not shy about making the class fun, but enforce high intellectual standards, valuing judgment, universal principles, and fundamental skills far more than academic or business fashion. For example, I encourage students to apply intellectual criteria to assertions (including mine) before accepting them.

The strategy and tactics for achieving these goals vary with the audience. For example, when I arrived at Brooklyn in 2001, I was accustomed to relying heavily on audio-visual support. My new students seemed impressed and entertained by this, but did not do well on my weekly quizzes. I gradually reduced the use of technology until chalk had become my main tool, and that seemed to get the messages across most effectively.

With undergraduates, I use interactive lectures and innovative presentation slides along with the usual term papers, examinations, and group projects. When presenting a controversial topic, my slides might take on the role of the ventriloquist's puppet and debate the ideas in my lecture. I have taught downtown in cosmopolitan cities like Toronto and Brooklyn; diverse societies that value providing access to all who are willing to apply themselves.

I set aside half of the marks to be earned in class under my direct supervision, monitoring the integrity of the process on behalf of all students. They produce written work each week, whether as part of the weekly quiz or in reaction to assigned readings. These are short (low stakes) assignments, designed to encourage a level of comfort with written self-expression while providing a sort of intellectual GPS.

Here at Penn State, with mature graduate students only, I rely heavily on the case method. I studied using that method in Canada before completing the Art and Craft of Discussion Leadership at Harvard, and my approach has been adapted for part-time students.

With graduate students, I assign about half the grade for "contribution to classroom learning" (as opposed to participation), which signals the importance of constructive debate for that method of learning. I have found that students gradually become more adept at presenting charitable evidence-based arguments for their positions.

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**COURSES TAUGHT**


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**Pennsylvania State University**

B A 517 Communication Skills for Management (nine times)  
 MGMT 501 Behavioral Science in Business (nine times)

**Long Island University**

*UnderGrad* MAN 101 Principles of Management (nine times)  
 MAN 152 Organizational Behavior (15 times)  
 MAN 153 Operations Management (once)  
 MAN 154 Decision Making (three times)  
 MAN 193 Independent Study (six students)

*Graduate* MBA 612 Marketing Strategy (once)  
 MBA 613 Organizational Behavior (16 times)  
 MGT 705 Management Decision Theory (three times)  
 MGT 724 Organization Development (six times)  
 MGT 750 Management Seminar (once)

*Liberal Arts* COS 050 Core Seminar: The Idea of the Human (once)

**DeVry University**

*Business* BUSN 110 Business Organization (five times)  
 BUSN 320 Principles of Marketing (twice)  
 BSOP 207 Operations Strategy (twice)  
 BSOP 209 Operations Analysis (four times)  
 MGMT 303 Principles of Management (nine times)

*Ethics* HUMN 205 Technology and Ethics (seven times)  
 HUMN 430 Social Issues in Technology (once)  
 HUMN 445 Principles of Ethics (five times)

*Social Sci.* PSYC 104 Human Relations (twice)  
 PSYC 105 Psychology (once)  
 ECON 210 Introduction to Economics (once)  
 ECON 312 Principles of Economics (twice)  
 SPCH 275 Public Speaking (once)  
 CARD 405 Career Development (once)

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## STUDENT EVALUATIONS

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**Pennsylvania State University**

7 = Best Score

1 = Worst Score

- 6.30 Overall quality of instructor
- 6.31 Clarity of presentation
- 6.50 Willing to help with progress
- 6.56 Student freedom to ask/express
- 6.36 Response to student questions
- 6.32 Adequacy of subject knowledge
- 6.62 Preparation for the class
- 6.12 Shows significance of material
- 6.63 Appropriate level of participation
- 6.38 Encourages student thinking

**Long Island University**

4 = Best Score

1 = Worst Score

- 3.82 Teacher's knowledge of the subject
- 3.68 Guidance of the class
- 3.78 Ability to explain
- 3.65 Encourages thought
- 3.45 Objectivity in grading
- 3.69 Attitude toward students
- 3.73 Organization of course
- 3.69 Overall rating of your instructor

**DeVry University**

1 = Best Score

4 = Worst Score

- 1.27 Displays competent knowledge of course topics
- 1.24 Demonstrates preparedness for each class
- 1.31 Returns graded work promptly
- 1.26 Administers tests based on classroom material
- 1.32 Grades in an impartial and consistent manner
- 1.32 Promotes and demonstrates mutual respect in class

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## RELATED EXPERIENCE

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## **Supervision**

### *Long Island University*

Independent Studies

2006 David Joseph, Chad Miller

2005 Ryan Gerald del Castillo, Tavis Bradshaw

2002 Meisah Holman, Mulinin Kai

### *York University*

OBIR 6900 Independent Study (three students, Spring 2001)

## **Small Group Facilitation**

MGMT 5150 Management Skills, with Gareth Morgan (four times, 1999-2001)

MGMT 6100 Strategy Field Study, won the Award for Excellence (2000-2001)

## **Grading**

University of Western Ontario, 1986-1987, Case Analysis

Wilfrid Laurier University, 1984-1985, Quantitative Methods

## **Professional Development**

### Faculty Development Workshops

Judith Kirchoff, Jason Zhu, Aaron Lieberman

Breakfast series on Bloomberg School Restructuring at the Steinhardt School of Education at New York University. (10/20/04, 12/10/04, 3/11/05)

Web-based training in classroom technology with McGraw-Hill, April 2004

The Art and Craft of Discussion Leadership, 2004

Harvard Business School

Teaching with the Socratic Method, 1995

Center for Critical Thinking, Sonoma State University

Post-Degree Studies, Comparative Religion, 1989-91

Woodsworth College, University of Toronto

Diploma in Business Administration, 1984

School of Business & Economics Wilfrid Laurier University

Business Management Certificate, 1983

Ontario Management Development Program Conestoga College

## **Course Development**

Prepared elective course on humor in business for the Summer of Great Valley (2008)

Continuing Education course on humor in psychology for California psychologists

Revised MBA 613 to use case method and align with Policy (MBA 800) course

Revised MGT 705, 724 and 750 to reflect SHRM's Competency Model for the New HR  
The effective use of humor in business. (syllabus, reading list and bibliography)

### **Student Clubs**

Society for the Advancement of Management student club  
Business Organization for Successful Students (BOSS)

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## **PART-TIME TEACHING**

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### **SUNY: Kingsborough Community College**

Winter, 2007

PSY 3200 Human Growth and Development (once)

### **University of Lethbridge**

Summers, 2003-2005

MGMT 3031 Managing Responsibly in a Global Environment (three times)

MGMT 3080 Developing Managerial Skills (three times)

### **Ryerson University**

2000-2001

#### *Undergraduate*

MGT 100 Foundations of Management, (twice)

MGT 200 Introduction to Management (once)

MKT 100 Introduction to Marketing (once)

#### *Continuing Education*

CMGT 100 Foundations of Management (twice)

CMGT 200 Introduction to Management (four times)

CMHR 405 Organizational Behavior (twice)

### **York University**

1999-2001

OBIR 5100 Organizational Behavior (six times)

OBIR 6900 Independent Studies (three students)

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## **SERVICE TO THE UNIVERSITY**

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### **Committee Work**

Assurance of Learning (PSU division level) 2007-2010  
Student Affairs Committee (PSU senate) 2007-2010  
Academic Integrity Board (PSU campus level) 2009-2010  
Survey Committee (PSU division level) 2008-2010  
Bookstore Advisory Committee (PSU campus level) 2008-2009  
Executive Board, Brooklyn Campus Faculty Senate (LIU campus level)  
Brooklyn Representative on University Faculty Senate (LIU university level)  
Teaching and Learning Initiative (LIU university level) 2004-2007  
    Co-chair University Wide Teaching Event with Dr. David Spierer  
Academic Standards Committee (LIU school level) 2001-2007  
    Co-author of Plagiarism Policy with Dr. Shelley Peffer  
Outcomes Assessment, Graduate Programs (LIU department level) 2004-2007  
Faculty Search Committee (LIU department level) 2003-2006  
SIAC co-op student selection committee (LIU Brooklyn campus) 2003  
Business Operations Program re-organization (DeVry, campus) 1996-1999  
Scope and Sequence Chair for Economic courses (DeVry, campus) 1996-2001

### **Instructional**

Prepared/delivered Professional Development Workshop on Communication  
Prepared/delivered Faculty Development Workshop on Case Teaching  
Faculty Forum, introducing my humor research  
Brown Bag Luncheons on Teaching

### **Organizational Citizenship**

Master of Ceremonies for School of Business Commencement  
Master of Ceremonies for School of Business Awards  
Reader for Sigma Beta Delta/Pi Pi Alpha Induction  
Attend candidate presentations for all departments  
“Pizza with the Professors” & “Dessert with the Deans” student retention

### **Recruitment**

Presentation, Youth for Business and Technology  
The College Project (high school) and C.O.A.P. (ethics)  
LIU days, Open Houses, Major Days  
Job interviews at Academy conference, Summer 2002

## Professional Associations

Academy of Management

OB division (member and reviewer)

MED division (member, reviewer, contributor)

Eastern Academy of Management (reviewer and contributor)

Western Academy of Management (reviewer)

American Psychological Association (affiliate)

Pennsylvania Psychological Association (affiliate)

International Society for Humor Studies (member, reviewer, funding committee)

Organizational Behavior Teaching Society (reviewer)

Society for Business Ethics (reviewer)

## Textbook Reviewing

Williams, C. (2007). *M-G-M-T: Effective management*. New York: Thomson.

Kinicki, A., & Kreitner, R. (2006). *Organizational behavior: Key concepts, skills & best practices*. New York: McGraw-Hill.

McShane, S., & Von Glinow, M.A. (2005). *Organizational behavior* (3rd ed.). New York: McGraw-Hill.

Chamoux, J. E. (2004). *Organizational behavior: Essential tenets* (2nd ed.). New York: South-Western.

Bateman, T. S., & Snell, S. A. (2004). *Management: The new competitive reality* (6th ed.). New York: McGraw-Hill.

Natemeyer, W. E., & McMahon, J. T. (2001). *Classics of organizational behavior* (3rd ed.). Long Grove, IL: Waveland

## Conference Reviewing

Academy of Management

Management Education & Development Division (2002-2008)

Management Spirituality and Religion (2004)

Organizational Behavior (2003, 2005-2008)

Eastern Academy of Management

Organizational Behavior and Communications (2002, 2006)

Ethics, Corporate Citizenship & Social Responsibility (2002, 2006)

Western Academy of Management (2004)

Organizational Behavior Teaching Society (2003-2006)

Society for Business Ethics (2003, 2005)

### Conference Participation

- Program Committee. (2008, April 1-4). Symposium on Persuasion, Conference of the Society for the Study of Artificial Intelligence and Simulation of Behavior, Aberdeen, Scotland.
- Discussant. (2007, August 6). Putting new ideas in play: Implementing creativity at the 67th Annual Meeting of the Academy of Management, Philadelphia, PA.
- Discussant. (2007, August 6). Internship and action learning: Innovations and options at the 67th Annual Meeting of the Academy of Management, Philadelphia, PA.
- Chair. (2006, April 8). Persons: Session IV, at the 2006 Meeting of the Long Island Philosophical Society in Brooklyn, NY.
- Discussant. (2002, August 12). How to foster "knowledge-based" firms, at the 62nd Annual Meeting of the Academy of Management, Denver, CO.
- Facilitator. (2002, May 2). Ethical decision-making, from the classroom to the boardroom: Enlightened perspectives in the new millennium, at the 39th Annual Meeting of the Eastern Academy of Management, New Haven, CT.
- Event Staff. (2002, April 21-23). Spirit in business: Ethics, mindfulness, and the bottom line, conference at the Sheraton Hotel, New York, NY.

### Journal Reviewing

- Humor: International Journal of Humor Research (regular reviewer)
- Academy of Management Learning and Education (ad hoc)
- Canadian Journal of Administrative Sciences (ad hoc)
- New England Journal of Entrepreneur (ad hoc)
- Organization Management Journal (ad hoc)
- Journal of Business Ethics (ad hoc)

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### SERVICE TO THE COMMUNITY

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- Lyttle, J. (2010, July 1). Take off, eh? Hosers ribbin' Murkans for Yankee dollars. Presentation at the 50th Annual Gathering of American Mensa and Mensa Canada in Detroit, MI.
- Lyttle, J. (2010, March 6). Take off, eh? Hosers ribbin' Murkans for Yankee dollars. Presentation at Snowball: the 36th Regional Gathering of Central New Jersey Mensa in Woodbridge, NJ.
- Lyttle, J. (2010, January 13). Top Ten reasons to think twice about humor in the workplace. Research Showcase at the Pennsylvania State University's Great Valley School of Graduate Professional Studies in Malvern, PA.
- Lyttle, J. (2009, June 17). The effective and responsible use of humor in therapy. Professional Workshop presented at the Annual Convention of the Pennsylvania Psychological Association, Harrisburg, PA.
- Lyttle, J. (2008, September 10). Theory building in humor research. Research Showcase at

- Pennsylvania State University's Great Valley School of Graduate Professional Studies in Malvern, PA.
- Lyttle, J. (2007, July 12). The effective and responsible use of humor in persuasion. Participant Seminar at the 7th International Summer School and Symposium on Humour and Laughter at the University of Aberdeen, Scotland.
- Lyttle, J. (2007, March 25). Humor in advertising: Where's the beef? Invited presentation at Colloquium 2007: Aspects of Humor (The Art and Science of Laughter), Chicago, IL.
- Lyttle, J. (2006, April 2). Management problem-solving. Presentation as part of LIU Day at Long Island University, Brooklyn, NY.
- Lyttle, J. (2006, March 29). The effective use of humor to teach, persuade and counsel others. Presentation as part of the Richard L. Connolly Faculty Forum at Long Island University, Brooklyn, NY.
- Lyttle, J. (2006, March 8). Interpersonal challenges in management. Presentation as part of Youth for Business and Technology at Long Island University, Brooklyn, NY.
- Lyttle, J. (2005, November 30). The case method. Faculty Development Workshop for members of the business school faculty in the Schloss Room at Long Island University, Brooklyn, NY.
- Lyttle, J. (2005, April 8). Humor? Now, that really smarts! Invited presentation at "A New York State of Mind," the Greater New York Mensa Regional Gathering, Staten Island, NY.
- Lyttle, J. (2005, April 8). Master of Ceremonies for the biennial joke-off at "A New York State of Mind," the Greater New York Mensa Regional Gathering, Staten Island, NY.
- Lyttle, J. (2004, March 19). The effective and responsible use of humor in the workplace. Presentation to Hospitality and Tourism Management students at George Brown College, Toronto, Canada.
- Lyttle, J. (2004, March 17). The effective and responsible use of humor in the workplace. Presentation to School of Business Management students at Ryerson University, Toronto, Canada.
- Lyttle, J. (2003, October 4). What's so comical about the comics? Invited presentation at "See You in the Funny Papers," the Mensa Regional Gathering, Elyria, OH.
- Lyttle, J. (2003, April 25). The genius of humor. Invited presentation at "A New York State of Mind," the Greater New York Mensa Regional Gathering, Staten Island, NY.
- Lyttle, J. (2003, April 25). Master of Ceremonies for the biennial joke-off. "A New York State of Mind," the Greater New York Mensa Regional Gathering, Staten Island, NY.
- Lyttle, J. (2002, June 25). Business Ethics for Accounting Professionals. Presentation at Career Opportunities for Accounting Professionals at Long Island University, Brooklyn, NY.
- Lyttle, J. (2002, April 24). Using humor in management education: A group decision project. Poster presented as part of the Discovery 2002 showcase of works in progress, Long Island University, Brooklyn, NY.
- Lyttle, J. and Kaplan, J. (2002, April 24). The relationship between personal styles and college majors: Stacking the deck for success. Poster presented as part of the Discovery 2002 showcase of works in progress, Long Island University, Brooklyn, NY.

- Lyttle, J. (2002, March 27). Heaps of laughter: Toward a philosophy of humor. Presentation as part of the Richard L. Connolly Faculty Forum at Long Island University, Brooklyn, NY.
- Lyttle, J. (2002, February 28). Invited presenter on Studying business at the post-secondary level as part of The College Project held at Long Island University, Brooklyn, NY.
- Lyttle, J. (2002, February 3). The science of fun. Invited panelist as part of the Entertaining Science series at the Cornelia Street Café, New York, NY.
- Lyttle, J. (2001, July 19). Communication and building diverse teams. Invited presentation to the Real Estate Solutions group of the University Health Network, Toronto, Canada.
- Lyttle, J. (2001, May 24) "Bringing the classroom into the real world" Invited Speaker during APEX 2001 at the Marriott Hotel in Toronto, Canada.
- Lyttle, J. (2001, April 27). Humour your students: Give yourself a break. Invited presentation during Institute Day at DeVry University, Mississauga, Canada.
- Lyttle, J. (2001, March 10). The responsible use of humour in the global workplace. Invited presentation at APEX 2001: Conquering the Global Workplace, Toronto, Canada.
- Lyttle, J. (2000, July 1). What's so funny about humour? Invited presentation at Millennium M.A.G.I.C., the annual gathering of Mensa Canada, Toronto, Canada.
- Lyttle, J. (2000, January 6). The ethical implications of humour in the workplace. The Inquiring Minds Group of Mensa Canada, Toronto, Canada.
- Lyttle, J. (1998, October 21). The effectiveness of humour in ethics awareness training. Business Ethics Brownbag Luncheon Series at York University, Toronto, Canada.
- Lyttle, J. (1998, March 18). Dilbert on ethics: Ethics awareness at Lockheed Martin. Business Ethics Brownbag Luncheon Series at York University, Toronto, Canada.
- Lyttle, J. (1997, November 11). That's not funny! The ethics of offensive humour. Business Ethics Brownbag Luncheon Series at York University, Toronto, Canada.

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## REFERENCES

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**Pennsylvania State University**

Dr. Daniel Indro, Division Head  
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(610) 648-5343  
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**Long Island University**

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Dr. Jordan Kaplan, MS-HR Director  
(718) 488-1148  
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**DeVry University**

Dr. Bob Pajkowski, Chair  
(now CIS Professor at Yorkville University)  
(905) 669-0551  
bpajkowski@yorkvilleu.ca

**Metropol Security Services**

John Baillargeon, Manager  
(now Property Manager at Oxford Properties)  
(416) 408-5555  
John.Baillargeon@oxfordproperties.com

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## CHRONOLOGY

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1974-1980	Bandleader	Canadian Talent Productions	London, Canada
1980-1983	Sales Administrator	Electrohome Electronics	Kitchener, Canada
1983-1985	BA Student	Wilfrid Laurier University	Waterloo, Canada
1985-1988	MBA Student	University of Western Ontario	London, Canada
1988-1993	Administrative Officer	Metropol Security Services	Toronto, Canada
1994-1996	Assistant Teaching Master	DeVry University	Toronto, Canada
1996-2001	Doctoral Student	York University	Toronto, Canada
	Sessional Instructor	DeVry University	Toronto, Canada
	Contract Instructor	Ryerson University	Toronto, Canada
2001-2007	Assistant Professor	Long Island University	Brooklyn, NY
	Summer Sessional	University of Lethbridge	Alberta, Canada
	Winter Sessional	SUNY: Kingsborough College	Brooklyn, NY
Current	Assistant Professor	Pennsylvania State University	Malvern, PA