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**Marvin Keene, Ph.D.**  
**Assistant Professor**  
**Accounting, Finance, and Economics**  
**College of Business**  
[makeene@coastal.edu](mailto:makeene@coastal.edu)

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## **Academic Background**

### **Degrees**

Ph.D. Florida State University, Tallahassee, Florida, Finance, 2004

B.S. Florida State University, Tallahassee, Florida, Applied Economics, 1999

### **Dissertation**

#### **Dissertation**

A Time-Series Approach to Liquidity in Asset Pricing

### **Professional Interests**

#### **Research Interests**

Investments and Corporate Finance

#### **Teaching Interests**

Investments and Corporate Finance

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Articles**

Little, P., Mortimer, J., & Keene, M. A. (2009). The Du Pont Model: Evaluating the Effect of an Economic Recession on the Successful Implementation of Alternative Strategies in the Retail Industry. *Academy of Strategic Management Journal*.

Krippel, G., Henderson, L., Keene, M., Levi, M., & Converse, K. (2008). Employee Theft and the Coastal South Carolina Hospitality Industry: Incidence, Detection and response (Survey Results 2000, 2005). *Journal of Hospitality & Tourism Research*.

Keene, M. & Peterson, D. R. (2007). The Importance of Liquidity as a Factor in Asset Pricing. *Journal of Financial Research*, 30 (1), 91-109.

### **Refereed Proceedings**

#### **Full Paper**

Keene, M. & Henderson, L. R. (2007). Determinants of Changes in Cash Holdings. *Academy of Economics and Finance*, 31, 203-208.

Keene, M. (2005). The Wealth Effects of Voluntary Spin-off Announcements. *Academy of Economics and Finance*, 29, 206-214.

### **Presentation of Refereed Papers**

#### **International**

Keene, M. (2009). Stock Price Changes in Oil Dependent Industries. *Academy of Economics and Finance*, Pensacola, Florida.

### **Working Papers**

Funkhouser, T. & Keene, M. A. (2009). "SPAC Research".  
Dennis, J. J. & Keene, M. A. (2009). "An Alternate Asset-Pricing Model".  
Keene, M. (2009). "Stock Price Changes in Oil Dependent Industries" targeted for Oil, Gas & Energy Quarterly.  
Keene, M. (2008). "Cash Holdings and the Market" targeted for Journal of Corporate Finance.  
Keene, M. (2007). "CDO Valuation or Perception".  
Funkhouser, T. & Keene, M. A. (2007). "IPO Options".  
Keene, M. (2006). "Interest Rates and Stock Returns".  
Keene, M. (2006). "Megamergers".  
Keene, M. (2005). "The Commonality of Mutual Fund Performance".  
Keene, M. & Ang, J. (2004). "The Bang-for-the-Buck of Free Cash Flows".

## **Presentation of Non-Refereed Papers**

### **Local**

Keene, M. (2005, April). Can Readily Available Mutual Fund Data Predict Performance? Wall Interdisciplinary Talks, Conway, South Carolina.

## **Professional Associations**

### **Memberships**

American Finance Association  
Beta Alpha Psi  
Financial Management Association  
International Economics Honor Society  
Ph.D. Project  
South Carolina Chartered Financial Analyst Society

## **Teaching**

### **Courses Taught**

Business Finance  
Financial Decision Making  
Financial Management (MBA)  
Financial Statement Analysis  
Independent Study  
Investment Analysis and Portfolio Management

## **Other Teaching Activities**

### **Course (Existing) - Compensated Redesign**

2009 - Course (Existing) - Compensated Redesign. Assisted the Accounting, Finance, and Economics department in structuring new finance tracks.

### **Course (New) - Creation/Delivery: Conventional**

2005 - Course (New) - Creation/Delivery: Conventional. Assisted the Accounting, Finance, and Economics department in structuring MBA courses.

## **Research Grants**

### **Funded**

2005 - , ., Liquidity Article Data( \$2,500), Purchase of needed data for article entitled 'A TIME-SERIES APPROACH TO LIQUIDITY IN ASSET PRICING', Coastal Carolina University - Professional Enhancement Grant.

## Service:

### Service to the University

#### Department Assignments

##### **Chair:**

2008-2009: Finance Search Committee

##### **Faculty Sponsor:**

2008-2009: Finance Advisory Board

2005-2006 through 2007-2008: Finance Club

##### **Member:**

2006-2007: Finance Faculty Search Committee

2005-2006: Accounting Faculty Search committee- position 2

2005-2006: Accounting Faculty Search committee- position 1

#### College Assignments

##### **Faculty Sponsor:**

2004-2005 through 2007-2008: Accounting and Finance Major Day: Served as finance faculty representative

##### **Member:**

2008-2009 through 2009-2010: Wall Fellows Faculty Board

2005-2006 through 2007-2008: AACSB Steering Committee

#### University Assignments

##### **Faculty Advisor:**

2005-2006 through 2009-2010: Beta Alpha Psi

2004-2005 through 2007-2008: Kappa Alpha Psi

##### **Faculty Sponsor:**

2008-2009: Financial Literacy Initiative

##### **Member:**

2008-2009 through 2009-2010: Faculty Senate

2006-2007: Bookstore evaluation committee

2005-2006 through 2007-2008: Academic Affairs

#### Dissertation Assignments

##### **Faculty Advisor:**

2009-2010: MBA Research Project- Kelvin McIver

2009-2010: MBA Research Project- Gregory Thompson

2008-2009: MBA Research Project - Brendon Clonts and Katee Heher

2008-2009: MBA Research Project- Keith Wehrung and Michael Wallace

##### **Member:**

2008-2009: MBA Research Project- Jonathan Clardy and Jeremy Dunn

### Service to the Profession

#### Academic Conference: Discussant

2009: Academy of Economics and Finance, Pensacola, Florida (International).

2007: Academy of Economics and Finance, Jacksonville, Florida (International).

2005: Academy of Economics and Finance, Myrtle Beach, South Carolina (International).

#### Reviewer: Ad Hoc Reviewer for a Journal

2006: International Academy of Business and Economics, Paper reviewer for the International Academy of Business and Economics (IABE). (International).

## **Service to the Community**

### **Other Community Service Activities**

2009: Horry County Parks and Recreation, Assistant Youth Soccer Coach

2005-2009: Financial Independence, Research and Success Techniques (FIRST) Workshop, 'Creating a Winning Portfolio' - What are stocks and bonds and how to design an ideal investment portfolio.

2006: The Right Side with Armstrong Williams television show, Presented as part of a panel discussion on financial security and financial issues.

2006: Carolina Forest Center Boys Baseball Volunteer Assistant Coach, Help players with specific baseball skill sets.

## **Faculty Development**

### **Instructional-Related Conference**

2007: The Art and Craft of Discussion Leadership at Harvard Business School. Case based teaching seminar presented by Harvard professors on the art and method of case teaching. Boston, Massachusetts.

### **Other Professional Development**

2009: Chartered Financial Analyst. Passed second level of the Chartered Financial Analyst (CFA) Exam. ., South Carolina.

## **Honors-Awards-Grants**

### **Award**

2009: 2008-2009 Beta Alpha Psi  
Lambda Kappa Chapter  
Teacher of the Year Beta Alpha Psi.

### **Honor**

2008: Marshall D. Butler Distinguished Professorship of Finance Coastal Carolina University.

2007: Marshall D. Butler Distinguished Professorship of Finance Coastal Carolina University.

2007: Honored in the 2006-2007 Edition Who's Who Among America's Teachers.

## **Computer Skills**

SAS, Microsoft Office, Standard and Poor's Compustat, University of Chicago's CRSP

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## **Section**

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## **Qualification: Academic/Professional**

Academically Qualified

**Last update by member: 12-Oct-09 (10:50 AM)**