**Melissa Clark, Ph.D.**
**Professor / Marketing, Hospitality and Resort Tourism
E. Craig Wall Sr. College of Business Administration**

**Curriculum Vita (Fall 2017-Present)**

**Academic Degrees**

Ph.D.  University of Mississippi, Marketing, 2007

M.B.A.  University of North Alabama, 2003

B.B.A.  University of North Alabama, Finance, 1999

**Employment Experience**

**Academic**

Professor of Marketing, Coastal Carolina University (2018 - Present), Conway, South Carolina

Associate Professor of Marketing, Coastal Carolina University (2013 - 2018), Conway, South Carolina

Associate Professor of Marketing, The University of North Alabama (2012 - 2013), Florence, Alabama

Assistant Professor of Marketing, The University of North Alabama (2006 - 2012), Florence, Alabama

Graduate Research and Teaching Assistant, The University of Mississippi (2003 - 2005), Oxford, Mississippi

**Peer-Reviewed Journal Articles**

1. Mitchell, M., Clark, M., & Nimmo, S. (2023).  Environmental Sustainability Practices in Minor League Sports.   *The Sport Journal*.

2. Campbell, S., Mitchell, M., Christia, J., & Clark, M. (2022).  Adoption and Diffusion of At-Home Medical Tests.   *Atlantic Marketing Journal,* 11(2).

3. Campbell, S., Mitchell, M., Christia, J., & Clark, M. (2021).  New Product Development and At-Home Medical Tests.   *Health Marketing Quarterly,* 39 (2), 135-149.

4. Clark, M., Kang, B., & Calhoun, J. (2021).  Green Meets Social Media: Young Travelers' Perceptions of Hotel Environmental Sustainability.   *Journal of Hospitality and Tourism Insights,* 6(1), 36-51.

5. Clark, M., Clark, P., & Latta, M. (2019).  Promoting Coastal Ecotourism to Millennials through Social Media.   *Coastal Business Journal,* 17(1), 26-51.

6. Clark, M., & Bacon, S. (2018).  Utilizing Social Media to Improve Relationship Quality: The Case of the University Library.   *International Journal of Electronic Customer Relationship Management,* 11(4), 384-410.

**Conference Proceedings**

1. Mitchell, M., Marcis, J., & Clark, M. (2021).  College Athletics Student Booster Clubs: Cultivating Future Donors Today.   *SE infORMS*.

2. Campbell, S., Mitchell, M., Christia, J., & Clark, M. (2021).  Adoption and Diffusion of At-Home Medical Tests.   *Atlantic Marketing Association*.

**Conference Presentations**

1. Clark, M., Kang, B., & Calhoun, J. (2020). The Effects of Communicating Hotel Sustainability Efforts via Social Media.  SE Decision Sciences, Charleston, South Carolina.

2. Clark, M. & Doll, J. (2018). Consumer Perceptions of Solar Energy Programs Offered by Utility Providers.  Society for Marketing Advances, West Palm Beach, Florida.

3. Clark, M. (2017). Experiential Learning Ideas that Include Community Partners. Society for Marketing Advances, Louisville, Kentucky.

4. Goldring, D., Luntc, D., Hedden, M., Clark, M., & Onel, N. (2017). Marketing’s Role in Sustainable Business Practices. Society for Marketing Advances, Louisville, Kentucky.

**Teaching**

*Graduate Courses Taught:*

* MBA 655 – Sustainability and Social Responsibility
* MBA 635 – Social Media Marketing

*Undergraduate Courses Taught:*

* CBAD 302 – Business Sustainability
* CBAD 350 – Marketing
* CBAD 399/MKTG 499 – Sustainability Independent Study
* MKTG 452 – Social Media Marketing
* MKTG 456 – Advanced Social Media Marketing

**Service**

University

2019-present: Member, Presidential Council on Sustainability and Coastal Resilience (formerly Interdisciplinary Sustainability Advisory Group)

2022-2023: External Member, HTC Honors College Promotion and Tenure Committee

2020-2021: Chair, University Scholarship Committee

2017-2018: Chair, Distance Learning Committee

2017-2022: Member, University Scholarship Committee

2017-2018: Member, Presidential Service Excellence Task Force

2017-2018: Member, Teaching Effectiveness Committee

2017-2018: Judge, Undergraduate Research Competition

Wall College of Business

2022-2023: Member, Wall Fellows Director Search Committee

2022-present: Member, MBA Committee

2021-2022: Chair, WCOB Promotion and Tenure Committee

2021-2022: Member, Dean’s Council

2021-2022:  Faculty Advisor, Wall Fellows Project – Greenhouse Hotel Iceland

2020-2021: Vice Chair, WCOB Promotion and Tenure Committee

2020-2021: Member, Institute for Principled Development Search Committee

2019-2020: Member, WCOB Promotion and Tenure Committee

2017-2020: Faculty Advisor, Beta Gamma Sigma

2017-2022: Member, Wall Fellows Faculty Board

Department of Marketing, Hospitality and Resort Tourism Management

2022-2023: Member, Departmental Scholarship Committee

2021-2022: Chair, Tenure-Track Position Search Committee

2020-2021: Vice Chair, Tenure-Track Position Search Committee

2020-2021: Member, Lecturer Position Search Committee

2019-2020: Chair, Lecturer Position Search Committee

2019-2020: Chair, Departmental Scholarship Committee

2019-2020: New Faculty Mentor

2017-2023: Advisor for upper-level Marketing majors (approximately 30-45 per semester)

Discipline/Profession

*Reviewer: Ad Hoc Reviewer for a Journal/Conference*

2022-2023:  Journal of Marketing for Higher Education

2022-2023: Academy of Marketing Science Dissertation Competition

2021-2022:  Journal of Financial Services Marketing

2021-2022: Academy of Marketing Science Dissertation Competition

2020-2021:  Coastal Business Journal

2020-2021:  Marketing Education Review

2018-2019:  Coastal Business Journal

2018-2019:  Journal of Research in Interactive Marketing

2018-2019:  Journal of Marketing for Higher Education

2018-2019:  The Case Journal

2018-2019: Society for Marketing Advances

2018-2019: SE Informs

2018-2019: European Conference on Information Systems

2017-2018: Academy of Marketing Science

2017-2018: International Journal of Hospitality Management

2017-2018: The Case Journal

Community

*Service on Advisory Boards / Organizational Boards of Directors*

2023-present: Affiliate Founder and Director, Coastal South Carolina Fibershed

2017-2022:  Member, Georgetown RISE

2017-2020:  Girls on the Run Grand Strand Site Coach

2017: Vice President, Board of Directors, Girls on the Run Grand Strand

*Consulting Services*

2018-2024:  Santee Cooper Green Energy Project, this is a paid research/consulting project to gather data about the community’s perception of green energy programs offered by an energy provider. I lead a team of myself and two other colleagues to create a survey and collect data to help determine the company’s 2030 forecast as it relates to green energy programs. I am the main contact person for the project and speak with the Santee Cooper representative almost weekly about this project. The data was collected in 2020. An executive summary and detailed data report was sent to Santee Cooper. The data is currently being analyzed and paper written for publication in a peer-reviewed journal.

2018-2020:  CCU Solar Ambassadors, my classes created social media marketing plans as well as created and implemented a social media marketing strategy including editorial content for the CCU Solar Ambassadors.

2017-2023:  Local Business Community, Marketing Plan, my classes created marketing plans for many local businesses.

**Professional Development**

2022-2023:  CITI Refresher Course.

2022-2023:  Global Conference on Sustainability in Higher Education.

2021-2022:  Global Conference on Sustainability in Higher Education.

2020-2021:  CCU Mandatory COVID19 Training.

2020-2021:  Cengage Principles of Marketing Development Partner Program.

2020-2021:  Core Moodle Tools for Faculty.

2020-2021:  Integration of Accessible Assignments and Activities.

2020-2021:  Search Team Training.

2019-2020:  Association for the Advancement of Sustainability in Higher Education (AASHE) Webinar.  Let's Take Climate Back.

2019-2020:  Best Practices in Digital Learning.

2019-2020:  CITI Refresher Course.

2019-2020:  Cengage Principles of Marketing Development Partner Program.

2019-2020:  Coastal Carolina University - Beacon Training.

2019-2020:  McGraw-Hill Practice Marketing WebEx.

2018-2019:  Cengage Digital Book Research Reviewer.

2018-2019:  Cengage Principles of Marketing Development Partner Program.

2018-2019:  McGraw-Hill Application Based Activities Reviewer.