
Melissa Nesbitt Clark, Ph.D.
Associate Professor

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Wall College of Business Administration
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ACADEMIC BACKGROUND

Degrees

Ph.D. The University of Mississippi, 2007

M.B.A. The University of North Alabama, Florence, AL, 2003

B.B.A. The University of North Alabama, Florence, AL, Finance, 1999

Academic Experience

Associate Professor of Marketing, Coastal Carolina University (August, 2013 - Present).

Associate Professor of Marketing, The University of North Alabama (March, 2012 - August, 2013).

Assistant Professor of Marketing, The University of North Alabama (January, 2006 - March, 2012).

Graduate Teaching Assistant, The University of Mississippi (August, 2003 - January, 2006).

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Fine, M. & Clark, M. (2014). Consumer News Preferences for Mobile Applications. *Journal of Digital and Social Media Marketing*, 2 (2), 195-203.

Clark, M. N. & Melancon, J. (2013). The Influence of Social Media on Relational Outcomes: A Relationship Marketing Perspective. *International Journal of Marketing Studies*, 5 (4), 132-142.

Clark, M. N., Vorhies, D., & Bentley, J. (2011). Relationship Quality in the Pharmaceutical Industry: An Empirical Analysis. *Journal of Medical Marketing*, 11 (2), 144-155.

Adjei, M. & Clark, M. N. (2010). Relationship Marketing in a B2C Context: The Moderating Role of Personality Traits. *Journal of Retailing and Consumer Services*, 17 (1), 73-79.

Clark, M. N., Adjei, M., & Yancey, D. (2009). The Impact of Service Fairness Perceptions on Relationship Quality. *Services Marketing Quarterly*, 30 (3), 287-302.

Refereed Proceedings

Full Paper

Fine, M. & Clark, M. N. (in press, 2014). The Grand Strand: Perceptions and Attitudes Impacting Overall Satisfaction. *SEInforms*.

Abstract Only

Clark, M. N. & Judson, K. M. (in press, 2014). Brand Community Integration and Satisfaction with Social Media Sites: A Comparative Study of the Most Popular Social Media Sites. *Atlantic Marketing Association*.

Mitchell, M., Latta, M., & Clark, M. N. (in press, 2014). Alcohol Sales at Collegiate Sporting Events: A Good Mix? *SEInforms*.

Fine, M., Clark, P., & Clark, M. (in press, 2014). Attitudes Toward Receiving Current Events Through Mobile Applications. *Southeast Decision Sciences Institute Conference*.

Clark, M. N. & Mashburn, K. (2013). Consumer Motivation to Engage in Social Media Communications. *Society for Marketing Advances*, Hilton Head Island, SC: .

Clark, M. N. (2012). Social Customer Relationships: A Look at the Magazine Industry. *Society for Marketing Advances*, Orlando, FL: .

Clark, M. N. & Beaver, J. (2011). Teaching Excellence in Social Media Communication to Management and Marketing Students. *Accreditation Council for Business Schools and Programs*, Chattanooga, TN: .

Clark, M. N. & Vorhies, D. (2010). Relationship Marketing in the Pharmaceutical Industry. *American Marketing Association Summer Educator Conference*, Boston, MA: .

Clark, M. N. (2008). The Antecedents of Brand Value in Pharmaceutical Markets. *American Marketing Association Summer Educator Conference*, San Diego, CA: .

Vorhies, D., Foley, L., Bush, V., & Clark, M. (in press, 2007). Organizational Market Information Processing and Market Learning Capabilities: Implications for Creativity and Performance. *American Marketing Association Winter Conference*.

Papers Under Review

Fine, M., Clark, M., & Scheuer, C. (2014). "Value-Added University Services: The Importance of On-Campus Recreational Facilities," Initial submission to *Services Marketing Quarterly*.

Working Papers

Clark, M. N., Judson, K., & Black, H. (2014). "Satisfaction with Social Media Sites: A Comparative Study of Social Media Sites," targeted for *Journal of Digital and Social Media Marketing*.

Clark, M., Vorhies, D., & Bentley, J. (2014). "The Effects of Branding and Relationship Marketing on Brand Value in the Pharmaceutical Industry," targeted for *Journal Of Marketing*.

Clark, M., Vorhies, D., & Bentley, J. (2014). "The Antecedents of Brand Value in the Pharmaceutical Industry," targeted for *Journal of Brand Management*.

Clark, M. & Mashburn, K. (2014). "Consumer Motivation to Engage in Social Media Communications: A Look at the Financial Services Industry," targeted for *Journal of Digital and Social Media Marketing*.

Presentation of Non-Refereed Papers

Local

Gatlin, K., Clark, M., & Hallock, D. (2009). *Pedagogical Approaches to Teaching Hybrid Classes*. University of North Alabama Distance Learning Conference, Florence, Alabama.

PROFESSIONAL ASSOCIATIONS

Memberships

Society for Marketing Advances, 2011 - Present

American Marketing Association, 2006 - 2013

TEACHING

Courses Taught

Courses from the Teaching Schedule: Marketing, Marketing Internship, Retailing Management

Courses taught, but not in the Schedule:

Retailing Management, Social Media Marketing, Integrated Marketing Communications, Sales and Sales Management, Professional Selling and Relationship Marketing, Senior Marketing Seminar, Principles of Marketing, Marketing Research, Social Media Marketing (MBA), Marketing Seminar (MBA), Marketing for Health Care Management (MBA)

Other Teaching Activities

Course (New) - Creation/Delivery: Conventional

2011 - Course (New) - Creation/Delivery: Conventional. MK 375: Social Media Marketing

2010 - Course (New) - Creation/Delivery: Conventional. MK 495: Senior Marketing Seminar

Course (New) - Creation/Delivery: Online

2014 - Course (New) - Creation/Delivery: Online. MBA 635: Social Media Marketing

2014 - Course (New) - Creation/Delivery: Online. MKTG 452: Social Media Marketing

2012 - Course (New) - Creation/Delivery: Online. MK 630: Social Media Marketing (MBA)

Other Teaching Activities

2012 - Other Teaching Activities. Instructor, Social Networking Tools, University of North Alabama Office of Continuing Studies and Outreach

2011 - Other Teaching Activities. Created a Sales concentration and specialized minors

2011 - Other Teaching Activities. Instructor, Social Networking Tools, University of North Alabama Office of Continuing Studies and Outreach

Consulting

2014: UltraFit Lifestyle (personal training)

2013-2014: Montessorri School of Pawleys Island, Social Media Planning

2013-2014: Island Wave Yoga, Marketing and Media Strategy

2013-2014: Girls on the Run (non-profit entity promoting confidence in grade school girls), Investigating the Development of a Local Chapter along the Grand Strand

2013: Eliza Coffee Memorial Hospital

2012: Shoals Yoga, Redesign of studio and retail space

2012: Massey Drugs, Marketing Strategy, Marketing Research

2012: Eliza Coffee Memorial Hospital, Revision of Emergency Room Processes and Marketing Efforts

2011: University of North Alabama Athletics Department

2011: Southern Living Magazine, Focus group research with magazine readers

2011: Pure Bliss Living, Redesign of promotional materials, retail spaces, and online presence

2011: No' Ala Magazine, Conducted online survey of readership regarding social media habits

2010: State Farm - Northwest Alabama Field Office

2009: Keep the Shoals Beautiful

SERVICE:

Service to the University

Department Assignments

Chair:

2011-2012 – 2012-2013: Marketing Degree Program Advisory Board

2010-2011 – 2011-2012: Promotion and Tenure Committee

Department Assignments

Member:

2013-2014: Hospitality and Resort Tourism Faculty Search Committee

Department Assignments

Member:

2008: Marketing Faculty Search Committee

Other Institutional Service Activities:

2009-2010 – 2012-2013: Coordinator, Marketing Degree Program

College Assignments

Faculty Advisor:

2011-2012 – 2012-2013: American Marketing Association Collegiate Chapter

College Assignments

Faculty Advisor:

2013-2014 – 2014-2015: Beta Gamma Sigma

College Assignments

Faculty Advisor:

2011-2012 – 2012-2013: Delta Mu Delta Business Honor Society

College Assignments

Member:

2013-2014: Assistant Dean of Graduate Programs Search Committee

College Assignments

Member:

2012-2013: MBA Strategic Planning Task Force

2012-2013: Professional Sales Center Board

2010-2011 – 2012-2013: College of Business International Initiative Committee

2011-2012: College of Business Promotion and Tenure Committee

2008-2009 – 2009-2010: BBA Core Course Coordinators Committee

College Assignments

Member:

2014-2015: Wall Fellows

2014-2015: Wall College of Business Social Media Task Force

College Assignments

Mentoring Activities:

2011: Created State Farm Apprenticeship Program

University Assignments

Chair:

2012: Undergraduate Readmissions Committee

University Assignments

Member:

2014-2015: Building and Grounds Committee

University Assignments

Member:

2012-2013: Honors Program Assistant Director Search Committee

2011-2012 – 2012-2013: Phi Kappa Phi Public Relations Committee

2009 – 2012: Undergraduate Readmissions Committee: Vice-Chair 2011

2009-2010: SACS Undergraduate/Graduate Programs Committee

2007-2008 – 2009-2010: Undergraduate Curriculum Committee

2007-2008 – 2008-2009: Faculty Senate

University Assignments

Other Institutional Service Activities:

2014: Undergraduate Research Competition Judge

Service to the Profession

Academic Conference: Discussant

2014: SEInforms.

Academic Conference: Moderator / Facilitator

2014: Atlantic Marketing Association.

2014: SEInforms.

2011: American Marketing Association Summer Educator Conference, San Francisco, California.

Academic Conference: Panelist

2014: Wall Connections - A Brave New E-World: Commerce in the Age of Mobile Media.

Board Member: PRJ Editorial Review Board

2013 – 2014: Journal of Business Theory and Practice.

2011 – 2012: International Journal of Marketing Studies.

Chair: Conference / Track / Program

2011: American Marketing Association Summer Educator Conference, San Francisco, California.

Reviewer - Article / Manuscript

2014: International Journal of Emerging Markets.
2014: British Journal of Education, Society & Behavioural Science.
2013: International Journal of Hospitality Management.
2012: International Journal of Marketing Studies.
2010: Journal of Product and Brand Management.

Reviewer - Book / Textbook

2012: Taylor and Francis Publishing.
2010: Kendall Hunt Publishing.

Editor: Associate Editor

2012 – 2014: International Journal of Marketing Studies.

Invited Lecture

2014: Coastal Carolina University - RTMA 386: Applied Tourism Research Class.
2014: Coastal Carolina University - RSM 393: Sport Media and Communication Class.
2012: University of North Alabama Health Promotion Class.
2011: International Association of Administrative Professionals Meeting.
2011: Institute of Management Accountants.

Other Professional Service Activities

2011: American Marketing Association Collegiate Chapter Conference, New Orleans, Louisiana. Chapter plan judge
2011: McGraw-Hill/Irwin. Content Contributor for Connect advertising Interactive Assignments
2010: McGraw-Hill/Irwin. Invited Participant in Principles of Marketing Focus Group

Presentation

2014: Wall Connections - A Brave New E-World: Commerce in the Age of Mobile Media.

Reviewer: Ad Hoc Reviewer for a Journal

2011: Journal of Business, Industry and Economics.

Reviewer: Conference Paper

2014: Atlantic Marketing Association.
2014: Academy of Marketing Sciences.
2013 – 2014: SEInforms.
2013: Association of Marketing Theory and Practice.
2011: Atlantic Marketing Association.

Service to the Community

Chair of a Committee

2014: Coastal Montessori Charter School PTO Board Marketing Chair
2014: Girls on the Run of the Grand Strand Marketing Committee Chair

Member of a Committee

2014: Island Wave Yoga Advisory Board
2014: Coastal Montessori Charter School PTO Board of Directors
2014: Grand Strand Running Club Communications Committee

2013 – 2014: Girls on the Run of the Grand Strand Board of Directors
2013 – 2014: Marketing Committee, Montessori School of Pawleys Island
2011: March of Dimes March for Babies Executive Leadership Team

Faculty Development

Instructional-Related Conference

2012: University of North Alabama Lunch and Learn Series, Florence, Alabama.
2010: Social Networking for Business, Florence, Alabama.

Research-Related Conference/Seminar

2014: Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.
2013: Society for Marketing Advances, Hilton Head Island, South Carolina.

Other Professional Development

2014: CCU Protection of Minors Training, Conway, South Carolina.
2013: Coastal Carolina University - Sexual Harrassment Training, Conway, South Carolina.
2013: CCU Title IX Training (Mandatory), Conway, South Carolina.
2013: CCU Active Shooter Training Program, Conway, South Carolina.
2013: Coastal Carolina University - OSHA Training, Conway, South Carolina.

Professional Seminars / Workshops

2014: Coastal Carolina University - New Faculty Seminar Series, Conway, South Carolina.
2014: Collaborative Institutional Training Initiative, Conway, South Carolina. IRB
Social/Behavioral Researchers Curriculum.
2014: Coastal Carolina University - Feel the Teal Training Module 1, Conway, South Carolina.
2013: Coastal Carolina University - New Faculty Orientation, Conway, South Carolina.
2013: Coastal Carolina University - New Faculty Seminar Series, Conway, South Carolina.

Technology-Related Training

2014: Wall College Distance Learning Best Practices Seminar, Conway, South Carolina.
2014: Coastal Carolina University - Distance Learning Bootcamp I, Conway, South Carolina.
2014: Coastal Carolina University - Distance Learning Bootcamp II, Conway, South Carolina.
2014: Sedona Training by Mark Mitchell, Conway, South Carolina.
2014: Coastal Carolina University - Using Screen Capture Tools to Develop Online Course
Content, Conway, South Carolina.

Qualification: Academic/Professional

Academically Qualified

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