

**Marvin Keene, Ph.D.  
Professor of Finance**

**Academic Degrees Earned**

- Ph.D., Florida State University, Tallahassee, Florida, Finance, 2004
- B.S., Florida State University, Tallahassee, Florida, Applied Economics, 1999

**Academic Experience**

- Professor of Finance, Coastal Carolina University (2014 - Present), Conway, South Carolina.
- Chair of the Department of Accounting, Finance, and Economics, Coastal Carolina University (2011 - 2015), Conway, South Carolina.
- Associate Professor of Finance, Coastal Carolina University (2010 - 2011), Conway, South Carolina.
- Assistant Professor of Finance, Coastal Carolina University (2004 - 2010), Conway, South Carolina.
- Instructor/Teaching Associate, Florida State University (2000 - 2004), Tallahassee, Florida.

**Non-Academic Experience**

- Founder and Chief Executive Officer, Keene Business and Financial Services, LLC (2012 - Present), Myrtle Beach, South Carolina. Business and financial consulting firm specializing in services for small businesses, non-profit organizations, and start-ups.
- Financial Services Representative, SunTrust Bank (1999 - 2001), Tallahassee, Florida.

**Teaching Interests**

- Investments, Corporate Finance and Financial Statement Analysis

### **Research Interests**

- Investments and Corporate Finance

### **Selected Publications**

- Little, P. L., Mortimer, J. W., & Keene, M. A. (2012). Evaluating the Mitigating Effect of Brand Value on the Financial Performance of Retail Firms in an Economic Recession. *International Research Journal of Applied Finance*, 3 (9), 1269-1273.

### **Selected Service Engagements**

- President and Chairman of the Board, Academy of Hope, Inc. (2011 - Present), Conway, South Carolina. Public charter elementary school serving grades K-8.
- Coast RTA Board of Directors, Horry County appointee to the Coast RTA Board of Directors Finance Committee and Fund Development Committee.

### **Professional Memberships (Past and Present)**

- CFA Institute
- CFA Society of South Carolina
- American Finance Association
- Beta Alpha Psi
- Financial Management Association
- International Economics Honor Society
- Ph.D. Project

### **Certifications**

- Chartered Financial Analyst (CFA)