

Carol M. Megehee, Ph.D.
Professor of Marketing

Academic Degrees Earned

- Ph.D., University of Texas, Austin, TX, Marketing, 1996
- M.B.A., University of North Carolina, Chapel Hill, NC, 1983
- BAcc, University of Mississippi, Oxford, MS, Accounting, 1981

Academic Experience

- Professor of Marketing, Coastal Carolina University (May, 2013 - Present), Conway, South Carolina.
- Associate Professor of Marketing, Coastal Carolina University (August, 2009 - May, 2013), Conway, South Carolina.
- Associate Professor of Marketing, Nicholls State University (August, 2007 - July, 2009), Thibodaux, Louisiana.
- Assistant Professor of Marketing, Spring Hill College (August, 2005 - August, 2007), Mobile, Alabama.
- Assistant Professor of Marketing, University of South Alabama (August, 1998 - August, 2005), Mobile, Alabama.
- Visiting Assistant Professor of Marketing, Spring Hill College (August, 1997 - August, 1998), Mobile, Alabama.
- Visiting Assistant Professor of Marketing, University of Missouri (August, 1995 - August, 1996), Columbia, Missouri.

Non-Academic Experience

- Proprietor, Marketing Researcher/Consultant (1996 - 1997), Pascagoula, Mississippi.
- Coordinator, Marketing Administration, Commercial Programs, and Marketing Planning and Development, and Marketing Research Analyst, Mississippi Power Company (1983 - 1990), Gulfport, Mississippi.

Teaching Interests

- Consumer Behavior, Marketing Research, Services Marketing

Research Interests

- Consumer Behavior, Luxury Brands, Services Marketing, Tourism

Selected Publications

- Megehee, C. M., Ko, E., & Belk, R. W. (2016). Leaving Pleasantville: Macro/micro, public/private, conscious/non-conscious, volitional/imposed, and permanent/ephemeral transformations beyond everyday life. *Journal of Business Research*, 69 (1), 1-5.
- Megehee, C. M. (2016). Flipping Lewin on his head: There is nothing as usefully theoretical as a good practice. *Journal of Business Research*. 69 (11), 5124-5127.
- Black, J. A., Megehee, C. M., & Fabian, F. H. (2016). Small Business Identity and Entrepreneurial Identity in a Destination Resort Town: Are Birds of a Feather Flocking to the Beach? *Coastal Business Journal*, 15 (1), 77-95.
- Lee, J., Ko, E., & Megehee, C. M. (2015). Social Benefits of Brand Logos in Presentation of Self in Cross and Same Gender Influence Contexts. *Journal of Business Research*, 68 (6), 1341-1349.
- Kang, B. & Megehee, C. M. (2014). Advancing facilitators and deterrents theory of students' study-abroad decisions. *Advances in Management*, 7 (12), 13-21.
- Hwang, Y., Ko, E., & Megehee, C. M. (2014). When Higher Prices Increase Sales: How Chronic and Manipulated Desires for Conspicuousness and Rarity Moderate Price's Impact on Choice of Luxury Brands. *Journal of Business Research*, 67 (9), 1912-1920.
- Choi, H., Ko, E., & Megehee, C. M. (2014). Fashion's Role in Visualizing Physical and Psychological Transformations in Movies. *Journal of Business Research*, 67 (1), 2911-2918.
- Spake, D. F., Joseph, M., & Megehee, C. M. (2014). Do Perceptions of Direct-to-Consumer Pharmaceutical Advertising Vary Based on Urban vs. Rural Living? *Health Marketing Quarterly*, 31 (1), 31-45.
- Damonte, L. T., Collins, M. D., & Megehee, C. M. (2013). Segmenting Tourists by Direct Tourism Expenditures at New Festivals. *International Journal of Culture, Tourism and Hospitality Research*, 7 (1), 51-57.

- Woodside, A. G., Megehee, C. M., & Sood, S. (2012). Conversations with (in) the Collective Unconscious by Consumers, Brands, and Relevant Others. *Journal of Business Research*, 65 (5), 594-602.
- Megehee, C. M. & Spake, D. F. (2012). Consumer Enactments of Archetypes Using Luxury Brands. *Journal of Business Research*, 65 (10), 1434-1442.
- Ko, E. & Megehee, C. M. (2012). Fashion Marketing of Luxury Brands: Recent Research Issues and Contributions. *Journal of Business Research*, 65 (10), 1395-1398.
- Damonte, L. T., Collins, M. D., & Megehee, C. M. (2012). Segmenting Tourists by Direct Tourism Expenditures at New Festivals. *International Journal of Culture, Tourism and Hospitality Research*, 6 (3), 279-286.
- Megehee, C. M., Strick, S. K., & Woodside, A. G. (2012). Overcoming the Bystander Apathy and Non-intervention Effect (BANE) in Alcohol-Poisoning Emergency Situations: Advancing Field Testing of Training-for-Intervention Theory via Thought Experiments. *International Journal of Business and Economics*, 11 (2), 93-103.

Selected Service Engagements

- Co-Editor, Special Issues of the *Journal of Business Research* (JBR)
- Co-Editor, Special Issue of the *Journal of Global Scholars of Marketing Science* (JGSMS)
- Active Invited Research Presenter at Partner International Universities
- Active Peer-Reviewer of Manuscripts (including *Journal of Business Research*; *Tourism Management*; *Advances in Culture, Tourism and Hospitality Research*; *Journal of Global Fashion Marketing*; and others)

Professional Memberships (Past and Present)

- American Marketing Association
- Academy of Marketing Science
- Association of Marketing Theory and Practice
- International Academy of Culture, Tourism and Hospitality Research
- Society for Marketing Advances
- Southern Management Association