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**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), Conway, South Carolina.

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

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

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

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Articles**

Fine, M., Clark, M., & Scheuer, C. (in press, 2016). Value-Added University Services: The Importance of On-Campus Recreational Facilities. *Services Marketing Quarterly*, 37 (1).

Fine, M. B. & Clark, M. N. (in press, 2015). Here to stay or a thing of the past? A study into the perception of quick response codes. *Journal of Digital and Social Media Marketing*, 3 (2).

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**

Latta, M., Mitchell, M., Clark, P., Clark, M., Lowenstein, H., Richard Martin (in press, 2015). Why Should Applied Research Not Be As Valuable As Theoretical. *Southeast inFORMS*.

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

SEInforms.

### **Abstract Only**

Clark, M. & Fine, M. (in press, 2015). Connecting the Dots in Higher Education Marketing: The Role of Social Media Communications in Building Quality Relationships. Society for Marketing Advances.

Fine, M. B. & Clark, M. N. (2015). Assessing Perceptions and Attitudes of an Extreme Sports Park in the Myrtle Beach Area. Academy of Business Research.

Clark, M. N. & Judson, K. M. (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. (2014). Alcohol Sales at Collegiate Sporting Events: A Good Mix? SEInforms.

Fine, M., Clark, P., & Clark, M. (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**

Latta, M. & Clark, M. (2015). "Maximizing the Value of a Product Line Extension Using Discrete Choice Modeling, Big Data, and Reference Class Measures," 1st revise and resubmit to Applied Marketing Analytics.

Clark, M., Black, H., & Judson, K. (2015). "Brand Community Integration and Satisfaction with Social Media Sites: A Comparative Study," 1st revise and resubmit to Journal of Research in Interactive Marketing.

Clark, M. & Keels, K. (2015). "Island Wave Yoga: Building a Social Network to Appeal to a Missing Demographic," 1st revise and resubmit to The Case Journal.

### **Working Papers**

Wu, W., Clark, M., Kang, B., & Fine, M. (2015). "The Use of Sina Weibo and Twitter in International Luxury Hotels."

Clark, M., Fine, M., & Scheuer, C. (2015). "Building Relationship Quality through Social Media Communications: A Study in Higher Education."

Clark, M. & Bacon, S. (2015). "How University Departments Can Best Utilize Social Media to Reach Their Target Audience: The Case of Kimbel Library."

Clark, M., Vorhies, D., & Bentley, J. (2015). "The Effects of Branding and Relationship Marketing on Brand Value in the Pharmaceutical Industry," targeted for Journal Of 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.

#### **National**

Clark, M. (2015). Assignment Ideas to Engage Graduate Students. Society for Marketing Advances, San Antonio, Texas.

## **Professional Associations**

### **Memberships**

Society for Marketing Advances, 2011 - Present

American Marketing Association, 2006 - Present

### **Certifications**

Hootsuite Certified Professional, 2015

## **Teaching**

### **Courses Taught**

**Courses from the Teaching Schedule:** Marketing, Marketing Internship, Retailing Management, Social Media Marketing, Social Media Marketing

**Courses taught, but not in the Schedule:**

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

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

**Course (New) - Creation/Delivery: Online**

2015 - Advanced Social Media Marketing. Course (New) - Creation/Delivery: Online.

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

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

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

**Other Teaching Activities**

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

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

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

### **Consulting**

2013-2015: Island Wave Yoga, Marketing and Media Strategy

2013-2015: Girls on the Run (non-profit entity promoting confidence in grade school girls), Investigating the Development of a Local Chapter along the Grand Strand

2014: UltraFit Lifestyle (personal training)

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

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 – 2014-2015: 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

#### **School Assignments**

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

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

#### **School Assignments**

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

2013-2014 – 2015-2016: Beta Gamma Sigma

#### **School Assignments**

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

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

#### **School Assignments**

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

2015-2016: Sandra Pieper: Master's Thesis Chair

##### **Member:**

2013-2014: Assistant Dean of Graduate Programs Search Committee

#### **School 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

## **School Assignments**

### **Member:**

2014-2015 – 2015-2016: Wall College of Business Social Media Task Force  
2014-2015 – 2015-2016: Wall Fellows

## **School Assignments**

### **Mentoring Activities:**

2011: Created State Farm Apprenticeship Program

## **University Assignments**

### **Chair:**

2012: Undergraduate Readmissions Committee

## **University Assignments**

### **Member:**

2015-2016: Distance Learning Committee: Secretary  
2014-2015 – 2015-2016: 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**

### **Member:**

2014-2015: Web Advisory Committee

### **Other Institutional Service Activities:**

2014 – 2015: Undergraduate Research Competition Judge

## **Service to the Profession**

### **Academic Conference: Discussant**

2014: SEInforms.

### **Academic Conference: Moderator / Facilitator**

2014: Coastal Carolina University - Faculty Development Dinner.  
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 – 2015: 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**

2015: International Journal of Hospitality Management.

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 – 2015: 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: Book / Textbook**

2015: Oxford University Press.

**Reviewer: Conference Paper**

2015: Society for Marketing Advances.

2014 – 2015: Atlantic Marketing Association.

2014: Academy of Marketing Sciences.

2013 – 2014: Association of Marketing Theory and Practice.

2013 – 2014: SEInforms.

2011: Atlantic Marketing Association.

## **Service to the Community**

**Chair of a Committee**

2014 – 2015: Coastal Montessori Charter School PTO Board Marketing Chair

2014: Girls on the Run of the Grand Strand Marketing Committee Chair

### **Member of a Committee**

2015: Girls on the Run Grand Strand 5K Committee

2014 – 2015: Grand Strand Running Club Communications Committee

2014 – 2015: Coastal Montessori Charter School PTO Board of Directors

2014 – 2015: Island Wave Yoga Advisory Board

2013 – 2015: Girls on the Run Grand Strand Board of Directors, Vice Chair

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**

2015: Coastal Carolina University - Search Committee Training, Conway, South Carolina.

2015: Women in Philanthropy and Leadership Conference, Myrtle Beach, South Carolina.

2015: CCU Compliance and Ethics Training, Conway, South Carolina.

2014: CCU Protection of Minors Training, Conway, South Carolina.

2014: Corporate Social Media Summit, New York City, New York.

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**

2015: Coastal Carolina University - Feel the Teal Training Module 2, Conway, South Carolina.

2015: Coastal Carolina University - Feel the Teal Training Module 4, Conway, South Carolina.

2015: Coastal Carolina University - Feel the Teal Training Module 5, Conway, South Carolina.

2015: Coastal Carolina University - Feel the Teal Training Module 6, Conway, South Carolina.

2015: Coastal Carolina University - Feel the Teal Training Module 7, Conway, South Carolina.

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.

2014: Coastal Carolina University - Feel the Teal Training Module 3, 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**

2015: McGraw-Hill Practice Marketing WebEx, Conway, South Carolina.

2015: McGraw-Hill LearnSmart WebEx, Conway, South Carolina.

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.

## **Honors-Awards-Grants**

### **Award**

2015: Chauncey's Citizenship Award for Department of Marketing, Hospitality and Resort Tourism. Coastal Carolina University.

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## **Qualification: Academic/Professional**

Scholarly Academic

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