

Paul Clark, Ph.D.
Professor of Marketing

Academic Degrees Earned

- Ph.D., University of Memphis, Memphis, TN, Marketing (Cognitive Psychology minor), 2001
- M.S.M., University of Alabama Huntsville, Huntsville, AL, Management of Technology, 1998
- B.B.A., Brock University, Ontario, Canada, Marketing, 1996

Academic Experience

- Professor of Marketing, Coastal Carolina University (August, 2015 - Present), Conway, South Carolina.
- Associate Professor of Marketing, Wall College of Business (August, 2011 - August, 2015), Conway, South Carolina.
- Associate Professor of Marketing (with Tenure), Indiana State University (2008 - 2011), Terre Haute, Indiana.
- Assistant Professor of Marketing, Indiana State University (2002 - 2008), Terre Haute, Indiana.
- Instructor, University of Memphis (1999 - 2002), Memphis, Tennessee.

Teaching Interests

- Marketing Strategy, International Marketing, Game Theory

Research Interests

- Consumer Behavior, Decision Making, Consumer Socialization, and Real Estate

Selected Publications

- Latta, M., Clark, P., & Wathen, S. (2016). A Gender Based Examination of Assurance of Learning in a Marketing Capstone Course. *Journal of Higher Education Theory and Practice*, 16 (1).
- Fine, M. B. & Clark, P. W. (in press, 2016). Merchants' Likelihood to Continue Doing Business: A Study of Georgetown, South Carolina. *Southern Business Economic Journal*.
- Wilkinson, M. E. & Clark, P. W. (2014). Pay No Attention to the Man behind the Curtain: The Rejection of Artifice and the Culture of Choice. *American Society of Business and Behavioral Sciences eJournal*, 10 (1), 132-143.
- Fine, M. B. & Clark, P. W. (2013). Examining antecedents of satisfaction for marketing/management students in higher education. *Research in Higher Education Journal*, 21.
- Fine, M. B. & Clark, P. W. (2013). Real world projects: Creating a home-grown fundraiser for your sales course. *Journal of Instructional Pedagogies*, 11.
- Clark, P., Page, J., & Fine, M. B. (2012). Role model influence on word-of-mouth, loyalty and switching behaviors of dog owners. *Journal of Behavioral Studies in Business*, 5.
- Clark, P. W. & Fine, M. B. (2012). Expanding direction-of-comparison theory and its applications for political advertising practitioners. *Journal of Management and Marketing Research*, 10.

Selected Service Engagements

- Marketing Consultant

Professional Memberships (Past and Present)

- American Marketing Association (AMA)
- American Society for Business and Behavioral Sciences (ASBBS)
- Society for Marketing Advances (SMA)