

**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. (Marketing), 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

- Young, J., & Clark, P. (in press, 2020). Tesla: Direct Marketing vs Franchising. *Journal of Case Studies*.
- Clark, M., Clark, P., & Latta, M. (2019). Promoting Coastal Ecotourism to Millennials through Social Media. *Coastal Business Journal*, 17 (1).
- Young, J., & Clark, P. (2019). What's in a name? A Controversial Brew. *Journal of Critical Incidents*, 12.
- Young, J., Clark, P., & Bhowmick, S. (2019). When Manufacturers Compete with their Channel Members: An Experiential Learning Project for Marketing Channels Students. *Journal of Education for Business*.
- Young, J., Clark, P., & Schikora, P. (2018). Shootout in Texas: A Franchisee Terminated. *Journal of Critical Incidents*, 11.
- Young, J., & Clark, P. (2017). Super Bowl Tickets for Five, Please...or Else. *Journal of Critical Incidents*, 10.
- Bhowmick, S., Young, J., Clark, P., & Bhowmick, N. (2017). Marketing Students' Mathematics Performance: The Mediating Role of Math Anxiety on Math Self-Concept and Math Self-Efficacy. *Journal of Higher Education Theory and Practice*.
- Young, J., & Clark, P. (2016). Sylvia's Hallmark Shop. *Journal of Critical Incidents*, 9
- 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)
- Society for Case Research (SCR)