

Melissa Clark

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EDUCATION

2015 PhD, Florida State University. Major: Marketing & Sales
2005 MBA, Florida Gulf Coast University. Major: Marketing
2002 Bachelors of Business Administration, Stetson University

ACADEMIC POSITIONS

2015 - Present Berry College, Associate Professor of Marketing
2010-2015 Florida State University, Graduate Assistant, Teaching and Research

REFEREED PUBLICATIONS

- Kushins, Eric, and Melissa Clark (forthcoming), “Buyer Perceptions of Single- and Mixed-Gender Dyadic Selling Teams: Should I have a Wingman or a Wingwoman?” *Journal of Applied Marketing Theory*.
- Clark, Melissa, Anthea Phitides,¹ and Amy Markwald (forthcoming) “The Business of Collaboration: Creating a Successful Community Engagement Course in the Business School Using Alliance Theory,” *Collaborations: A Journal of Community-Based Research and Practice*
- Nazione, S., Clark, M., Englis, B., & Rewis, R. (2022). Finding success promoting Berry College in a rapidly declining market: A longitudinal case study of a marketing campaign to reposition a college brand. *Journal of Education Advancement & Marketing* 7 (3), 273-291.
- Clark, Melissa (2020), “Converting Purchase Commitments Into Purchase Fulfillments: An Examination of Salesperson Characteristics and Influence Tactics,” *Industrial Marketing Management*, 85 (2), 97-109. (cited 10 times)
- Bolander, Willy, William J. Zahn, Terry W. Loe, and Melissa Clark (2017), “Managing New Salespeople’s Ethical Behaviors during Repetitive Failures: When Trying to Help Actually Hurts,” *Journal of Business Ethics* 144 (3), 519-532. (cited 33 times)
- Hochstein, Bryan W., Leff Bonney, and Melissa Clark (2015), “Positive and Negative Social Reactions to Salesperson Deviance,” *Journal of Marketing Theory and Practice* 23 (3), 303-320. (cited 13 times)
- Jeffrey P. Boichuk, Willy Bolander, Zachary R. Hall, Michael Ahearne, William J. Zahn, and Melissa (Nieves) Clark (2014), “Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership,” *Journal of Marketing* 78 (1), 95-111. (cited 90 times)

EDITORIAL WORK

- Co-guest Editor, *Industrial Marketing Management*, 2025. Special Issue on “Mental Health and Well-being in Business-to-Business Markets.”
- Bolander, Willy, Nawar Chaker, Melissa Clark, & Bruno Lussier, editorial (2025) “Mental Health and Well-being in Business-to-Business Markets,” *Industrial Marketing Management*

¹ Berry College student co-author.

MANUSCRIPTS IN PREPARATION

Bradbury, Daniel, Melissa Clark, Maria Rouziou, Riley Dugan, and Willy Bolander, “The Times, They are a-Changin’: A Review of the Longitudinal CSR Literature and an Agenda for Future Research” Target: *Journal of the Academy of Marketing Science*, preparing for submission.

CONFERENCE PRESENTATIONS

Nazione, S., Clark, M., Englis, B., & Rewis, N. (2022). Finding success through brand repositioning in a rapidly declining market: A longitudinal case study of a college marketing campaign. Paper presented at the 7th International Consumer Brand Relationships Conference in Winter Park, Florida.

Clark, Melissa “Alliance vs. Influence: A Study on the Intricacies of Group Projects in Higher Education” 2019 Fall Global Conference on Education, Los Angeles, CA.

Clark, Melissa and Jeffrey R. Foreman “Optimizing Performance in an Internally Competitive Organizational Environment,” Spring 2019 Marketing Theory and Practice Conference, Charleston, SC

Clark, Melissa, “Fake It Until You Make It: “Negative Effects of Status Consumption in Personal Selling Roles,” 2011 Global Sales Science Institute, Milan, Italy

Bacile, Todd J. and Melissa Clark, “What is the Meaning of “Like” on Company Facebook Pages?” 2011 Society for Marketing Advances Conference, Memphis, TN

ACHIEVEMENTS AND AWARDS

- Coach of 1st place student winner for National Collegiate Sports Sales Competition 2023
- Outstanding Mentor to the School of Business 2021-2022
- Coach of 3rd place student winner for National Collegiate Sports Sales Competition 2022
- Professor of the Year Award- Beta Gamma Sigma 2021-2022
- Outstanding Service to the School of Business 2020-2021
- Coach of 3rd place team for National Collegiate Sports Sales Competition 2020
- RNMKRS Sales Coach Award – Best in Class in Onboarding and Engagement 2020
- Berry College Writing Across the Curriculum Award 2019-2020
- Outstanding Teaching Award – Campbell School of Business 2016-2017
- Southeast Marketing Symposium Runner-up first annual Bill Bearden Research Award
- Society for Marketing Advances Doctoral Consortium Fellow Orlando, FL, 2012

TEACHING INTERESTS AND EXPERIENCE

- MKT 326 Professional Selling
- MKT 323 Marketing Research
- MKT 499 Marketing Strategy
- MKT 425 International Marketing
- MKT 424 Marketing Communications (Community Engagement “ACE” Course)
- MKT 460 Psychology of Consumer Choice
- MKT 460 Advanced Selling
- MKT 695 (MBA) Special Topics in Marketing

- BUS 695 (MBA) International Business
- BCC 100 Freshman Seminar

SERVICE

Committee Membership and Ongoing Service Commitments:

- Good Neighbor Committee 2023 – present
- Academic Community Engagement Committee 2021 – present
- International Experiences Committee 2021-present
- Cultural Events Committee 2018-2023; Secretary 2019-2020
- CSOB Faculty-Student Development Committee 2016-present
- Faculty Coach/Advisor for the Berry College Sales Team (formerly known as the Berry College Marketing and Sales Club) 2015-present
- Council on Student Scholarship 2016-2018
- Advising Committee for three (3) honors theses

Service to the Discipline:

- Co-Guest Editor for a Special Issue of Industrial Marketing Management (to be published in 2025)
- RNMKRS Faculty Alliance 2021-present
- Vice-Chair of Programming for AMA Sales SIG 2018-2020
- International/National Sales Competition Judge 2017-2020; 2022-present
- Reviewer for Journal of Personal Selling and Sales Management 2022-present
- Reviewer for National Conference in Sales Management 2017-2019
- Reviewer for the Global Sales Science Institute 2017-2019; 2020
- Reviewer for the European Marketing Academy 2016
- Reviewer for the European Journal of Marketing 2016
- Session Chair for Society for Marketing Advances 2016
- Reviewer for the Journal of Marketing Education 2016

INDUSTRY EXPERIENCE

- **Territory Sales Manager/Field Marketing Team**
Bayer Pharmaceuticals, 2005-2010
- **Marketing Manager**
PC Management, 2004-2005
- **Customer Relationship Manager**
Premium Management Services, 2002-2004
- **Marketing Specialist**
Practice Marketing Specialists, 2002
- **Account Sales and Customer Relations**
First Union (Now Wells Fargo), 1999-2002