
William C. Martin, Ph.D.
Assistant Professor
Finance and Marketing
College of Business
wmartin10@ewu.edu

Academic Background

Ph.D. Mississippi State University, Mississippi State, Mississippi, Marketing, 2009.

M.B.A. The University of Southern Mississippi, Hattiesburg, Mississippi, Business Administration, 2004.

B.S. The University of Southern Mississippi, Hattiesburg, Mississippi, Business Administration, 2003.

Work Experience

Academic Experience

Assistant Professor of Marketing, Eastern Washington University (2014 - Present), Cheney, Washington.

Assistant Professor of Marketing, The University of North Dakota (2009 - 2014), Grand Forks, North Dakota.

Graduate Research and Teaching Assistant, Mississippi State university (2005 - 2009), Mississippi State, Mississippi.

Graduate Assistant, The University of North Dakota (2003 - 2004), Hattiesburg, Mississippi.

Non-Academic Experience

National

Customer Service Representative, Regions Bank (2004 - 2005), Hattiesburg, Mississippi.

Operations Manager, Brock Tile and Carpet (2000 - 2003), Hattiesburg, Mississippi.

Courses Taught

Courses from the Teaching Schedule: Brand and Product Management, Buyer Behavior, Marketing Management, Marketing Research, Principles of Marketing, Retail Management, Seminar

Courses taught, but not in the Schedule:

University of North Dakota: Strategic Market Planning (MBA), Brand and Product Management, Marketing Management, Consumer Behavior, ICN-Nancy and Metz (France) Faculty exchange program. **Mississippi**

State University: Marketing Management, Consumer Behavior, Marketing Research.

Intellectual Contributions:

Refereed Articles

Martin, W. C., Askim-Lovseth, M. K., & Bateman, C. R. (2018). Monographic Versus Multiple Essay Dissertations: A Comparison of Journal Publications in the Marketing Discipline. *Journal for Advancement of Marketing Education*, 26 (2), 33-43.

Martin, W. C., & Davari, A. (2018). Examining Financial Risk Tolerance via Mental Accounting and the Behavioral Life-Cycle Hypothesis. *Academy of Marketing Studies Journal*, 22 (4).

Martin, W. C. (in press, 2016). Positive versus Negative Word-of-Mouth: Effects on Receivers. *Academy of Marketing Studies Journal*.

Refereed Proceedings

Full Paper

Martin, W. C. (in press, 2018). Conceptualizing the Appeal of Word-of-Mouth Senders to Receivers. Society for Marketing Advances Conference Proceedings.

Martin, W. C. (in press, 2018). The Impact of Dual and Altruistic Incentives on Word-of-Mouth Receivers. Society for Marketing Advances Conference Proceedings.

Martin, W. C. (2016). Don't Be Such a Downer: The Impact of Valence on Receivers of Word-of-Mouth. Academy of Marketing Science.

Abstract Only

Martin, W. C., & Davari, A. (in press, 2017). Examining Financial Risk Tolerance via the Hierarchy of Retirement Needs. Society for Marketing Advances Conference Proceedings.

Presentation of Refereed Papers

International

Martin, W. C. (2016). Don't be Such a Downer: Examining the Impact of Valence on Receivers of Word-of-Mouth. Academy of Marketing Science, Orlando, Florida.

Service:

Service to the University

Department Assignments

Member:

2015-2016: Marketing Faculty Member Search Committee

College Assignments

Member:

2019-2020: Strategic Planning Committee

2018-2019 – 2019-2020: Undergraduate Curriculum Committee (UCC)

2018-2019: College Leadership Team

2017-2018: Undergraduate Business Programs Curriculum Committee

2017-2018: CBPA Business Programs Assessment Committee

2016-2017: Assessment Committee

2015-2016: MBA Curriculum Committee

Mentoring Activities:

2016-2017: Alpha Kappa Psi

Member:

2017-2018: Undergraduate Curriculum Committee

2016-2017: Dean Search Committee Member

2015-2016: Assessment Committee

2015-2016: Master of Business Administration Committee

University Assignments

Faculty Advisor:

2015-2016 – 2018-2019: Young Americans for Liberty

Member:

2019-2020: University Research and Scholarship Committee

2017-2018: Graduate Student Committee

2016-2017: Search Committee CBPA Dean

Service to the Profession

Board Member: Advisory Board

2015 – 2017: Academy of Marketing Studies Journal.

Board Member: PRJ Editorial Review Board

2019: Journal of International Business Disciplines.

2017 – 2018: Global Journal of Management and Marketing.

Reviewer: Ad Hoc Reviewer for a Journal

2017: Journal of Business Research.

2015 – 2017: Journal of Academy of Marketing Science.

2015: Journal of Business Research.

Reviewer: Conference Paper

2018: Society for Marketing Advances Annual Conference. I reviewed two manuscripts submitted to the buyer behavior track of the SMA annual conference.

2017: Society for Marketing Advances (SMA) Annual Conference. I reviewed two dissertation proposals for the conference.

Honors-Awards-Grants

Award

2017: Outstanding Service Award, College of Business and Public Administration, Eastern Washington University. I received this service award for my efforts in assisting the college in its reaccreditation, specifically in helping faculty throughout the college become better informed about assessment.

Last updated by member on 07-Jun-19 (06:50 PM)