

Monica B. Fine, Ph.D.

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EDUCATION

Ph.D.	Business Administration with an emphasis in Marketing	2012
Florida Atlantic University (AACSB Accredited)		Boca Raton, Florida
Dissertation Title: The Role of Advertising and Information Asymmetry on Firm Performance		
M.B.A.	Master of Business Administration	2006
Northwest Missouri State University		Maryville, Missouri
B.S.	Bachelor of Science in Business Education	2005
Northwest Missouri State University		Maryville, Missouri

ADMINISTRATIVE EXPERIENCE

Coastal Carolina University	Conway, South Carolina
Associate Dean of Student Success, Wall College of Business	August 2021 – Present

Lead strategic initiatives to enhance student engagement, retention, and career placement for the business college serving over 3,200 undergraduate students and 90 full-time faculty and staff.

- Serve as the chief administrator for student success initiatives across the Wall College of Business, working through the Director of Career Services and a three-person team, the Director of Student Success, and multiple graduate assistants. Scope includes internships, employer engagement, professional development programming, first-year experience initiatives, and academic success interventions.
- Direct college-level advising operations through the Director of Advising and a team of eight advisors, overseeing academic petitions, graduation certification, curriculum exceptions, and student appeals.
- Lead assessment, accreditation, reporting, and continuous improvement activities in support of AACSB accreditation and college strategic priorities.
- Support management of the Watermark (Digital Measures) system used for faculty qualification tracking, AACSB reporting, accreditation compliance, and centralized documentation of intellectual contributions.
- Lead faculty deployment planning by aligning qualifications, expertise, and instructional needs to maintain AACSB compliance and support program growth.
- Represent the Dean and the Wall College of Business at university, community, alumni, and professional events, serving as an advocate for the college's strategic priorities.
- Manage a \$200,000 annual operating budget supporting tutoring, mentoring, leadership development, global learning, academic support, and career readiness initiatives.
- Serve as liaison to the Center for Global Engagement, support incoming and outgoing exchange students and students with unique advising needs, and work with faculty developing and leading study abroad programs.
- Chair the Wall Center Advisory Committee and lead strategic planning efforts related to student engagement, retention, and professional development.
- Contributed to creation of the college's AACSB societal impact framework focused on UN Sustainable Development Goal 8: Decent Work and Economic Growth.
- Implemented dashboards and data tracking systems to improve monitoring of student engagement, professional development participation, advising interventions, and career readiness outcomes.
- Co-led revision and implementation of the Wall College Strategic Plan, including development of key performance indicators, data collection processes, and monitoring systems aligned with AACSB priorities.
- Serve on the University AI Roadmap Committee and Learning Management System Committee, contributing to institutional innovation and technology strategy.
- Work with the Wall College Board of Visitors and major-specific advisory councils, facilitating connections among board members, alumni, corporate partners, and students, and contributing to discussions on industry trends and workforce preparation.
- Serve on the university's Faculty Admission and Suspension Appeals Committees, deciding admission exceptions and academic suspension appeals across the institution.
- Prepare and maintain strategic budgets, operational reports, assessment documentation, enrollment analyses, and planning materials for the Dean and college leadership.

- Coordinate cross-functional initiatives involving faculty, staff, alumni, employers, and advisory boards that support nearly 12,000 annual professional development activities, over 300 academic internships, and 90% undergraduate placement outcomes.

Highlighted Accomplishments as Associate Dean

- Retention and Student Success: First-year retention has improved by nearly 10 percentage points since 2021; the Fall 2024 cohort achieved a 79.5% retention rate
- Enrollment and Growth: Oversaw 43% enrollment growth since 2021, adding nearly 1,000 students to reach 3,200+ undergraduates; Marketing majors grew 74% and Finance majors grew 120%.
- New Programs: Launched 2 new degree programs: Commercial Investment & Real Estate and a General Business degree-completion program.
- Faculty Growth: Full-time faculty expanded 25% since 2021 to support enrollment growth.
- Graduation Rates: Four-year graduation rates increased 12% over the past decade; six-year graduation rates up 6%.
- Fundraising and Development: Secured scholarship and program funding through donor cultivation and the college's 30th anniversary gala, working alongside development colleagues.
- Launched the Wall Emerging Leaders Council, a body of recent alumni that strengthens connections among students, alumni, faculty, and industry; members have led student professional development panels and supported experiential events on campus.
- Developed and strengthened partnerships with regional employers including HTC, Sonoco, OrthoSC, and nCino to expand internship, mentoring, and career opportunities for students.
- Articulation Agreements: Negotiated a 2+2 articulation agreement with Horry Georgetown Technical College, creating a direct pathway from applied associate degrees in business to a four-year business degree.
- Increased participation in Professional Development Activities: Drove a 50% increase in professional development activity participation since 2021, with 12,000+ student check-ins in the current year alone.
- Launched the Wall Succeed mentoring program through a funded QEP initiative, pairing more than 150 students with faculty, staff, alumni, and board members to support academic success, retention, and professional development during the program's first four years.
- CCU Complete Initiative: Led the development of CCU Complete initiatives, expanding pathways and support for transfer, degree-completion, online, and non-traditional students.
- Careers and Placement: Over 90% of Wall College graduates employed within six months of graduation; nearly 70% employed by graduation or within three months.

Chair, Department of Marketing and Hospitality

September 2016 – August 2021

Lead an academic unit of seventeen (17) full-time faculty members and up to eight (8) adjunct faculty members. Responsible for nearly 700 majors and 180 minors.

- Directed all departmental operations, including assessment, course scheduling, faculty and adjunct hiring, annual reporting, performance evaluations, and external relations.
- Provided leadership in establishing department objectives and goals.
- Managed a \$50,000 annual faculty travel budget supporting the professional development and scholarly engagement of 17 full-time faculty members.
- Resolved faculty and student issues.
- Annual performance appraisals of 17 full-time faculty members.
- Composed letters of recommendation for students and faculty including post-tenure review, promotion, tenure, sabbatical, Professional Enhancement Grants, etc.
- Reviewed and processed all graduation applications.
- Prepared the department for the successful AACSB Continuous Improvement Review (CIR) in November 2017.
- Advised Dean regarding dispersion of faculty development funds.
- Represented the department as needed on committees such as Assessment Committee, Faculty Senate, Academic Affairs, Deans Council, and Provost Council.
- Represented the department at Freshman Orientation sessions and Welcome Week.

Highlighted Accomplishments as Chair

- Quality Online Learning Initiative: Led a faculty initiative to assure quality standards in online teaching modalities.
- Marketing Grants: Awarded to both Marketing (\$5,000) and Hospitality (\$5,000) online Degree Completion programs.
- Online Course Development Grants: Course development/enhancement grants awarded for all undergraduate marketing courses not funded in the past 18 months.
- Departmental Scholarship: Created a scholarship funded by our department that is awarded to one Marketing or Hospitality student per year.
- Experiential Learning Funds: Secured \$2,000 for Experiential Learning in Principles of Marketing, 2017-2018.

Quality Enhancement Plan (QEP) College Coordinator

September 2015 – October 2016

- Promoted involvement in EL projects, courses, and other opportunities for both faculty and students.
- Reviewed extant EL-designated courses to ensure that resources are supporting EL sanctioned student activities.
- Assisted faculty in preparing written proposals for QEP funds and determined courses that should be designated as Q courses.
- Allocated an annual budget of over \$25,000 for experiential learning activities to faculty with significant proposals. Coordinated the development of the college's funded EL projects and courses, including general oversight of the funding application processes and the college budget of over \$25,000.
- Implemented strategies to help faculty identify curricular opportunities that can be enhanced with QEP resources or courses that may qualify for Q/Q* designations.
- Advised faculty in the writing of effective applications for designating courses as Q or Q*.
- Identified faculty development needs related to experiential learning.
- Prepared a comprehensive year-end report assessing the college's overall QEP involvement and impact.

TEACHING EXPERIENCE

Full/Associate/Assistant Professor of Marketing

August 2011 – Present

Coastal Carolina University

Conway, South Carolina

- MBA courses taught: Service Marketing Management, Personal Selling and Relationship Management, and Marketing Management.
- Undergraduate courses taught: Digital Marketing, Personal Selling and Sales Management, Marketing Research, and Principles of Marketing, Marketing Internship and Study Abroad in International Business.
- Taught the First-Year Experience course to incoming students to increase retention.
- Teach four to six courses a year during the regular fall and spring semesters with class sizes averaging 40 students.
- Consistently earn student evaluation scores above 4.8/5.0 in areas including respect, fairness, responsiveness, and learning environment.
- Student feedback consistently highlights course organization, timely communication, accessibility, career preparation, and commitment to student success.
- Across five recent semesters, student evaluation response rates averaged 58%, demonstrating a consistent commitment to gathering and incorporating student feedback to enhance teaching effectiveness.
- Co-led a faculty study abroad program in international business for four years, including program proposal, planning, and delivery.
- Design courses integrating generative AI tools including Claude, Microsoft Copilot, and Perplexity for business writing, research synthesis, and structured analysis, with attention to accessibility and inclusive course design.
- Integrate group consulting projects with local businesses, providing students with hands-on experience developing marketing plans and solving real-world business challenges.
- Developed course syllabi, schedules, lesson plans, classroom activities, and discussion materials to support student learning and engagement.
- Invite guest lecturers from the corporate world to speak.
- Create Blackboard/Moodle sites for online courses and supplemental content for traditional courses.

- Grade assignments, exams, quizzes, activities and threaded discussions.
- Interact with small local businesses as partners for students' marketing plan projects.
- Build exams, quizzes, activities, cases, discussion threads, and roleplays activities.
- Teach in a number of different modalities including online, hybrid, flex, and face-to-face.

Teaching Assistant & Graduate Assistant

August 2007 – May 2011

Florida Atlantic University

Boca Raton, Florida

- Served as instructor of record for undergraduate courses in Personal Selling, Sales Management, Promotional Management, and Marketing Management.
- Taught four courses annually (40 students per section), incorporating case studies, role plays, guest speakers, and applied business projects to enhance experiential learning.
- Designed course materials, managed assessment and grading, and developed Blackboard-based learning environments to support student engagement in both traditional and online settings.

Business Instructor

August 2006 – August 2007

Northwest Missouri State University

Maryville, Missouri

- Served as instructor of record for Principles of Marketing and Principles of Management, teaching four course sections annually plus one summer course.
- Designed and delivered course materials, assessments, projects, online discussions, and experiential learning activities to support student engagement and learning outcomes.
- Pioneered the use of virtual office hours to enhance student access, advising, and academic support.
- Contributed to university service through student advising, recruitment initiatives, sponsorship of Delta Mu Delta business honor society, and service on the Academic Appeals Committee; recognized with the Mortar Board Certificate of Appreciation for Outstanding Teaching.

PUBLICATIONS

Refereed Journal Articles

- Brinkmier, A., Clark, M., and Fine, M. B. (2026). Student perceptions of service quality provided by their university. *Coastal Business Journal*.
- Mitchell, M., Fine, M. B., and Martin, R. (2025). Identifying regional differences in the U.S. craft beer industry: The case of Southern states. *Southern Business and Economic Journal*. - **C-Level on the ABDC list**.
- Weinbach, A. P., Kang, B., Fine, M. B. (2025). Perimeter based advertising and fan characteristics in the NHL and MLB. *American Behavioral Scientist*. - **B-Level on the ABDC list**.
- Thompson, D., Fine, M. B., Dent, H. (2025). Mental Health Stigma of American Business Students: Resiliency, Stress, and Anxiety Relationship. *Journal of Education for Business*. - **C-Level on the ABDC list**.
- Fine, M. B., Petrescu, M., Gironda, J., Krishen, A., Dudau, A., Ferguson, J. Ricky, Stewart, S., Kitchen, P. (2024). Students as value co-creators in the business education ecosystem. *Journal of Marketing Education*. - **B-Level on the ABDC list**.
- Fine, M, Gironda, John, Petrescu, Maria, and Dobre Costinel, (2022), "The Oscars: Friends and foes for millennials," *Journal of Consumer Behaviour*, 1-12. - **A-Level on the ABDC list**.
- Thompson, Dorothy, Dent, Heidi and Monica B. Fine, (2022), "Factors related to a college student's career optimism and their perception of career services." *Higher Education Quarterly*, 1-15. - **C-Level on the ABDC list**.
- Mitchell, Mark, Wachsmann, Yoav and Monica Fine (2021), "Evaluating the Impact of Concentrated Match Scheduling in College Volleyball during the COVID-19 Pandemic," *The Sport Journal*.
- Fine, Monica and Heather Read. (2020) "Factors Impacting Student Perception of Open Educational Resources." *e-Journal of Business Education and Scholarship of Teaching*, 14 (1), 151-173. – **Previously C-Level on the ABDC list**.
- Fine, Monica, Lorie Runion, and J. Ralph Byington. (2020) "Assessing Perceptions and Attitudes of an Extreme Sports Park." *Journal of Applied Business and Economics*, 22 (2), 17-29. - **C-Level on the ABDC list**.
- Johnson, Kayla. Monica Fine, and Jerome Christia (2020) "Value Creation, Loyalty and Satisfaction in the CrossFit Community." *Sporting Traditions*, 37 (1), 87-101. - **C-Level on the ABDC list**.

- Woodside, Arch and Monica Fine. (2019) “Sustainable fashion themes in luxury brand storytelling: The sustainability fashion research grid.” *Journal of Global Fashion Marketing*, 10 (2), 111-128. - **B-Level on the ABDC list.**
- Fine, Monica, John Girona, and Maria Petrescu (2017) “Prosumer Motivations for Electronic Word-of-Mouth Communication Behaviors” *Journal of Hospitality and Tourism Technology*, 8 (2), 280-296. - **B-Level on the ABDC list.**
- Fine, Monica, Kimberly Gleason and Michael Mullen (2017), “Marketing Spending and Aftermarket Performance of IPO Firms” *Marketing Intelligence & Planning*, 35 (4), 560-576. - **A-Level on the ABDC list.**
- Clark, Melissa, Fine, Monica, and Cara Scheuer. (2016). Relationship Quality in Higher Education Marketing: The Role of Social Media Engagement. *Journal of Marketing for Higher Education*, 27 (1), 40-58. - **B-Level on the ABDC list.**
- Wu, Wen, Clark, Melissa, Kang, Bomi, and Monica Fine. (2016). International Luxury Hotels' Use of Sina Weibo and Twitter. *Tourism Culture & Communication*, 16 (3), 137-145. - **C-Level on the ABDC list.**
- Fine, Monica and Paul Clark. (2016). Merchants' Likelihood to Continue Doing Business: A Study of Georgetown, South Carolina. *Southern Business Economic Journal*, 38 (2), 19-34. - **C-Level on the ABDC list.**
- Fine, Monica, Desi Budeva. and Kimberly Gleason (2016). “Getting What You’re Worth: Implications that Affect Firm Value In A Brand Acquisition” *Journal of Brand Management*, 23 (5), 70-96. - **A-Level on the ABDC list.**
- Fine, Monica and Melissa Clark, (2015). "Are QR Codes here to stay or a thing of the past? *Journal of Digital and Social Media Marketing*, 3 (2), 189-199. – **Previously C-Level on the ABDC list.**
- Fine, Monica, Melissa Clark and Cara Scheuer. (2016). Value-Added University Services: The Importance of On-Campus Recreational Facilities. *Services Marketing Quarterly*, 37 (1), 24-35. - **B-Level on the ABDC list.**
- Fine, Monica and Melissa Clark. (2014). Consumer news preferences for mobile applications. *Journal of Digital and Social Media Marketing*, 2 (2), 195-203. – **Previously C-Level on the ABDC list.**
- Domke-Damonte, Darla., Richard Martin, and Monica Fine. (2014). Operations Management Through Study Abroad: Approach, Evaluation, & Insights for Application. *Operations Management Education Review*, 8, 103-124. – **Previously B-Level on the ABDC list.**
- Christia, Jerome & Monica Fine. (2014). Travel, Tourism, and Economic Impact of the Children's Museum of South Carolina. *Coastal Business Journal*, 14 (1), 17-31.
- Fine, Monica and Paul Clark. (2013). Examining antecedents of satisfaction for marketing/management students in higher education. *Research in Higher Education Journal*, 21 (8), 1-8.
- Fine, Monica and Paul Clark. (2013). Real world projects: Creating a home-grown fundraiser for your sales course. *Journal of Instructional Pedagogies*, 11, 1-10.
- Clark, P. & M. Fine. (2012). Expanding Direction-of-Comparison Theory and its Applications for Political Advertising Practitioners. *Journal of Management and Marketing Research*, 10, 1-17.
- Clark, P., Page, J., & M.B. Fine. (2012). Role model influence on word-of-mouth, loyalty and switching behaviors of dog owners. *Journal of Behavioral Studies in Business*, 5 (1), 1-14.

CONFERENCES

Refereed National/International Proceedings

- “An Investigation of the Factors that Impact Student Perception of Service Quality in Higher Education.” Society for Marketing Advances in West Palm Beach, Florida, 2018
- “Service Excellence: Five Years of Feel the Teal.” Southeast Informs conference in Myrtle Beach, 2018.
- “Sensemaking in Big Data” Southeast Informs conference in Myrtle Beach, 2017.
- “Social Media’s impact on the College Decision.” ABE/FEA Conference, 2016.
- “Building Relationships in Online Classes through Student Relationship Management” Marketing Management Association. Fall Educators Conference in Puerto Rico, 2015.
- “Library and Social Media” SMA Conference in San Antonio, 2015.
- “Value Creation, Loyalty and Satisfaction in the CrossFit Community” Southeast Informs conference in Myrtle Beach, 2015.
- “Assessing the Perceptions and Attitudes of an Extreme Sports Park in the Myrtle Beach Area” Academy of Business Research conference in New Orleans, 2015.

- “The Grand Strand: Perceptions and Attitudes Impacting Overall Satisfaction.” Southeast Informs conference in Myrtle Beach, 2014.
- “Variations in the MLB fan base and arena-based advertising across the league.” Southern Economic Association, November 2014.
- “Variations in the NHL fan base and arena-based advertising across the league.” IX Gijon Conference of Sports Economics “Neale Golden Anniversary,” May 2014.
- “Attitudes Toward Receiving Current Events Through Mobile Applications.” Southeast Decision Sciences Institute Conference, 38, 2014.
- “Are QR codes here to stay or are they a thing of the past?” Association of Marketing Theory and Practice, March 2014.
- “Assessing Satisfaction in a New Campus Recreation Setting.” Southeast Informs Conference, Myrtle Beach, 2013.
- “The Factors that Influence Merchants’ Likelihood to Continue Business: A Study of Georgetown, South Carolina” published and presented in the proceedings at the Association of Marketing Theory and Practice Conference, March 2013.
- “Satisfaction Of Marketing/Management Students In Higher Education” and published in the proceedings at the 20th Annual Conference of ASBBS, February 2013.
- “Ten Teachable Moments: Novel Applications of Operations Management through an International Study Program,” presented & published in the proceedings of the Southeast Informs conference in Myrtle Beach, 2012.
- “Understanding Consumers Who Shop With Their Dogs and Implications for Pet Retailers” published in the proceedings of the 19th Annual Conference of ASBBS, February 2012.
- “Marketing Spending Impact on Firm Risk in the Context of Initial Public Offerings” presented and published in the proceedings of the Southeast Informs conference in Myrtle Beach, October 2011.
- “Using Real-World Selling Experience to Benefit Nonprofits” presented and published in the proceedings of the 2011 Marketing Management Association Fall Educators’ Conference in St. Louis, September 2011.
- “Marketing Spending and the Long-Run Performance of IPO Stocks,” presented and published in the proceedings at the 2011 Atlantic Marketing Association Annual Conference in Charleston, SC.
- “Advertising in the Context of Mergers and Acquisitions” published in the proceedings of the Academy of Business Research Fall Conference Proceeding held in Atlantic City, New Jersey.
- “The Value Implications of Brand Equity Enhancement Strategies: Evidence from Capital Market Perceptions of Brand Acquisitions” presented and published in the proceedings at the Marketing Strategy Meets Wall-Street II Conference at Boston University in May 2011 (co-authors include Kimberly Gleason and Desi Budeva).
- “Marketing Spending, Analyst Coverage, and Firm Performance in the IPO Market” presented and published in the proceedings at the INFORMS Marketing Science Conference at Rice University in Houston, Texas June 2011 (co-authored with Kimberly Gleason).
- Review: “The Bully of Bentonville,” Region Business Review, published in Fall 2007.
- Presentation: “Preparing Résumés and Cover Letters,” Missouri Business Education Association Conference, November 2006.

Non-Refereed Presentations/Articles/Panels

- Fine, M. B. “Prompt Your Personal Brand: Using AI to Elevate Your LinkedIn Presence,” Ignite Women’s Conference presented by the Myrtle Beach Area Chamber of Commerce, October 2025.
- “Integrating AI tool into Business curriculum to improve career readiness, skills & competencies of students,” AACSB Associate Deans Conference in Chicago, September 2025.
- Fine, M. B., “Beyond the LMS: Fostering Deeper Conversations with Yellowdig,” Yellowdig, March 2025.
- Fine, M. B., Quinnia Conference, “Business School Leadership Panel,” Quinnia. November 2024.
- “Helping Students Learn in a Tech-Enabled World: Faculty Strategies and Perspectives,” Panelists at Echo360 Active Learning Conference at George Mason University in Washington, D.C., October 2017.
- “The Secret Sauce: Using Video in the Classroom,” ASCUE Conference, Myrtle Beach, SC 2017.
- “The Importance of Customer Service in Higher Education,” 1st Annual Customer Service Week Summit presented by the office of Training, Development and Service Excellence at CCU, 2016.
- Quality Experiential Learning, presented at the Celebration of Inquiry at Coastal Carolina University, 2016.

- “Marketing Made Easy (Well, Easier),” presented at Women in Philanthropy and Leadership (WIPL), 2016.
- Wrote an invited article for a CCU publication to aide other Distance Learning Instructors on developing their online brands as instructors.
- “Branding is more than what you do to a cow...” presented at Wall Connections at CCU, 2015.
- “Going Public? Don’t Skimp on Marketing” presented at Wall Interdisciplinary Talks (WITs) at CCU, 2011.

HONORS, AWARDS, AND GRANTS

- Chauncey Award, Wall College of Business recognizes individuals who make CCU a place where students thrive, 2025.
- Exceptional Service and Support of International Students, 2023, 2024, 2025.
- Professor of the Year by Beta Gamma Sigma Coastal Carolina, 2021.
- Faculty Honor Initiate by Delta Sigma Pi, 2021.
- Quality Enhancement Plan (QEP) Grant for Wall Succeed: A Freshman Mentoring Program \$4,900, 2022.
- Coastal Office of Online Learning, Course Enhancement Grant Recipient for Personal Selling Course (Undergraduate), 2021.
- James P. and Elizabeth R. Blanton Distinguished Research Impact Award. Highest Awards for research amongst over 60 professors in the Wall College of Business, 2017.
- Faculty Advisor of the Year, American Marketing Association (Student Organizations & Leadership Awards), 2017.
- Exemplary Course (EC) by the Coastal Office of Online Learning (COOL) - Marketing Strategy, was designated an Exemplary course which exceed standards set forth by the CCU Quality Assurance Inventory (QAI) tool used by the COOL unit for course evaluations, 2016.
- Coastal Office of Online Learning Grant Recipient for Personal Selling Course (Undergraduate), 2016.
- Most Improved Student Organization Award, American Marketing Association (Student Organizations & Leadership Awards), 2016.
- James P. and Elizabeth R. Blanton College of Business Professor (Professorship Awards based on Impact and Research productivity), 2016.
- James P. and Elizabeth R. Blanton College of Business Professor (Professorship Awards based on Impact and Research productivity), 2015.
- First Place in the Don Byers/AVX Business Paper Competition, 2014
- American Marketing Association Sheth Doctoral Consortium Fellow, Texas Christian University, 2010

RESEARCH IMPACT

- 27 peer-reviewed journal articles, including publications in A-level and B-level ABDC-ranked outlets.
- Google Scholar metrics: 853 citations, h-index = 10, i10-index = 10; more than 600 citations accrued since 2021, demonstrating ongoing research visibility and impact alongside administrative responsibilities.
- James P. and Elizabeth R. Blanton Distinguished Research Impact Award, highest research honor among more than 60 faculty in the Wall College of Business, 2017.
- Highly Commended by the Emerald Literati Awards, 2018.
- Maintain AACSB Scholarly Academic (SA) status.

CERTIFICATIONS

- AI-Ready Educator by BoodleBox, 2025.
- Green Zone Training by Coastal Carolina University, 2025.
- AI Academy Certification by Coastal Carolina University, 2025.
- Safe Zone Training, 2016, and Advanced Safe Zone Training by Coastal Carolina University, 2024.
- Applying the QM Rubric by Quality Matters, 2023.
- CITI Social & Behavioral Research – Refresher Course, CITI Program, 2021.
- YellowDig Learn Instructor Certification, YellowDig, 2021.
- Google Digital Garage Certification, September 2017.
- Google Analytics Certification by Google Partners, 2017.

- Customer Service Excellence Training. Completed all eight modules of Feel the Teal Training, 2017.
- INBOUND Certified, HubSpot Academy, 2015-2019.
- Hootsuite Professional Certified, 2015-2016.

WORKSHOPS AND SEMINARS

- AACSB Associate Deans Conference, Chicago, IL, September 2025.
- Southern Business Administration Association (SBAA) Summer Educators' Workshop, Chattanooga, TN, 2025.
- Southern Business Administration Association (SBAA) Summer Educators' Workshop, Cincinnati, OH, 2023.
- Southern Business Administration Association (SBAA) Summer Educators' Workshop, Myrtle Beach, SC, 2019.
- AACSB Online and Blended Education Seminar, Tampa, FL, 2017.
- Distance Learning Institute, completed over 10 trainings in 2017.
- Hybrid Teaching Institute, 2017.
- Leadership Seminar I: Intensive one-week training for future leaders at CCU, Summer 2016.

PROFESSIONAL MEMBERSHIPS

- American Marketing Association, 2015–present.
- Beta Gamma Sigma, 2008–present.
- Leadership Grand Strand Alumni Association, 2017–present.

COURSES TAUGHT

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|--|------------------------------------|
| • Services Marketing Management (MBA) | • Personal Selling (UG) |
| • Marketing Strategy (MBA) | • Marketing Research (UG) |
| • Personal Sales & Relationship Management (MBA) | • International Business (UG) |
| • Digital Marketing (UG) | • Promotional Management (UG) |
| • Principles of Marketing (UG) | • Principles of Management (UG) |
| • Personal Selling and Sales Management (UG) | • Business Internship (MBA and UG) |
| • Sales Management (UG) | • First Year Experience (UG) |

COMMITTEE SERVICE

University Committees

- LMS Evaluation Team (2025–present)
- AI Roadmap Committee (2025–present)
- Provost Council (2017–present)
- Associate Deans Committee (2021–present)
- Faculty Admission Committee (2021–present)
- Suspension Appeals Committee (2021–present)
- Global Engagement Committee (2021–2024)
- President's Advisory Council on Community Engagement, PACCE (2024–2025)
- Truman Finalists Mock Interview Committee (2025)
- Continuing Education Committee (2021)
- QEP Activities Planning Team (2021)
- QEP Implementation Team (2021)
- Academic Affairs Committee (2015–2017)
- Faculty Senate (2013–2016)
- Bridges Editorial Review Board, Undergraduate Research Journal (2012–2016)
- Undergraduate Research Advisory Committee (2014)
- Provost Search Committee (2013–2014)

College Committees (Wall College of Business)

- Deans Council (2017–present)
- Hospitality Advisory Board (2017–2020, 2022–present)
- Wall Undergraduate Assessment Committee (2017–present)
- UNIV 110 Taskforce (2018–2019, 2024–2025)
- Assistant Director of Career Services Search Committee (2024)
- Wall Fellows Director Search Committee, Chair (2021)
- Student Success, Board of Visitors Committee (2021)
- Wall Center Advisory Committee (2012, 2014–2016)
- Math Task Force, Chair (2013–2015)
- Curriculum Committee (2013–2014)
- Search Committee for Lecturer in Law (2013)
- Wall Center of Excellence Committee (2012–2013)
- MBA Advisory Committee (2012)

Department Committees (Marketing)

- Administrative Specialist Search Committee, Marketing and Hospitality Department (2020, 2022)
- Marketing Lecturer Search Team (2019, 2020)
- Business Law Tenure-Track Search Committee (2020)
- Marketing Tenure-Track Search Team (2020)
- General Business and Marketing Lecturer Search Team (2019)
- Search Committee for Tenure-Track Professor of Marketing (2013)

SERVICE

Service to the Department, College, and University

- Faculty Advisor, Coastal AI Club (2026–present)
- Wall Succeed Mentor (2022–present)
- Participant, HGTC and CCU Transfer Assembly, (2024).
- Associate Editor, Coastal Business Journal (2018–present)
- Wall Fellow Interviews (2018–present)
- Faculty Adviser for the American Marketing Association (2012–present)
- New Chairs monthly seminar (September 2016–May 2017)
- Major Day and Career Day (2016–present)
- Freshman Orientation and Freshman welcome to campus events (2017–present)
- Honors Convocation and MKTG/HRTM Student of the Year (2017–present)
- Lorie Runion & Marketing Hospitality Departmental Scholarship (2017–present)
- Assisted in the development of three new concentrations for HRTM (2019–2020)
- New faculty development and mentorship (Ditt, Furick, and Booth-Bell)
- Hospitality Advisory Board Meetings/Eta Sigma Delta Induction (2017–present)
- Advising Week (2017–present)
- Met and guided Cara Scheuer throughout her Ph.D. until graduation (August 2013–August 2017)
- Attended and participate events such as the Annual Freshman Class Event, Wall Connections, Celebration of Inquiry, Faculty Retreat, New Graduate MBA Student Reception, Undergraduate Research Competition, Flub Recruitment Day, Freshman Convocation, and Founders Day.
- Faculty Adviser for the Coastal Women's Club Volleyball Team (2012–2019).
- Promoted the Quality Enhancement Plan through social media, brochures, and an annual magazine.
- Created a grading scale survey to analyze the opinions of the current grading scale vs. other options.

Service to the Profession/Discipline

- Reviewer for multiple conference proceedings and journals such as the AMA & Journal of Brand Management, (2011–present).

- McGraw-Hill Education Principles of Marketing Symposium, La Jolla, California in 2017.
- Co-Editor of a Special Issue of the Journal of Global Scholars of Marketing Science. The theme of the special issue is Social Media.
- Track Chair, SE-Informs Conference, 2012–2014.
- Discussant, moderator, and facilitator at multiple different conferences related to marketing, business and higher education.

PROFESSIONAL DEVELOPMENT

- ProfCon by Stukent, Virtual Conference, 2020.
- Leadership Grand Strand, Class 37: Year-long leadership development program that emphasized consensus-building, conflict management, visioning, and other leadership skills.
- Develop and maintain a personal website, www.monicaabfine.com.
- Maintain a professional & active online presence to network, engage, and interact with current students, employers, alumni, marketing academicians, & colleagues: <http://www.linkedin.com/in/monicaabfine>.
- Attended International Student Conference in Mainz, Germany, 2012–2015.
- Attended multiple company visits in Germany: Boehringer Ingelheim & Eaton Meckenheim. 2012–2015.
- Attended multiple company visits in France such as Girard Chocolate Factory, 2012–2015.
- Attended multiple company visits in Northern Italy such as Baretta, Mazzega Glass Factory, 2012–2015.
- Attended New South Digital Conference (Myrtle Beach, SC), 2012.

RESEARCH SUPERVISION

Undergraduate Research – Select Projects

- Harleigh Roach, Undergraduate Research Competition Advisor, April 2022.
- Billy and Nikki Rydstrom, Undergraduate Research Competition Advisor, April 2015.
- MaryClaire Chalfant, Southeast Informs Faculty Advisor, October 2013.
- Shelby McGee: Faculty advisor for her presentation titled “Factors that Impact Consumers' Attitudes Toward Quick Response Codes” at the Celebration of Inquiry conference in 2012.

MBA Research – Select Projects

- Laura Resio, Financial Literacy, Summer 2015.
- Kayla Johnson, Value Creation, Loyalty and Satisfaction in the CrossFit Community, Fall 2015.
- Alex Ross, Football Players Perception of Safety, Fall 2015.
- Kayla Liland, Prosumers in the Grand Strand, Fall 2015.

VOLUNTEER AND COMMUNITY ACTIVITIES

- Volunteer & coordinator, Path 2 Possibilities, engaging 8,000+ middle school students in career exploration activities and helping them connect educational choices to future career opportunities, 2026–present).
- Board Member, YMCA Claire Chapin Epps, Myrtle Beach, South Carolina, (2020–present).
 - Serve on the Board Governance and Annual Campaign Subcommittees.
- ALS Association, Volunteer, Supporter, and Walk Participant (2019–present).
- Organizer, Toys for Tots Drive (2015–2020).
- Youth Leadership Academy, Facilitator and Programming Committee, 2017.
- Completed 75 hours of Community Service as a member of Leadership Grand Strand, 2016–2017.
- Ransie Volleyball Classic Committee (2012–2020). Funds went to North Broward Health (average per year over \$30,000).
- Conducted a study on the City of Georgetown for the Georgetown Business Alliance, 2012.
- Coastal South Carolina, American Red Cross-Coordinated over 10 volunteers to raise money and promote blood donations in spring 2012.
- Kids in Distress. One of five committee members raising \$5,487 in a three-day volleyball fundraising event in November 2011.
- Junior Achievement, Youth Education Program. Coordinated 15 volunteer teachers to instruct Grades 4, 5, and 6 about business concepts (2004–2006).

INDUSTRY EXPERIENCE

Marketing Consultant

January 2012 – Present

B. Fine Consulting, LLC

Myrtle Beach, SC

- Sole proprietor of a small business marketing consulting firm.
- Assist small businesses in identifying problems/opportunities then developing and implementing solutions to help them surpass their goals.
- Offer the following services: Brand Development, Social Media Strategy Development & Management, Content Development, Market Research, Survey Development, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Public Relations Strategy, and Research and Situational Analysis.
- Develop strategies to dramatically improve revenues, profits, sales, and brand equity for small business clients.
- Adapt strategies to meet the specific needs of each unique client.
- Certified expert witness including testifying in court on a business model and marketing plan.

Staff Manager

Ankeny, Iowa

Creative Innovations

September 2002 – December 2003

- Managed staff of 15 to 20 Telephone Sales Representatives in a call center environment.
- Ensured that each sales representative met and surpassed personal sales goals and quotas.
- Selected, interviewed, and hired candidates in high turnover profession.
- Trained 100+ new employees and monitored current staff.
- Prepared hourly sales reports and managed database using Microsoft Access.
- After just eight months as a Telephone Sales Representative, was promoted to Shift Manager due to consistently high sales figures and high degree of management skills and professionalism.

DATABASES, PROGRAMS AND RELEVANT TECHNOLOGY

- Databases: COMPUSTAT, WRDS, CRSP, SDC, I/B/E/S
- Programs: SPSS, SAS, STATA, Excel, AMOS, Eventus, EndNote
- Generative AI: Microsoft Copilot 365, BoodleBox, Gemini, NotebookLM, ChatGPT, and Claude
- LMS: Moodle and Blackboard
- Data Visualization: Tableau, heat maps, and Microsoft Visio.
- Training: LinkedIn Learning, Coursera, and Udacity
- Online and Hybrid learning: Nearpod, YellowDig, Stukent Simulations, Microsoft Teams, Zoom, Yuja, Echo360, Adobe Spark and VoiceThread
- Higher Education: Watermark (Digital Measures), Navigate360, Campus Labs, Sedona, Anthology, Informer, Perceptive Content, 25Live, and Colleague/Datatel
- Career Services: Handshake, Quinncia (AI-resume, LinkedIn and Interview assistance), Big Interview, and TypeFocus
- Social Media: LinkedIn, Pinterest, Facebook, Instagram, SnapChat and Twitter
- Office 365: Copilot 365, Outlook, Microsoft Teams, Microsoft Forms, To Do List, Groups, OneDrive, OneNote, Stream and SharePoint
- Group Messaging Applications: Microsoft Teams, GroupMe and Slack
- Google: Google Voice, Google Drive, Gmail, Google Analytics, Google My Business
- Social Media Automation: Hootsuite and Social Pilot
- Surveys/Questionnaires: Qualtrics, Microsoft Forms and Google Forms
- Graphic Design: Canva, Publisher, and Photoshop
- Scheduling: Microsoft Bookings, Doodle, Google Calendar, Trello and Outlook
- Synchronous: Zoom, Microsoft Teams, GoToMeeting, Adobe Connect, and WebEx
- Content Management Systems (Websites): WordPress, Joomla, Wix, Squarespace, Weebly, and custom CMS