



Angeline Scheinbaum, Ph.D.
Dan Duncan Professorship in Sports Marketing
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- Has been at Clemson since 2019.
- Area of expertise is consumer psychology and integrated brand promotion in experiential marketing—namely sponsorship and sport sponsorship.

Angeline Close Scheinbaum is a scholar of consumer behavior, integrated brand promotion, and sponsorship/experiential marketing in sectors of sports and social media/online consumer behavior. Her research is often based in industry experience in sports marketing with event sponsors such as Dodge, Ford, VW, Toyota, Shell, Lexus, Suzuki, Mazda, USA Cycling, and AT&T. Professor Scheinbaum is an author or editor of books including: Advertising & Integrated Brand Promotion, Consumer Behavior Knowledge for Effective Sports & Event Marketing, Online Consumer Behavior: Theory & Research in Social Media, Advertising & E-Tail, and The Dark Side of Social Media: A Consumer Psychology Perspective. Dr. Scheinbaum has published thirty journal articles and her research has earned awards including the American Marketing Association Sports SIG Paper of the Year and The Academy of Marketing Science's Best Paper Award. She has experience mentoring and publishing with doctoral students. She serves on the Editorial Review Boards for Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Advertising Research, and Journal of Business Research and as ad-hoc reviewer for Journal of Marketing and Journal of Consumer Research. She served the American Marketing Association as Chair of CBSIG, served the Academy of Marketing Science in elected and appointed roles and is a member of the Association for Consumer Research, and American Academy of Advertising. Prior to Clemson, she served as Associate Director of Research for the Center for Sports Communication & Media at The University of Texas at Austin.

Visit Dr. Scheinbaum's [faculty page](#).



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