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- Co-authored a book titled “Email Marketing in a Digital World: The Basics and Beyond”

Dr. Swain is a Professor of Marketing at Clemson University. Prior to joining Clemson, Dr. Swain served on the faculty in the Questrom School of Business at Boston University as well as in the D’Amore-McKim School of Business at Northeastern University. His research focuses on the roles of psychological ownership and theory-of-mind on stakeholder perceptions of companies’ offerings and initiatives. Scott has taught a variety of courses at the undergraduate, master’s and Ph.D. levels and frequently assists organizations with branding, customer insight, and advanced analytics.

Visit Dr. Swain’s [faculty page](#).



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