



Steve Grove, Ph.D.
Professor of Marketing

- Has been at Clemson since 1986.
- Research interests include interactive aspects of the service encounter and dysfunctional customer behavior.

Dr. Grove has published over 60 articles in scholarly journals such as the Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Public Policy and Marketing, Journal of Advertising, Journal of Advertising Research, Journal of Current Issues and Research in Advertising, Journal of Macromarketing, Journal of Business Research, Journal of Services Research, Journal of Personal Selling and Sales Management, The Service Industries Journal, European Journal of Marketing, Journal of Services Marketing, Managing Service Quality, Marketing Management and several others. He has also co-authored nearly 40 articles that appear as chapters and the like, as well over 200 conference presentations and proceedings pieces. He is co-author of the text, Interactive Services Marketing (Cengage Publishing), now in its 4th edition, and the book, Services Marketing Self- Portraits: Introspections, Reflections and Glimpses from the Experts (American Marketing Association). He has also twice served as Chair of the American Marketing Association Services Marketing Special Interest Group (SERVSIG) and as a member of the American Marketing Association Academic Council.

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



The mission of the Sonoco FRESH initiative is to develop innovative solutions by engaging the collective intellectual capital and purposeful collaboration of experts from academia, industry and thought leaders across the entire food value chain.