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**Scott Sewell, Ed.D.**  
**Senior Lecturer**  
**Marketing & Business Analytics Department**  
**College of Business**  
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## **Academic Background**

### **Academic Degrees**

Ed.D. Texas A&M University - Commerce, Commerce, TX, Secondary and Higher Education (Business Administration Emphasis), 1995.

M.B.A. Baylor University, Waco, TX, 1985.

B.A. Baylor University, Waco, TX, Business Administration, 1984.

### **Professional Certifications**

Texas Real Estate Sales Agent, 379427, 2003 (2003 - Present), Mt. Vernon, TX.

### **Other Credentials & Relevant Courses Taken**

#### **Relevant Courses**

18 Graduate Hours in Marketing:

MKT 571 Business to Business Marketing

MKT 521 Marketing Management

MKT 589 Seminar in Retailing

MKT 6352 EVO Marketing

MKT 5325 Seminar in Marketing Research

MKT 5310 Seminar in Marketing Administration

## **Work Experience**

### **Work Experience**

Senior Lecturer, Marketing Dept., Texas A&M University-Commerce (August, 2004 - Present), Commerce, Texas.

Sales Associate, Century 21 Butler Real Estate (December, 2008 - 2018), Mt. Vernon, Texas.

Sales Associate, Coldwell Banker Lakehaven (July, 2003 - December, 2008), Mt. Vernon, Texas.

Adjunct Faculty, Economics, Texas A&M University-Commerce (January, 1997 - July, 2004), Commerce, Texas.

Sales Manager, Sewell Enterprises, Inc. (August, 1994 - July, 2003), Pittsburg, Texas.

Instructor, Northeast Texas Community College (January, 1991 - August, 1994), Mt. Pleasant, Texas.

Marketing Director for Business and Industrial Development Center, Northeast Texas Community College (November, 1990 - August, 1994), Mt. Pleasant, Texas.

Adjunct Faculty, Business, Northeast Texas Community College (June, 1989 - August, 1991), Mt. Pleasant, Texas.

Sales Manager, Sewell Enterprises, Inc. (November, 1988 - November, 1990), Pittsburg, Texas.

Divisional Sales Manager, Tri-City Homes (May, 1987 - November, 1988), Waco, Texas.

Agent/Sales Manager, Nash Phillips/Copus Homebuilders (November, 1985 - May, 1987), Waco, Texas.

### **Consulting Experience**

2016-2017: City of Lone Oak, Discuss marketing strategies for the city regarding growth and development

## **Intellectual Contributions**

### **Intellectual Contributions Grid**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		3		3
Publications in Refereed Conference Proceedings		1	5	6
Presentations of Refereed Papers			6	6

### **Refereed Articles**

#### **Applied or Integrative/application Scholarship**

Taneja, S., Sewell, S. S., & Odom, R. Y. (2015). A Culture of Employee Engagement : A Strategic Perspective for Global Managers. *Journal of Business Strategy*, 36 (3), 46-56.

Taneja, S., Pryor, M. G., & Sewell, S. M. (2014). Strategic Crisis Management: A Basis for Renewal and Stability. *Journal of Management Policy and Practice*, 15 (1), 78-85.

Pryor, M. G., Taneja, S., & Sewell, S. S. (2013). How Much are Fingers Worth? A case of Safety, Leadership, and Change. *Journal of Business Cases and Applications*, 8, 1-19.

### **Refereed Proceedings**

#### **Applied or Integrative/application Scholarship**

Doty, M., & Sewell, S. M. (2017). Serving the Technology-Challenged Elderly Market: Access and Security Issues for a Growing Segment. *Academy of Business Research*.

#### **Teaching and Learning Scholarship**

Sewell, S. M., Doty, M., & Brodnax, J. (2017). Real Estate Sales By the Numbers: Accuracy Issues for Marketing Analytics. *Academy of Business Research*.

Sewell, S. M., & Doty, M. (2016). Ethical Real Estate Sales in a Seller's Market. *Academy of Business Research*.

Yan, R., & Sewell, S. M. (2016). Return Policies in the Competitive Market. *Academy of Business Research*.

Poursaied, N., Pryor, M. G., & Sewell, S. M. (2015). Comparing the Performance of Quality Management in SMEs With and Without ISO 9001 Certification. *Southwest Academy of Management*.

Taneja, S., Pryor, M. G., & Sewell, S. M. (2013). Strategic Crisis Management: A Basis for Renewal and Stability. *Southwest Academy of Management*.

### **Presentations of Refereed Papers**

#### **International**

Sewell, S. (2015-2016, October). *Return Policies in the Competitive Market*. Academy of Business Research, San Antonio, Texas.

Sewell, S. (2014-2015, March). *Comparing the Performance of Quality Management in SMEs With and Without ISO 9001 Certification*. Southwest Academy of Management, Dallas, Texas.

Sewell, S. (2013-2014, March). *Strategic Crisis Management: A Basis for Renewal and Stability*. Southwest Academy of Management, Albuquerque, New Mexico.

#### **National**

Sewell, S. (2016-2017, October). *Real Estate Sales By the Numbers: Accuracy Issues for Marketing Analytics*. Academy of Business Research, Las Vegas, Nevada.

Sewell, S. (2016-2017, October). *Serving the Technology-Challenged Elderly Market: Access and Security Issues for a Growing Segment*. Academy of Business Research, Las Vegas, Nevada.

Sewell, S. (2015-2016, October). *Ethical Real Estate Sales in a Seller's Market*. Academy of Business Research, San Antonio, Texas.

## **Honors & Awards**

## **Honors/Awards**

2016-2017: Serving the Technology-Challenged Elderly Market: Access and Security Issues for a Growing Segment., Academy of Business Research. Best Paper Award (Section)

2016-2017: Real Estate Sales by the Numbers: Accuracy Issues for Marketing Analytics, Academy of Business Research. Best Paper Award (Session)

[Type: Honor] [Category: Research] [Status: Received]

2015-2016: Ethical Real Estate Sales in a Seller's Market, Academy of Business Research. Best Paper Award (Section)  
[Type: Honor] [Category: Research] [Status: Received]

## **Teaching**

### **Teaching Activities and Efforts toward Continuous Improvement**

2017-2018 - MKT 306 Marketing; Business Analytics Assignments Added. We incorporated Business Analytics into the marketing assignments to improve student analytical skills

Other Teaching Activities.

2017-2018 - MKT 420 International Marketing QEP. This course integrates university Quality Enhancement Program (QEP) with global business theory.

Students are also given opportunities to participate in global events, both on and off campus, to apply for Global Learner or Global Scholar status. Global assessment is measured using instructor-developed case study. Additionally, students submit a series of essays in a Journal assignment to explain interconnectedness in the global environment.

Other Teaching Activities.

2017-2018 - Teaching Self-Evaluation. Completed Self-Evaluation of Su 1 (2018) MKT 420 (International Marketing) Assurance of Learning - Teaching.

2016-2017 - MKT 367 Sales and Sales Management. Created a Real Estate sales ethics case from my sales experience for incorporation in the course to emphasize the multiple stakeholders and ethical issues faced by sales professionals.

See attached case.

Other Teaching Activities.

2016-2017 - MKT 420 International Marketing - International Research Project. Incorporated a new group Global Research project to familiarize students with international research sources and improve analytical skills.

See attached Assignment.

Other Teaching Activities.

2015-2016 - MKT 306.

An important component of this class is a personal branding assignment that ensures every undergraduate student is exposed to the Career Services Office and applies marketing concepts to a marketing plan for future careers. The assignment ties into our mission of career ready graduates. It is also the artifact for assessment of marketing concepts for the BBA Marketing.

In fall 2017 we introduced marketing analytics homework assignments when we switched to the 2nd edition of our textbook.

Other Teaching Activities.

## **Service**

### **Texas A&M University-Commerce**

#### **Department Assignments**

#### **Assurance of Learning - Institutional Service:**

2015-2016: Institutional Effectiveness Marketing Assessment Panel

2013-2014: Institutional Effectiveness Marketing Assessment Panel

**Member:**

2016-2017 – 2018-2019: QEP Marketing Mentor  
2016-2017: Marketing Department Scholarship Committee

**Mentoring Activities:**

2015-2016 – 2018-2019: Marketing Department Internship Faculty Representative

**Other Institutional Service Activities:**

2015-2016: Marketing Faculty Search Committee

**College Assignments****Assurance of Learning - Institutional Service:**

2016-2017 – 2018-2019: Institutional Effectiveness Marketing Assessment Panel  
2015-2016: Teaching and Learning Committee

**Member:**

2017-2018 – 2018-2019: Engagement Committee  
2016-2017 – 2017-2018: Small Business & Entrepreneurship Conference  
2016-2017: Student/Alumni Committee  
2013-2014 – 2014-2015: Student/Alumni Committee  
2013-2014: Scholarship Awards

**University Assignments****Faculty Advisor:**

2017-2018: Student Orientation Day  
2017-2018: Bangladeshi Student Organization

**Mentoring Activities:**

2017-2018: Student Orientation Dinner

**Community Service****Chair of a Committee**

2018-2019: First Baptist Church, Chairman of Personnel Committee  
2017-2018: First Baptist Church, Chairman of Personnel Committee  
2016-2017: First Baptist Church, Chairman of Personnel Committee  
2015-2016: First Baptist Church,  
Personnel Committee Chairman

**Leadership Positions Held in Civic Organizations**

2018-2019: Franklin County United Way,  
Sub-Committee member of the Campaign/Fundraising Committee  
Sub-Committee member of the Allocation Committee  
2017-2018: Mt. Vernon Paint Out Town, Team Leader  
2017-2018: Franklin County United Way, Co-Host and Sub-Committee Member for Variety Show fundraiser  
Sub-Committee member for Non-Corporate Membership  
Sub-Committee member for Allocation Committee  
2017-2018: Mt. Vernon 6th Grade Mentorship Program, Leadership and mentorship program for 6th grade boys.  
2016-2017: Franklin County United Way, Vice-President

Sub-Committee member of Allocation Committee

Sub-Committee member of Non-Corporate Membership Committee

2015-2016 – 2016-2017: Mt. Vernon 6th Grade Mentorship Program, Co-Director of 6th Grade Boy Mentoring Program

2015-2016: Franklin County United Way, Secretary

Sub-Committee member for Allocation Committee

Sub-Committee member of Non-Corporate membership Committee

2014-2015: Mt. Vernon 6th Grade Mentorship Program, Co-Director of 6th Grade Boy Mentoring Program

2013-2014: Mt. Vernon 6th Grade Mentorship Program, Co-Director of 6th Grade Boy Mentoring Program

#### **Member of a Committee**

2017-2018: Mt. Vernon ISD Site Based Committee, Worked with school administration to review mission and direction for upcoming school year.

2017-2018: Mt. Vernon ISD Site Evaluation Committee, Reviewed school policies and procedures and gave input and advice.

2017-2018: Mt. Vernon ISD Middle School Campus Improvement Committee, Campus review and recommendation committee

2016-2017: Mt. Vernon Paint Out Town, Team Member

2014-2015: Franklin County United Way, Sub-Committee member for Allocation Committee

Sub-Committee member for Non-Corporate Membership

2014-2015: First Baptist Church, Member of the Personnel Committee

#### **Professional Memberships**

Academy of Business Research, 2015 - Present

#### **Personal Professional Development**

2017-2018: Sedona Training, Commerce, Texas. Introduction to Sedona for TAMUC Faculty

2015-2016: Texas Real Estate License Continuing Education, Canton, Texas. (CPE: 20)

2014-2015: Texas Real Estate License Continuing Education, Canton, Texas. (CPE: 15)

2012-2013: Texas Real Estate License Continuing Education, Commerce, Texas. (CPE: 15)

2010-2011: Texas Real Estate License Continuing Education, Commerce, Texas. (CPE: 15)

2008-2009: Texas Real Estate License Continuing Education, Commerce, Texas. (CPE: 15)

2006-2007: Texas Real Estate License Continuing Education, Commerce, Texas. (CPE: 15)

2004-2005: Texas Real Estate License Continuing Education, Commerce, Texas. (CPE: 15)

**Last updated by member on 03-Nov-18 (03:19 PM)**