



## Curriculum Vita November 2025

**Instructor:** Scott Sewell, Senior Lecturer

**Academic Department:** Marketing

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### EDUCATION

*Ed.D. Secondary & Higher Education  
East Texas A&M University – Commerce, 1995*

*M.B.A.  
Baylor University – Waco, 1985*

*B.A. Business Administration  
Baylor University – Waco, 1984*

### TEACHING EXPERIENCE

*August 2004 – Present, Senior Lecturer, East Texas A&M – Commerce, TX*

*January 1997 – July 2004, Adjunct Professor, Texas A&M – Commerce, TX*

*January 1991 – August 1994, Instructor, Northeast Texas Community College, Mt. Pleasant, TX*

*June 1989 – August 1991, Adjunct Instructor, Northeast Texas Community College, Mt. Pleasant, TX*

### PUBLICATIONS

Sewell, S. M. & Kakish, Y. (2024). *The Impact of Faculty Efforts to Encourage & Increase Student Engagement in Activities and Events Through the Use of In-Class Assignments Encouraging Participation on Multiple College of*

*Business Social Media Platforms: Including Valuable Student Insight).* Academy of Business Research Spring 2024 Conference, New Orleans, Louisiana.

Sewell, S. M. (2023). *Residential Real Estate Market Trends and Predictions (Post COVID 2020).* Academy of Business Research Spring 2023 Conference, New Orleans, Louisiana.

Sewell, S. M. (2023). *Local and State Residential Real Estate Trends and Predictions (Post COVID 2020).* Professional Land & Title Real Estate Trends and Continuing Education Seminar (Hopkins, Rains, Delta, Franklin & Hunt Counties), Sulphur Springs, Texas.

Sewell, S. M. & Doty, M. A. (2021). *The Impact of COVID-19 on Selling Real Estate in the US: Some Unexpected Results.* Academy of Business Research Winter Online Conference.

Doty, M. & Sewell, S. M. (2019). *Breaking Up Is Hard to Do: Maintaining Customer Loyalty When Channel Relationships and Promotional Partnerships Dissolve.* Academy of Business Research Conference Summer 2019, Niagara Falls, Ontario, Canada.

Sewell, S. M. & Doty, M. (2019). *Sales by the Numbers: Using Sales Data and Analytical Tools to Better Anticipate Market Trends in Today's Rapidly Changing Markets.* Academy of Business Research Conference Summer 2019, Niagara Falls, Ontario, Canada.

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

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

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

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

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.*