

Curriculum Vita
September 2025

Instructor: John Engel
Academic Department: College of Business

University Address: College of Business
East Texas A&M University
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EDUCATION

University of Florida, Gainesville, FL
DBA, May 2026
Georgia Regents University, Augusta, GA
MBA, July 2008
University of South Carolina Aiken
BSBA in Management, August 2002
Aiken Technical College, Aiken, SC
AS, July 2000

TEACHING EXPERIENCE

Senior Instructor of Business Administration (2014-present)
School of Business Administration
University of South Carolina Aiken
Aiken, SC

Courses Taught

Business Communication
Cybersecurity Management
Ecommerce Management
Internship in Business
Strategic Management
Principles of Management and Leadership
Management and Operations of Small Business
Intro to Information Systems in Business
Principles of Management and Leadership
Organizational Behavior

PUBLICATIONS

- Engel, J. The Role of Digital Transformation in E-Commerce Resilience: Organizational Adaptation and Technology Integration During a Pandemic. The paper is currently in research and development 2025.

- Carlson-Myer, C. & Engel, J. Brand Ambassador: Fact or Cap. Paper published in the proceedings and presented at the Southeast Case Research Association 31th annual meeting, Myrtle Beach, SC, February 23-25, 2023.
- Steen, J , Carlson-Myer, C. & Engel, J. What is Going on with FedEx?. Case Research Association 30th annual meeting, Myrtle Beach, SC, February 2022.
- Steen, J. & Engel, J. Is Radio Advertising the Right Advertising?. Paper published in the proceedings and presented at the Southeast Case Research Association 28th annual meeting, Myrtle Beach, SC, February 27-29, 2020.
- Carlson-Myer, C. & Engel, J. Wealth Management: From Renting to Owning. Paper published in the proceedings and presented at the Southeast Case Research Association 27th annual meeting, Myrtle Beach, SC, February 21-23, 2019.
- Moldovan, K. & Engel, J. Should I Stay or Should I Go: A Study in Multinational Business. Paper published in the proceedings and presented at the Southeast Case Research Association 25th annual meeting, Myrtle Beach, SC, February 22-24, 2018.
- Carlson-Myer, C. & Engel, J. To Bake or Not to Bake? Paper published in the proceedings and presented at the Southeast Case Research Association 25th annual meeting, Myrtle Beach, SC, February 24-26, 2017.
- Heiens, Richard A., Ravi Narayanaswamy, and John Engel (2016), "A Preliminary Examination of Online Sales Promotion in Hedonic versus Utilitarian Product Categories" in Proceedings of the Atlantic Marketing Association Annual Meeting, Aberdeen L. Borders and Carol Roddenberry (Eds.), Charleston, SC: Atlantic Marketing Association, 1-12.
- Carlson-Myer, Crystal and Engel, John. (2016). Case Study: Imagination Station: A Study in Financial Management. Paper published in the proceedings and presented at the Southeast Case Research Association 24rd annual meeting, Myrtle Beach, SC, February 26-28, 2016.
- Engel, J. (2015). Case Study: Simply Social: A look at social media in downtown Aiken. Paper published in the proceedings and presented at the Southeast Case Research Association 23rd annual meeting, Myrtle Beach, SC, February 26-28, 2015.

<h3 style="text-align: center;">RESEARCH GRANTS AND AWARDS</h3>

2025 USCA Excellence in Teaching Nomination
 2022 USCA Excellence in Teaching Nomination
 2021 School of Business Administration William Marsh Teaching Award
 2020 Young Professionals 2 Follow Award
 2019 USCA Teaching Excellence Award Nomination
 2018 School of Business Administration William Marsh Teaching Award
 2017 USCA Teaching Excellence Award Nomination

2016 School of Business Administration William Marsh Teaching Award