

# Shawn Enriques

The Citadel – The Military College of South Carolina

Assistant Professor of Marketing

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## EDUCATION

|      |                                                                                     |
|------|-------------------------------------------------------------------------------------|
| 2024 | Ph.D. in Marketing, University of Wyoming, with Statistics Minor                    |
| 2018 | M.S. Economics, University of Wyoming                                               |
| 2012 | MBA Management, Regis University                                                    |
| 1993 | B.S. Mechanical Engineering, w/ Aerospace Interest, Worcester Polytechnic Institute |

## RESEARCH INTERESTS

- Consumer response and strategy of gamification, sales compensation and incentives
- Macromarketing solutions to global issues, and emerging economies

## TEACHING INTERESTS

Social media marketing, marketing strategy, marketing analytics and modeling, and consumer behavior

## PUBLICATIONS

S Enriques, and M Peterson, (2024) “A Consumer Vulnerability Perspective on State-Sponsored Propaganda” *Journal of Macromarketing*, 45(1), 113–129.

M Peterson, S Enriques, R Godby, D Feldman, (2025) “Gauging Citizen Preferences for the Emerging Energy-Technology of Nuclear Microreactors” *Technology in Society*, 103046

## BOOK CHAPTER AND OTHER PUBLICATIONS

P Kreiser, J G Covin, M J. Fox, I. Godinez Puebla, and S Enriques (2023) "The evolution of the entrepreneurial orientation (EO) construct: dominant research questions and conversational shifts." In *Oxford Research Encyclopedia of Business and Management*.

Enriques, Shawn, L. Steven Smutko, “*Tensions in the South China Sea: A Hypothetical International Territorial Waters Dispute Case*”, 2021, E-PARCC Teaching Cases and Simulations.

## WORKING PAPERS AND SELECT WORKS IN PROGRESS

Enriques, Shawn, “Leveling Up! Increasing Motivation, Goal Setting and Attainment Using Gamification: The Potential for a New Construct.” Academy of Marketing Science- Sheth Ph.D. Conceptual Paper Award Winner, *Status*: Working Paper, University of Wyoming.

Enriques, Shawn, “From Single-Serving Subsistence to Multi-Use and Bulk Packaging: Consumer Perspectives and Sustainability Challenges in Developing Countries.” *Status*: data analysis, May 2024. Target: *International Journal of Consumer Studies*.

Enriques, Shawn, and Mark Peterson, “Case Study: Bright Argotech and Nate Storey- A Wyoming

Entrepreneurial Success Story.” (2020) *Status*: Working Paper, University of Wyoming.

## CONFERENCE PRESENTATIONS

Enriques, Shawn, 2025 “Challenges at the Bottom-of-the-Pyramid: General Preference for Sachet Packaging in the Philippines Increases Packaging Waste,” Working Paper, University of Wyoming, Presented at the Center for Global Studies- Centennial Speaker Series.

Enriques, Shawn, and Mark Peterson, “A Consumer Vulnerability Perspective on State-Sponsored Propaganda” *2024 Macromarketing Conference*, Helsinki, Finland.

Enriques, Shawn, Mark Peterson, Rob Godby, and Tara Righetti, “The Importance of the “Over-the-Horizon” Phase in Developing Radical Innovations.” *2024 AMA Marketing and Public Policy Conference*, Washington, D.C. (Poster session)

Enriques, Shawn. 2021. “Leveling Up! Increasing Motivation, Goal Setting and Attainment Using Gamification: The Potential for a New Construct.” *2021 Academy of Marketing Science Conference*.

Peterson, Mark, and Shawn Enriques, “Is Renewable Energy a Policy Issue Separating Citizens from California and Texas?” *2021 AMA Marketing and Public Policy Conference*, Virtual

## SELECT HONORS AND AWARDS

### Research

- 2024 International Research Grant Award- Center for Global Studies, University of Wyoming for “*From Single-Serving Subsistence to Multi-Use and Bulk Packaging: Consumer Perspectives and Sustainability Challenges in Developing Countries.*”
- 2021 Center for Global Studies (CGS) Student International Research Grant Award, University of Wyoming for “*Leveling Up and Future Time Perspectives.*”
- 2021 AMA/Sheth Doctoral Competition for Conceptual Papers Award for “*Leveling Up! Increasing Motivation, Goal Setting and Attainment Using Gamification: The Potential for a New Construct*”
- 2021 Honourable mention- E-PARCC Teaching Case and Simulation Competition, “*Tensions in the South China Sea: A Hypothetical International Territorial Waters Dispute Case*”

### Teaching

- 2021 Outstanding PhD Teaching Student in Marketing, *College of Business*, University of Wyoming

### Scholarships

- 2024 Sawtooth Software Academic Grant
- 2021 AMA Foundation Valuing Diversity Ph. D. Scholarship
- 2021 Harold & Muriel Berkman Veteran’s Scholarship recipient

### Other

- 2025 Packback.co Higher Education Content Educator and Publisher

## TEACHING EXPERIENCE

### Courses of Record

### Semester

|                                      |             |
|--------------------------------------|-------------|
| MKTG 3000: Fundamentals of Marketing | Spring 2025 |
| MKGT 3300: Social Media Marketing    | Spring 2025 |
| MKTG 3000: Fundamentals of Marketing | Fall 2025   |

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|---------------------------------------------------|-------------|
| MKGT 3300: Social Media Marketing                 | Fall 2025   |
| MKTG 6020: Marketing Challenges / Global Frontier | Fall 2025   |
| MKTG 3000: Fundamentals of Marketing              | Spring 2025 |
| MKGT 3300: Social Media Marketing                 | Spring 2025 |
| MKT 2100: Introduction to Marketing               | Fall 2024   |
| MKT 4230: Integrated Marketing Comm               | Spring 2021 |
| MKT 4230: Integrated Marketing Comm               | Fall 2020   |
| MKT 4230: International Marketing                 | Spring 2020 |

## SERVICE

|                  |                                                                                                        |
|------------------|--------------------------------------------------------------------------------------------------------|
| 2026             | Member at large- International Fluid Power Society Board of Directors                                  |
| 2025             | Spring 2025 Commencement Faculty Marshall                                                              |
| 2025             | Research and Creative Activities Symposium, RaCAS reviewer                                             |
| 2025             | Outstanding Student Essay Review Committee, <i>University of Colorado-Denver</i>                       |
| 2024             | Ad Hoc Reviewer, <i>Journal of Public Policy and Marketing Conference</i>                              |
| 2024             | Wyoming State Science Fair Judge                                                                       |
| 2025, 24, 21     | Ad Hoc Reviewer, <i>Program for the Advancement of Research on Conflict and Collaboration, E-PARCC</i> |
| 2025, 24, 21, 20 | Ad Hoc Reviewer, <i>AMA Winter Conference</i>                                                          |
| 2025, 24, 20     | Ad Hoc Reviewer, <i>AMA Summer Conference</i>                                                          |
| 2021             | Student Judge, <i>AMA Outstanding Marketing Week Competition</i>                                       |
| 2021             | Student Judge, <i>AMA Student Marketer of the Year</i>                                                 |
| 2020             | Ad Hoc Reviewer, <i>Global Sales and Science Institute, GSSI</i>                                       |

## AFFILIATIONS

|                                   |                              |
|-----------------------------------|------------------------------|
| American Marketing Association    | Academy of Marketing Science |
| Macromarketing Society            | E-PARRC                      |
| International Fluid Power Society |                              |

## EDUCATIONAL EXPERIENCE

Visiting Assistant Teaching Professor of Marketing, **University of Colorado – Denver** 2025 – 2026 academic years

## PROFESSIONAL EXPERIENCE

**General Manager, *Applied Industrial Technology*, 2014-2018**  
**Sales Engineer, *AAP Automation*, 2011-2014**  
**Multi-Branch Manager, *Motion Industries*, 2004-2011**  
**District Sales Manager, *Bosch Rexroth*, 1998-2004**

## PROFESSIONAL LICENCES

**Licensed Professional Engineer-** *State of Wyoming*, License number 19602  
**Certified Fluid Power Specialist-** International Fluid Power Association

## MILITARY SERVICE

**United States Navy: Lieutenant Commander**, Civil Engineering Corps, 2004-2025

- Training Officer Naval officer certified, Seabee Combat Warfare (SCW) Qualified, and Expeditionary Warfare Tactics Instructor (ExWTI).