

# **CRAIG L. ENGSTROM, Ph.D.**

**Assistant Professor, Communication Studies**

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## **PROFILE**

I'm a teacher–scholar–consultant who aims to understand and improve business and organizational communication. Working in and among multiple disciplines, professional fields, contexts, and media platforms, I seek to enhance the rhetorical–interpretive skills and communication competence of students, professionals, and entrepreneurs.

As a teacher–consultant, I'm interested in using educational and social media technology to improve my pedagogy and to promote rhetoric and organizational communication as vibrant fields of study. I enjoy teaching business and professional communication, social media, training and consulting, organizational communication, social media communication, and case studies in organizational communication. I have high student evaluation scores (~4.5/5.0) and my consulting efforts have received numerous positive recommendations. Recently clients include executives from Fortune 100 companies and divisional VPs at major corporations and startups.

In my scholarly research, I primarily draw upon the traditions of institutionalism, rhetoric, and qualitative methodologies (e.g., shadowing and rhetorical analysis) to understand and improve organizational and business/professional communication. I work with scholars, attend conferences, and publish books and articles in various communication, organization studies, and management sub-disciplines. Increasingly, my scholarly activity focuses on the usefulness of the fundamentals of rhetoric and storytelling (e.g., five canons, classical appeals, and rhetorical devices) in professional identity management and entrepreneurship.

Syllabi and course outlines are available on the following site: **[www.craigengstrom.ninja](http://www.craigengstrom.ninja)**

## **EDUCATION**

Doctor of Philosophy, Southern Illinois University Carbondale – 2010

Concentrations: Organizational Communication, Entrepreneurship, Philosophy of Communication, Critical Communication Pedagogy

Dissertation: *Shadowing Practices: Ethnographic Accounts of Private Eyes as Entrepreneurs*

Master of Arts, 2006, Southern Illinois University Carbondale – 2006

Concentration: Culture and Communication

Thesis: *“Alcohol Talk,” “College Life,” and the “Real World”*: An Ethnography of Communication of Undergraduate Students' Ways of Speaking

Bachelor of Business Admin., *Summa cum laude*, Colorado Mesa University – 2000

Coursework concentrated in organizational behavior and economics

## RELEVANT PROFESSIONAL & TEACHING EXPERIENCE

### Assistant Professor

*Southern Illinois University, Dept. of Communication Studies* 2015–Current

- Courses: Dynamics of Organizational Communication, Business & Professional Communication, Social Media, Studies in Organizational Communication, Public Speaking (online)

### Assistant Professor

*Elmhurst College, Dept. of Communication Arts & Sciences* 2011–2015

- Courses: Organizational Communication I & II, Case Studies in Organizational Communication, Business and Professional Communication, Digital Business Communication, Training and Development, Senior Capstone, Intercultural Communication, Intercultural/International Films

### Assistant Professor (1-year appointment)

*University of Montana, Dept. of Communication Studies* 2010–2011

- Courses: Entrepreneurship and Communication, Practical Issues in Organizational Communication, Communication and Conflict, Persuasive Speaking and Criticism, Small Group Communication, Introduction to Organizational Communication

### Instructor

*Southern Illinois University Carbondale, Dept. of Management* Spring 2010

- Course: Organizational Structures and Design

*Southern Illinois University Carbondale, Dept. of Speech Comm.* 2005–2007; 2009

- Courses: Professional and Business Communication; Introduction to Oral Communication; Public Speaking

### Editorial Assistant, *Human Studies*

*Springer Netherlands (Philosophy); Southern Illinois University Carbondale* 2007–2009

- Proofed and edited pre-typeset and typeset manuscripts.
- General administrative tasks.

### Faculty Advisor

*International Scholar Laureate Program, Business Delegation (China and Tibet)* Summers

- Fully responsible for the coordination and movement of undergraduate delegates through four major cities (Xi'an, Beijing, Shanghai, and Lhasa), curriculum and group facilitations, working with in-country national and local guides, and other administrative tasks.

*Global Young Leaders Conference (U.S. and Europe)* Various summers

- Adapted and delivered lesson plans on current global affairs, international economics, and UN policy for 90 delegates from over 30 countries during three summer sessions.

## RELEVANT PROFESSIONAL & TEACHING EXPERIENCE, CONT'D

### U.S. Peace Corps Volunteer

Kazakhstan

2 years

- Taught over 1000 hours of business and English to pupils in grades 7–11 at a lyceum in Ridder, Kazakhstan. (Provided instruction in both English and Russian.)
- Established a Junior Achievement regional center in Ridder, Kazakhstan. Trained local teachers to operate the center.
- Provided consulting services and grant writing support for “Nyezabudka,” a women’s help center in Ridder, Kazakhstan.
- Helped plan a seminar on project management and grant writing for local NGOs with ZUBR, a USAID and Counterpart Consortium consulting firm, located in Ust-Kamenogorsk, Kazakhstan.

## PUBLICATIONS

### *Edited Books*

- Engstrom, C., & Frye, J. (2016). *Qualitative communication consulting: Stories and lessons from the field*. Dubuque, IA: Kendall Hunt Publishing.

### *Books*

- Engstrom, C. (2016). *Business and professional communication: A rhetorical approach*. Chicago, IL: Sophisticated Communication Consulting.
- Engstrom, C. (2014). *Business communications for professionals and consultants: A rhetorical approach* (2nd ed.). Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2014). *Public speaking in the digital age: A practical approach*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2012). *Business communications for professionals and consultants: A rhetorical approach*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2012). *Business communications for professionals and consultants: Workbook*. Dubuque, IA: Kendall Hunt Publishing.

### *Peer-reviewed Journal Articles*

- Wood, M., McKinley, W., Engstrom, C. (2013). Endings and visions of new beginnings: The effects of source of unemployment and duration of unemployment on entrepreneurial intent. *Entrepreneurship Research Journal*, 3(2), 171–206.
- Engstrom, C. (2012). “Yes..., but I was drunk”: The (re)production of hegemonic masculinity on a college campus, *Communication Quarterly*, 60(3), 403–423.
- Engstrom, C. (2012). An autoethnographic account of prosaic entrepreneurship, *Journal of Critical Organizational Inquiry*, 10(1), 41–54.
- Engstrom, C. (2012). Who wants to identify a fallacy?: Using game shows to teach formal and informal fallacies. *Communication Teacher*, 26(2), 69–75.
- Engstrom, C. (2010). Rhetorical criticism as a method for examining cultural pressures on organizational form, *Qualitative Research in Organizations and Management*, 5, 259–279.
- Engstrom, C. (2009). Performance pedagogy through visual ethnography: Examples from college life, *Transformations*, 20, 19–30.
- Engstrom, C. (2009). Promoting peace, yet sustaining conflict: A fantasy-theme analysis of Seeds of Peace publications, *Journal of Peace Education*, 6(1), 19–36.

- Engstrom, C. (2008). Autoethnography as an approach to intercultural training, *Rocky Mountain Communication Review*, 5, 17–31.
- Engstrom, C. (2008, January). The interdisciplinary lessons in Sanjay Seth's *Subject Lessons*, *Education Review*, (<http://edrev.asu.edu/reviews/rev623.htm>)

### **Chapters in Edited Books**

- Engstrom, C. (forthcoming). Objectification of city of life: How to use ANT to understand city life (examples from cycling). In J. Brower & A. Atay (Eds.), *Separately together: Ethnographic engagements of the city*. New York: Lexington Books.
- Engstrom, C. (forthcoming). The ethically dubious line of covertly gathering data at RoboWorks, and other challenges. In D. Anderson (Ed.), *Cases and Exercises in Organization Development & Change* (2nd ed.). Thousand Oaks, CA: Sage.
- Engstrom, C. (forthcoming). The ethics of dating colleagues in professional organizations. In A. Prasad (Ed.), *Contesting institutional hegemony in today's business schools: Doctoral students speak out*. Bingley, UK: Emerald.
- Engstrom, C. (2016). Sophisticated communication: A tale of contemporary sophistry. *Qualitative communication consulting: Stories and lessons from the field*. C. Engstrom & J. Frye (Eds.). Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2014). "Things just don't happen: Kairotic moments in entrepreneurship. *ENTER: Entrepreneurial Narrative Theory Ethnomethodology and Reflexivity*. W. B. Gartner (Ed.). Clemson, SC: Clemson University Press
- Engstrom, C., & Williams, D. (2013). Prisoners "rise, rise, rise": Hip hop as a Ciceronian approach to community protest and care. *Working for Justice*. S. Hartnett, E. Novek, & J. Wood (Eds.). Champaign: University of Illinois Press.
- Engstrom, C. (2012). Shadowing virtual work practices: Describing subjects and objects as action nets. *Virtual Work and Human Interaction Research: Qualitative and Quantitative Approaches*. S. Long (Ed.). Hershey, PA: IGI Global [**Competitive / Peer Reviewed**]

### **Under Review**

- Engstrom, C. Riffing about the organization communication curricula: Teaching bricolage and improvisation. *Management Communication Quarterly*
- Engstrom, C. Rhetorical visions of gadget geekdom havens and hipster candidates: Analysis of the fast-growth businesses' job ads—implications for job search. *Journal of Business Communication*
- Engstrom, C. Rhetorical framing in inter-organizational conflicts. *Organization Studies*.

### **Manuscripts in progress**

- Engstrom, C. A communicative approach to institutional theory: 10 years later. To be submitted to *Communication Theory*
- Engstrom, C. A communicative perspective on entrepreneurial opportunities. To be submitted to *Communication Theory*
- Engstrom, C. The Hewlett-Packard spy scandal: Investigating the ethical implications of organizational espionage. To be submitted to National Communication Association (Convention)
- Engstrom, C., & Petre, E. A rhetorical theory of professional artifacts. To be submitted to National Communication Association (Convention)
- Engstrom, C., & Wood, M. Opportunity as persuasion: Elaborating upon the elaboration likelihood model for entrepreneurial consensus building

## CONFERENCE PRESENTATIONS

### *Competitive Papers*

- Engstrom, C., Petre J., & Petre, E. (2016, November). Rhetorical visions of gadget geekdom havens and hipster candidates: Analysis of the fast-growth businesses' job ads—implications for job search. National Communication Conference, Philadelphia, Pennsylvania [**T&D Top Paper Panel**]
- Engstrom, C. (2016, November). Riffing about the organization communication curricula: Teaching bricolage and improvisation. National Communication Conference, Philadelphia, Pennsylvania.
- Wood, M., Engstrom, C., & McKinley, W. (2011, August). *Endings and visions of new beginnings: Does lay off increase entrepreneurial intent?* Academy of Management Conference, San Antonio, Texas.
- Engstrom, C. (2011, July). *(Ac)counting others' prosaic practices: Private eyes translating surveillance into 'billable time.'* European Group for Organization Studies Conference, Gothenburg, Sweden.
- Engstrom, C. (2011, April). *Rhetorical framing in inter-organizational conflicts: An analysis of the rhetorical situation of Radosti, et al., v. Envision EMI, LLC*, Central States Communication Association Conference, Milwaukee, Wisconsin
- Engstrom, C. (2010, April). *Shadowing practices: Means, motives, and opportunities*, Qualitative Research in Management and Organization Conference, Albuquerque, New Mexico.
- Engstrom, C. (2009, November). *Rhetorical criticism in institutional theory*, National Communication Association Annual Convention, Organizational Communication Division, Chicago, Illinois.
- Engstrom, C. (2009, November). *A visual ethnography of college life*, National Communication Association Annual Convention, Ethnography Division, Chicago, Illinois.
- Engstrom, C. (2009, August). *Rhetorical criticism as a method for examining cultural/discursive pressures on organizational form*, Academy of Management Annual Convention, Research Methods Division, Chicago, Illinois.
- Engstrom, C. (2008, November). *Doing "college life" through "alcohol talk": An ethnomethodologically oriented ethnography of communication (EM-EOC)*, National Communication Association Annual Convention, Ethnography Division, San Diego, California.
- Engstrom, C. (2008, November). *Sobering "binge discourse": A critical communication pedagogy response to student drinking on college campuses*, National Communication Association Annual Convention, Critical Cultural Studies Division, San Diego, California.
- Engstrom, C. (2008, November). *Possibilizing problem posing pedagogy: Towards a Freirian-Hayekian governmentality*, National Communication Association Annual Convention, Student Paper Division, San Diego, California.
- Engstrom, C. (2007, March). *(Auto)ethnography and self-reflexivity: Methods for intercultural communication training*. Southern States Communication Association Annual Convention, Intercultural Communication Division, Louisville, Kentucky
- Engstrom, C. (2006, April). *"Alcohol talk" as social glue: Students' referencing of alcohol in everyday speech*. Southern States Communication Association Annual Convention, Language and Social Interaction Division, Dallas, Texas. [**Top Four Paper**]

### ***Panel Papers/Presentations***

- Engstrom, C. (2016, March). *Experiences of time in organizations: A diary method study*. Qualitative Research in Management and Organizations, Albuquerque, NM.
- Engstrom, C. (2015, November). *The President's promise . . . Am I my brother's keeper? Exploring communication strategies, initiatives, and best practices for working with men of color at community colleges*, National Communication Association Annual Convention, Community College Division/Black Caucus, Chicago, IL.
- Engstrom, C. (2014, April). *Elevating our expectations: Strategies for promoting academic rigor in the classroom*, Central States Communication Association Annual Convention, Environmental Division, Minneapolis, Minnesota.
- Engstrom, C. (2014, April). "Breaking through rural resistance to sustainability: The rhetoric of material technologies and social change." Central States Communication Association Annual Convention, Environmental Division, Minneapolis, MN.
- Engstrom, C. (2013, November). *Introduction: Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting*, National Communication Association Annual Convention, Training and Development Division, Washington, D.C., November 2013. [**Top Training and Development Panel**]
- Engstrom, C., Nicholas C., & Warren, J. (2007, November). *Untitled*. National Communication Association Annual Convention, Language and Social Interaction Division, Chicago, Illinois
- Engstrom, C. (2006, November). "Doing" autoethnographic reflexivity as resistance: My (un)healthy body in an environment of hyper-excessive consumption. National Communication Association Annual Convention, Ethnography Division, San Antonio, Texas
- Engstrom, C. (2006, April). "Alcohol talk" in a college campus. Panel presentation, Southern States Communication Association Conference, Intercultural Communication Division, Dallas, Texas, April 2006.

### ***Panel Respondent***

- *Critique in Ethnography of Communication: Renewing the Dialogue*. National Communication Association Annual Convention, Language and Social Interaction Division, Chicago, Illinois, November 2007.
- *Bodies as sites: Making sense of lived experiences*. National Communication Association Annual Convention, Ethnography Division, San Antonio, Texas, November 2006.
- *Process as family value: 'Becoming' ethnographer and the epistemics of ethnography*, Southern States Communication Association Annual Convention, Intercultural Communication Division, Dallas, Texas, April 2006.

### ***Scholar-to-scholar Poster Session***

- Engstrom, C. (2008, November). *Promoting peace, yet sustaining conflict: A fantasy-theme analysis of Seeds of Peace publications*, National Communication Association Annual Convention, Peace & Conflict Division, San Diego, California.

### ***Panel Organizer***

- *The presence of qualitative communication trainers in unexpected contexts.* National Communication Association Annual Convention, Training and Development Division, Chicago, Illinois, forthcoming.
- *Advances in training and development.* National Communication Association Annual Convention, Training and Development Division, Chicago, Illinois, forthcoming.
- *Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting,* National Communication Association Annual Convention, Training and Development Division, Washington, D.C., November 2013. [Top Panel]
- *The politics of the taken-for-granted: Reflexive openings for negotiating cultural identities,* National Communication Association Annual Convention, Ethnography Division, Chicago, Illinois, November 2009.

## **RESEARCH AND CREATIVE ACTIVITY**

### ***Interests and Specialties***

- Organizational communication (CCO perspective); institutional theory; entrepreneurship; shadowing research; qualitative methodology

### ***Grants Received***

- 2014: “Microblogging as viable pedagogy: Using Tumblr and Twitter in/as the classroom.” *Elmhurst College Center for Scholarship and Teaching Faculty-Student Collaborative Research Grant.* Authored and awarded \$6000 to conduct summer research with student.
- 2014: Bidisciplinary course development grant. *Elmhurst College Center for Scholarship and Teaching.* Co-authored and awarded \$3000 to develop a hybrid COM/BUS documentary film course on corporate social responsibility.
- 2008: “Enhancing ethnography through technologies: A case for multiple graduate projects.” *Graduate Technology Grant, SIUC Graduate School.* Authored and was awarded \$3900 to purchase equipment for video/ethnographic research.
- 2003: *Exxon-Mobility Kazakhstan Development Fund.* Authored and was awarded \$2000 for a summer debate camp held in 2003 in the Altai Region, Kazakhstan.
- 2003: *Junior Achievement Kazakhstan.* Authored and was awarded \$1500 for the purchase of educational materials for local schools in Ridder, Kazakhstan.

### ***Grants Applied for***

- 2014: Bidisciplinary course development grant. *Elmhurst College Center for Scholarship and Teaching.* Co-authored proposal for \$3000 to develop a hybrid COM/ENG digital journalism course.
- 2014: Canvas/Instructure EdTech Grant. Submitted proposal for \$10,000 to build Tumblr API for Learning Management Systems. (Category: New models of content sharing.)
- 2009: “Prison Entrepreneurship Program: A Research Documentary about Eliminating Poverty after Parole.” *Social Equity Venture Fund (S.E.VEN).*

## **CONSULTING PROJECTS**

- *Owner, Sophisticated Communication Consulting.* Focus: Communication training.
- *Kendall Hunt Publishing.* Focus: Instructor ancillaries.
- *Sage Publishing.* Focus: Instructor material ancillaries.
- *Prison Entrepreneurship Program.* Focus: Business plan advising.

## **SELECT PRESENTATIONS & GUEST LECTURES**

- “Résumé Hacks,” Adult Services, Helen Plum Library, May 14, 2015.
- “Latest Trends in Résumés,” Adult Services, Helen Plum Library, April 10, 2014.
- “Unconventional Résumé Advice,” Brand U, Southern Illinois University Carbondale, March 31, 2014.
- Host, moderator, and introduction of Chris Hughes’s (Facebook co-founder and editor-in-chief of *The New Republic*) visit to Elmhurst College – “Brave New Media World.”
- “Improving your LinkedIn Profile,” Center for Professional Excellence, Elmhurst College, March 4, 2014.
- “Working for Justice in the Age of Mass Incarceration,” Black History Month, Southern Illinois University Carbondale, February 20, 2014.
- “Building Your Brand in Web 2.0/3.0 World,” Brand U, Southern Illinois University Carbondale, April 6, 2013.
- “Improving the Persuasiveness of Your Resume,” Adult Services, Helen Plum Library, February 21, 2013.
- “Job Search Strategies: Invention to Delivery,” Public Relations Case Studies and Campaigns (Class Meeting), Southern Illinois University Carbondale, March 21, 2012.
- “Writing and Publishing Portfolios and Resumes,” Public Relations Student Society of America, Southern Illinois University Carbondale, April 6, 2011.
- Graduate Seminar in Ethics and Social Justice in Education, 2 three-hour discussions on ethics and non-traditional research approaches, 2009.
- “Masculinity in a Bottle,” Progressive Masculinities Mentors, Southern Illinois University Carbondale, March 27, 2008

## **PROFESSIONAL SERVICE**

- Editorial board member, *Kaleidoscope: Graduate Journal of Qualitative Communication Research*
- Ad-hoc reviewer, *International Journal of Communication, Administrative Science Quarterly, International Journal of Qualitative Research in Organizations and Management, Journal of Media and Communication Studies*
- Reviewer, Academy of Management Conference (Entrepreneurship Division)
- Reviewer, National Communication Association Conference (Training & Development and Organizational Communication Divisions)

## **INSTITUTIONAL & COMMUNITY SERVICE**

- Founder and Faculty Advisor, C! Team (social media organization for department), 2012–2015
- Ad-hoc committees: Campus Book Store vendor selection, 2014
- Faculty Advisor, Student Government Association (Elmhurst), 2012–2014
- Resume consulting for unemployed professionals (various locations), 2012–current
- Progressive Masculinities Mentors (SIUC), Volunteer, 2007–2010

## **SELECTION OF HONORS AND AWARDS**

- Training and Development Division, Top Paper Panel, NCA Annual Convention, 2016.
- Top panel, *Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting*, NCA Annual Convention, 2013.
- Southern Illinois University Carbondale Dissertation Research Award Recipient, 2009–2010 (financial award)
- SIUC Department of Speech Communication “Excellence in Graduate Student Research/Creativity Award,” 2009
- Top paper, “*Alcohol talk*” as social glue: *Students’ referencing of alcohol in everyday speech*, SSCA Annual Conference, 2006

## **CONTINUING EDUCATION**

- 2016: Social Media Marketing Specialization (6-course certification). Northwestern University via Coursera
- 2016: Data Analysis & Visualization (2-courses). Delft University via EdX.
- 2014: Accounting Information Systems
- 2013: Intermediate Accounting II; Insight Summit Social Media Conference
- 2012: Intermediate Accounting I
- 2010, 2013: Gateway Entrepreneurship Conference on Design Thinking (St. Louis University)

## **PROFESSIONAL MEMBERSHIPS**

- National Communication Association
- Academy of Management
- European Group for Organization Studies
- Southern States Communication Association
- Association of Returned Peace Corps Volunteers

## **LANGUAGES**

- Russian ACTFL, Tested Intermediate-Advanced (now novice)

## REFERENCES

Courtney Miller, Associate Professor  
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