

Mike Nguyen

Trulaske College of Business, University of Missouri

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EDUCATION

Ph.D.	University of Missouri Major: Marketing Minor: Statistics Proposal Defended:	Columbia, MO	2023 (Expected)
MS	University of Missouri Econometrics	Columbia, MO	2021 (Expected)
MBA	University of Delaware Concentrations: Marketing Analytics, Corporate Finance	Newark, DE	2018-2019
B.B.A	Florida International University Majors: Marketing, International Business	Miami, FL	2016-2018 (Honor)

RESEARCH INTEREST

Conceptual	Brand Equity, Branding, Virality, Charisma
Substantive	User-Generated Content, Online Platform, Social Media, Advertising, Celebrity/Influencer Endorsement
Methodological	Meta-Analysis, Econometrics, Machine Learning, Text Mining, Game Theory, Bayesian Analysis, Network Analysis

INTERNET PRESENCE

[Personal Website](#)
[LinkedIn](#)
[ORCID](#)
[GitHub](#)
[Google Scholar](#)
[Publon](#)
[Research Gate](#)
[SSRN](#)

PUBLICATION

WORKING PAPERS

WORK IN PROCESS

DISSERTATION

- Chair:
- Committee Members:
 - A
 - B
- Essay 1:
- Essay 2:

CONFERENCE PRESENTATIONS

HONORS, AWARDS, AND GRANTS

University of Missouri

Raymond and Susan Chen Trulaske COB International Ph.D. Scholarship	2020-2021
E. Allen Slusher Graduate Scholarship	2019-2020
Teaching and Research Assistantship	2019-2023
Trulaske College of Business, Ph.D. Scholarship	2019-2023
Strategic Priority Scholarship	2019-2023
Summer Research Fellowship	2019-2023
Professional Development and Research Support	2019-2023

University of Delaware

Graduate Scholarship

2018-2019

Florida International University

Excellence in Global Learning Medallion

2018

FIU Leadership Excellence Medallion

2018

FIU The Honors College Medallion

2018

Hult Challenge FIU, 3rd place

2018

Barry-Rodger Hersker Marketing Scholarship

2016-2018

FIU Dean List

2016-2018

Presented at the FIU 19th Annual Dean's List Gala

2017

Ambassador Merit Scholarship

2016-2018

SKILLS

- Mathematical Programming: R, SAS, STATA, SPSS
- Computer Programming: Python, NetLogo, Gephi
- Database Management Programming: NEO4j, MongoDB
- Film: Final Cut Pro 10

CERTIFICATIONS

- Google Ads Certificate
- Bloomberg Certificate
- NEO4j Certificate

* All can be found on my [personal website](#)

COURSEWORK

MARKETING

- | | |
|--|-------------------|
| • Intro to Marketing Seminar | Lisa Scheer |
| • Marketing Strategy (B2B) | Lisa Scheer |
| • Marketing Strategy (B2C) | Detelina Marinova |
| • Advanced Research Methods in Marketing | Detelina Marinova |

ECONOMICS

- | | |
|--------------------------------|----------------|
| • Quantitative Economics | Saku Aura |
| • Introductory to Econometrics | Vitor Trindade |

	• Microeconomic Theory	Xinghe Wang
	• Applied Econometrics	Alyssa Carlson
	• Game Theory	Oksana Loginova
STATISTICS	• Statistical Software & Data Analysis	Suhwon Lee
	• Meta-Analysis	Jo-Ana D. Chase
	• Intro to Math Statistics	Teri Christiansen
	• Introduction to Probability Theory	Kangwon Seo
	• Data Analysis I	Erin Schliep
	• Bayesian Analysis	Sounak Chakraborty
PROGRAMING	• Text Mining	Edward Kwartler
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TEACHING INTEREST

TEACHING EXPERIENCE

WORK EXPERIENCE

University of Delaware

January 2019 – May 2019

Teaching Assistant

- Facilitated professor Bintong Chen in a graduate class -“Optimization and Spreadsheet Modeling.”
- Graded class assignments and managed all class materials on Canvas.
- Provided office hours to answer students’ questions and inquiries.

University of Delaware

August 2018 – December 2019

Research Assistant

- Facilitated tasks required by the principal investigator.
- Collected detailed quality ratings for automobiles sold in the United States from the Consumer Reports magazine – each issue contained about 250 automobiles with 16 dimensions per car ranging 5 previous years.
- Input, cleaned, and analyzed data for professor Hemant Kher’s research.

Revolution 93.5 Radio Station**August 2017 – June 2018****Promoter**

- Represented and promoted the radio station at 15+ Electronic Dance Music events.
- Maintained customer relationships through public events and social media.
- Developed new partnerships of the radio with various vendors, and sponsors for the radio station.

Grand Canyon University**January 2016- April 2016****Dual Enrollment Junior Advisor**

- Managed student accounts of high school students taking college-level classes.
- Facilitated transactions between students or parents and Grand Canyon University.
- Created and executing marketing plans to attract students in Phoenix, Arizona to enroll in the Dual Enrollment Program by analyzing data from 250 competitor programs in Arizona.

Grand Canyon University**November 2015- January 2016****Student Advisor Assistant**

- Managed communication between students, parents, and academic advisors.
- Performed troubleshooting search for students through the university portal.
- Created and delivered welcome packages for incoming students.

PROFESSIONAL AFFILIATIONS

Organizations	Member Since
• American Marketing Association (AMA)	2018
• National Society of Collegiate Scholars (NSCS)	2017
• Young Southeast Asian Leaders Initiative (YSEALI)	2015

SERVICE

HOBBIES/ PERSONAL

- Filming: Vlogging

REFERENCES

APPENDIX: ABSTRACTS OF DISSERTATION RESEARCH

Essay 1:

Essay 2: