

# Mike Nguyen

Trulaske College of Business, University of Missouri

Address: Room 417, Cornell hall, 700 Tiger Ave, Columbia, MO 65211

E-mail: [mikenguyen@mail.missouri.edu](mailto:mikenguyen@mail.missouri.edu)

Phone: (707) 724-1053

## EDUCATION

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

## RESEARCH INTEREST

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<b>Conceptual</b>	Brand Equity, Virality, Charisma
<b>Substantive</b>	Branding, Advertising, Online Platform
<b>Methodological</b>	Econometrics, Machine Learning, Causal Inference, Meta-Analysis

## WORK IN PROCESS

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**Mike Nguyen**, Detelina Marinova, “Brand Equity and Virality: The Bond between two Titans,” manuscript in preparation for submission

**Mike Nguyen**, “The Effect of Brand Equity on Brand Performance: A meta-analysis manuscript in preparation for submission

## CONFERENCE PRESENTATIONS

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**Nguyen, Mike** (2021) “Brand Equity and Virality: An Integrative Model,” *EMAC Annual Conference*, Madrid, Spain, May 25-28.

## CONFERENCE ATTENDANCE

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*2020 AMA Winter Academic Conference*, San Diego, CA, Feb 14-16, 2020

*9<sup>th</sup> AIM-AMA Sheth Foundation Doctoral Consortium*, Bangalore, India, Jun 25-30, 2021

*2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Philadelphia, PA, Dec 2-3, 2021

## HONORS, AWARDS, AND GRANTS

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### University of Missouri

Ph.D. Enhancement Fund Scholarship	2020
Summer Ph.D. Enhancement Scholarship	2020
Raymond and Susan Chen Trulaske COB International Ph.D. Scholarship	2020-2022
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
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**Florida International University**

Excellence in Global Learning Medallion	2018
FIU Leadership Excellence Medallion	2018
FIU The Honors College Medallion	2018
Hult Challenge FIU, 3 <sup>rd</sup> place	2018
Barry-Rodger Hersker Marketing Scholarship	2016-2018
FIU Dean List	2016-2018
Presented at the FIU 19 <sup>th</sup> Annual Dean's List Gala	2017
Ambassador Merit Scholarship	2016-2018

**SKILLS**

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<b>Programming Skills</b>	<b>Advanced Level</b>	<b>Intermediate Level</b>
Mathematical Programming	R	Mathematica, SAS, STATA, SPSS
Computer Programming	Python	NetLogo, Gephi
Database Management Programming	MongoDB	NEO4j

- Film: Final Cut Pro 10

**CERTIFICATIONS**

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- Google Ads Certificate
- Bloomberg Certificate
- NEO4j Certificate

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

**COURSEWORK**

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**MARKETING**

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

Marketing Models Seminar\*

Marketing Models Seminar

Consumer Behavior

Behavioral Research Seminar (Advertising/Branding)\*

Murali Mantrala

Sajeesh Sajeesh

Jessica Li

Rajeev Batra

## **STATISTICS**

Statistical Software & Data Analysis

Meta-Analysis

Mathematical Statistics

Probability Theory

Data Analysis I, II, III

Survival Analysis \*

Bayesian Analysis

## **ECONOMICS**

Quantitative Economics

Introductory to Econometrics

Microeconomic Theory

Intermediate Macroeconomics

Applied Econometrics

Game Theory

Matrix Theory \*

Advanced Research Methods\*

## **PROGRAMING**

Agent-Based Modeling\*

Text Mining

Analyzing Unstructured Data

## **COMMUNICATION**

Interpersonal Communication

Organizational Communication

**\* Audit**

## **TEACHING INTEREST**

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Brand Management

Marketing Research

Marketing Analytics

## **WORK EXPERIENCE**

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**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 from 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.

**PROFESSIONAL AFFILIATIONS**

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Organizations	Member Since
• American Marketing Association (AMA)	2018
• INFORMS Marketing Science	2020
• National Society of Collegiate Scholars (NSCS)	2017
• Young Southeast Asian Leaders Initiative (YSEALI)	2015

**HOBBIES/ PERSONAL**

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- Filming: Vlogging