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

Phone: (707) 724-1053

EDUCATION

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

RESEARCH INTEREST

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

INTERNET PRESENCE

Personal Website   LinkedIn   ORCID   GitHub

WORK IN PROCESS

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

Nguyen, Mike (2022) "Brand Equity Meta-Analysis," (presenter) *Mittelstaedt & Gentry Doctoral Symposium*, University of Nebraska-Lincoln, March 31 – April 2.

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

CONFERENCE ATTENDANCE

2022 Bass FORMS Conference, Dallas, TX, Mar 3-5, 2022

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

9th AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, India, Jun 25-30, 2021

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

HONORS, AWARDS, AND GRANTS

University of Missouri

Doctoral Fellow at the 2022 Mittelstaedt & Gentry Doctoral Symposium	2022
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

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

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

- Film: Final Cut Pro 10

CERTIFICATIONS

- Google Ads Certificate
- Bloomberg Certificate
- NEO4j Certificate

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

COURSEWORK

MARKETING	Instructor
Intro to Marketing Seminar	Lisa Scheer
Marketing Strategy (B2B)	Lisa Scheer
Marketing Strategy (B2C)	Detelina Marinova
Advanced Research Methods in Marketing	Detelina Marinova
Marketing Models Seminar **	Murali Mantrala
Marketing Models Seminar (NU)	Sajeesh Sajeesh
Marketing Models Seminar (WashU)	Baojun Jiang
Consumer Behavior (KU)	Jessica Li
Behavioral Research Seminar (Advertising/Branding)**(UMich)	Rajeev Batra
Marketing Mix Models (USC)	Sivaramakrishnan Siddarth
Strategic & Dynamic Models (USC)	Gerard Tellis
Measuring Business Behaviors and Structures ** (CWRU)	Jagdip Singh

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 I & II (Causal Inference) **
Econometric Theory II **
Advanced Topics in Econometrics II **

PROGRAMING

Agent-Based Modeling * (SFI)
Text Mining (GSERM)
Analyzing Unstructured Data (GSERM)

COMMUNICATION

Interpersonal Communication
Organizational Communication

*   **Formally Audit**

**   **Informally Audit**

TEACHING INTEREST

Brand Management   Marketing Research   Marketing Analytics

TEACHING EXPERIENCE

Marketing Research (Evaluation: 4.4/5)   Fall 2021

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 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

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

- Filming: Vlogging