

Mike Nguyen

Trulaske College of Business, University of Missouri

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EDUCATION

Ph.D.	University of Missouri Major: Marketing 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

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

CONFERENCE ATTENDANCE

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

9th 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

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
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FIU Leadership Excellence Medallion	2018
FIU The Honors College Medallion	2018
Hult Challenge FIU, 3 rd place	2018
Barry-Rodger Hersker Marketing Scholarship	2016-2018
FIU Dean List	2016-2018
Presented at the FIU 19 th 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	Sajeesh Sajeesh
Consumer Behavior	Jessica Li

Behavioral Research Seminar (Advertising/Branding)*

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

Brand Management

Marketing Research

Marketing Analytics

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