**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)

# 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 |
|  |  |
| **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](https://mikenguyen.netlify.app/about/)

# 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** | **ECONOMICS** |
| Statistical Software & Data Analysis | Quantitative Economics |
| Meta-Analysis | Introductory to Econometrics |
| Mathematical Statistics | Microeconomic Theory |
| Probability Theory | Intermediate Macroeconomics |
| Data Analysis I, II, III | Applied Econometrics |
| Survival Analysis \* | Game Theory |
| Bayesian Analysis | Matrix Theory \* |
|  | Advanced Research Methods\* |
|  |  |
| **PROGRAMING** | **COMMUNICATION** |
| Agent-Based Modeling\* | Interpersonal Communication |
| Text Mining | Organizational Communication |
| Analyzing Unstructured Data |  |

**\* 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