**Mike Nguyen**

Trulaske College of Business, University of Missouri

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# EDUCATION

|  |  |  |  |
| --- | --- | --- | --- |
| **Ph.D.** | **University of Missouri**  Major: Marketing  Minor: Statistics | 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 (Magna Cum Laude with Honor) | Miami, FL | 2016-2018 |

# 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, Bayesian Analysis, Network Analysis |

# INTERNET PRESENCE

[Personal Website](https://mikenguyen.netlify.app/) [LinkedIn](https://www.linkedin.com/in/mikenguyenbio/) [ORCID](https://orcid.org/0000-0002-3432-8595) [GitHub](https://github.com/mikenguyen13) [Google Scholar](https://scholar.google.com/citations?user=vDKbGioAAAAJ&hl=en)

[Publon](https://publons.com/researcher/2928438/mike-nguyen/) [Research Gate](https://www.researchgate.net/profile/Mike_Nguyen20) [SSRN](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=4424295)

# HONORS, AWARDS, AND GRANTS

|  |  |
| --- | --- |
| **University of Missouri** |  |
| Ph.D. Enhancement Fund Scholarship | 2020 |
| 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](https://mikenguyen.netlify.app/about/)

# 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 |
|  | * Data Analysis II |  |
|  | * Survival Analysis \* |  |
|  | * Bayesian Analysis | Sounak Chakraborty |
| **PROGRAMING** | * Text Mining | Edward Kwartler |
|  | * Analyzing Unstructured Data | Kunpeng Zhang |
| **OTHERS** | * Interpersonal Communication |  |
|  | * Organizational Communication |  |

**\* Audit**

# 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 |

# HOBBIES/ PERSONAL

* Filming: Vlogging