

FELIX NGUYEN

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EDUCATION

Emory University <i>PhD in Marketing</i>	Atlanta, GA Fall 2026
University of Wisconsin-Madison <i>Master of Science in Business Analytics</i> <i>MBA in Marketing Research</i>	Madison, WI 2020 2019
Foreign Trade University <i>BS Economics</i>	Ho Chi Minh City, Vietnam 2015

RESEARCH INTERESTS

Multimodal Machine Learning, Generative Models in Marketing, Influencer Economy, Applied Causal Inference, and Public Policy and Marketing.

PUBLICATIONS

Nguyen, An and Nguyen, Felix, *Innovation Cascades: Amazon Headquarter 2's Impact on AI Innovation Activities* (2024). PACIS 2024 Proceedings. 8.

RESEARCH PAPERS

“Unintended Consequences of Public Internet Access: The Case of LinkNYC”
With David Schweidel - *Invited to Resubmit at Marketing Science*

“Long-Term Effect of Mathematical Literacy on Consumer Behavior: Evidence from Curricular Reforms”
With David Schweidel - *Revising Manuscript for Submission*

“Content Novelty and User Engagement: A Representation Learning Approach”
With David Schweidel - *Revising Manuscript for Submission*

“Innovation Cascades: Amazon Headquarter 2's Impact on AI Innovation Activities”
With An Nguyen - *Published in short form at PACIS 2024, Full Manuscript in Preparation*

WORK IN PROGRESS

“Engagement Signal Obfuscation: Evidence from Instagram” - With David Schweidel
Preparing for submission

“Doctoring the Discourse: Platform's Expertise Signalling's Effect on Social Media's Engagement” - With An Nguyen & Arun Rai (Georgia State University)
Preparing for submission

CONFERENCE PRESENTATIONS & ATTENDANCES

Pacific Asia Conference on Information Systems <i>Innovation Cascades: Amazon Headquarter 2's Impact on Innovation Activities</i>	Ho Chi Minh City, Vietnam July 2024
AMA-Sheth Foundation Doctoral Consortium <i>Doctoral Fellow</i>	Manchester, UK June 2024
ISMS Marketing Science <i>Content Novelty and User Engagement: A Representation Learning Approach</i>	Miami, FL June 2023

SELECTED COURSEWORK

Methods :	Applied Microeconometrics
Microeconomic Theory I, II	Causal Inference
Econometrics I, II, III	Empirical Industrial Organization

Natural Language Processing
Machine Learning & Nonparametric
Advanced Deep Learning
Numerical Optimization
Dynamic Programming
Bayesian Methods
Social Network Analysis
Substantive:

PhD Seminar in Marketing Strategy
PhD Seminar in Quantitative Marketing
PhD Seminar in Consumer Behavior
PhD Seminar in Information Systems
PhD Seminar in Marketing Modeling (UW
Madison)
Advanced Labor Economics
Human AI Interaction

HONORS & AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellowship	2024
Emory Sheth Fellowship	2023
Goizueta Business School Doctoral Fellowship	2020-2026
Wisconsin School of Business Alumni Fellowship	2017-2019
Mobile Marketing Association SMARTIES Gold Award (Best CRM Innovation)	2017
American Chamber of Commerce Scholarship	2014
Vietnam National Informatics Olympiad - Gold Medal	2010

LANGUAGES

Computer: R, Stan, Python (PyTorch, Pyro & JAX), Julia,
JavaScript, SQL, Stata, MATLAB.
Human: Vietnamese, English.

TEACHING EXPERIENCE

Emory University Atlanta, GA

- Fall 2022, Spring 2023, 2024, Fall 2024: Teaching Assistant for QTM 220: Regression Analysis (Main Instructor for R Programming Labs).
- Spring 2022, Spring 2023: Teaching Assistant for Prof. David Schweidel - MKT 644: Market Analysis in Excel (MBA & Executive MBA).
- Fall 2023: Teaching Assistant for Prof. Joe Sutherland - QTM 385: Applied Data Analytics.

University of Wisconsin Madison Madison, WI

- Spring 2020: Teaching Assistant for Prof. Neeraj Arora, MKT 815 - Marketing Analytics (Undergraduate and MBA).
- Fall 2019: Teaching Assistant for Prof. Enno Siemsen, OTM 752 - Project Management (Full-time & Executive MBA).
- Fall 2018: Teaching Assistant for Prof. Erwan Quintin, GB 704 - Data to Decisions (MBA).

INDUSTRY EXPERIENCE

American Family Insurance	Madison, WI
<i>Innovation Strategy Intern</i>	May 2018 Aug 2018
FE Credit Financial Services	Vietnam
<i>Technical Product Manager</i>	Dec 2015 Jul 2017