

# Mike Nguyen

Marshall School of Business, University of Southern California

E-mail: [mike.nguyen@marshall.usc.edu](mailto:mike.nguyen@marshall.usc.edu)

Phone: (707) 724-1053

## EDUCATION

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<b>Postdoc</b>	<b>University of Southern California</b> Advisor: Gerard Tellis	Los Angeles, CA	2023-
<b>Ph.D.</b>	<b>University of Missouri</b> Major: Marketing (Strategy/Applied Modeling) Minor: Statistics Advisor: Detelina Marinova	Columbia, MO	2019-2023
<b>Visiting Scholar</b>	<b>University of Pittsburgh</b> Advisor: Vanitha Swaminathan	Pittsburgh, PA	2022
<b>MA</b>	<b>University of Missouri</b> Econometrics	Columbia, MO	2019-2021
<b>MBA</b>	<b>University of Delaware</b> Concentrations: Marketing Analytics, Corporate Finance	Newark, DE	2018-2019
<b>B.B.A</b>	<b>Florida International University</b> Majors: Marketing, International Business (Magna Cum Laude with Honor)	Miami, FL	2016-2018

## RESEARCH INTEREST

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<b>Conceptual</b>	Brand Equity, Virality, Charisma
<b>Substantive</b>	Branding, Advertising, Online Platform
<b>Methodological</b>	<a href="#">Econometrics</a> , <a href="#">Machine Learning</a> , <a href="#">Causal Inference</a> , <a href="#">Meta-Analysis</a>

## INTERNET PRESENCE

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<a href="#">Personal Website</a>	<a href="#">LinkedIn</a>	<a href="#">ORCID</a>	<a href="#">GitHub</a>	<a href="#">Google Scholar</a>
<a href="#">Publons</a>	<a href="#">Research Gate</a>	<a href="#">SSRN</a>		

## WORKING PAPERS

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**Mike Nguyen**, “The Effect of Brand Equity on Brand Performance: A meta-analysis,” reject and resubmit, *Journal of Marketing*.

**Mike Nguyen**, Mina Ameri, Vanitha Swaminathan, “Privacy and Personalization Tradeoff on Mobile Apps,” finalizing manuscript for *Journal of Marketing Research* in Summer 2023.

Xinran Wang, **Mike Nguyen**, “The Impact of Gender and Social Issues on Acquisition Outcome,” finalizing manuscript for *Strategic Management Journal*.

**Mike Nguyen**, Detelina Marinova, “Social Media Adoption Effect on Brand Performance,” finalizing manuscript for *Journal of Marketing Research* in Summer 2023 (job market paper).

## WORK IN PROCESS

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Zoe Li, **Mike Nguyen**, Detelina Marinova, “Information Security and Privacy Concerns Impact on Firm Performance,” data analysis in process.

**Mike Nguyen**, Hanwen Shi, Kunpeng Zhang, “Identifying Peer Firms Using Dynamic Network Characteristics,” data analysis in process

## CONFERENCE PRESENTATIONS

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**Nguyen, Mike**, Mina Ameri, Vanitha Swaminathan (2023) “Privacy And Personalization Trade-off: An Empirical Investigation In Healthcare Apps,” *ISMS Marketing Science Conference*, Miami, FL, June 7-10.

**Nguyen, Mike** (2023) (discussant) *Mittelstaedt & Gentry Doctoral Symposium*, University of Nebraska-Lincoln, March 30 – April 1.

**Nguyen, Mike** (2023) “Effect of Brand Equity on Brand Performance: A Meta-Analysis,” *AMA Winter Academic Conference*, Nashville, Tennessee, February 10-12.

**Nguyen, Mike**, and Lisa Scheer (2022) “Developing a Research Agenda for Social Media Use and Branding-building in B2B Firms,” (session chair) *ISBM Academic Conference*, University of Illinois, Chicago, August 10-11.

**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

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*2022 Marketing Dynamics Conference*, Atlanta, GA, Nov 10-12, 2022

*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

*9<sup>th</sup> 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

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### University of Missouri

Doctoral Fellow, ISMS Doctoral Consortium, University of Miami	2023
Doctoral Fellow, Marketing Strategy Consortium, UGA	2023
Doctoral Fellow, Mittelstaedt & Gentry Doctoral Symposium	2023
Outstanding Graduate Research Assistant Award	2022-2023
Professional Presentation Travel Scholarship (\$400)	2023
DocSIG Financial Support for Winter AMA 2023	2023
Mizzou Small Grant Award (\$1,000)	2022
Fellow, ISBM Ph.D. Student Camp	2022
Consortium Fellow, AMA-Sheth Foundation Doctoral Consortium	2022
Doctoral Fellow, 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
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### Florida International University

Excellence in Global Learning Medallion	2018
FIU Leadership Excellence Medallion	2018
FIU The Honors College Medallion	2018
Hult Challenge FIU, 3 <sup>rd</sup> place	2018
Barry-Rodger Hersker Marketing Scholarship	2016-2018

FIU Dean List  
 Presented at the FIU 19<sup>th</sup> Annual Dean's List Gala  
 Ambassador Merit Scholarship

2016-2018  
 2017  
 2016-2018

## SKILLS

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

- Film: Final Cut Pro 10

## CERTIFICATIONS

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- Google Ads Certificate
- Bloomberg Certificate
- NEO4j Certificate

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

## COURSEWORK

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### MARKETING

Intro to Marketing Seminar  
 Marketing Strategy in B2B  
 Marketing Strategy in B2C  
 Marketing Strategy (Pitt)  
 Advanced Research Methods in Marketing  
 Marketing Models Seminar (KU) \*\*  
 Marketing Models Seminar (NU)  
 Marketing Models Seminar (WashU)  
 Consumer Behavior (KU)  
 Behavioral Research Seminar (Advertising/Branding)\*\*(UMich)  
 Marketing Mix Models (USC)  
 Strategic & Dynamic Models (USC)  
 Bayesian Statistics \*\* (CMU)  
 Measuring Business Behaviors and Structures \*\* (CWRU)

Instructor  
 Lisa Scheer  
 Lisa Scheer  
 Detelina Marinova  
 Vanitha Swaminathan  
 Detelina Marinova  
 Murali Mantrala  
 Sajeesh Sajeesh  
 Baojun Jiang  
 Jessica Li  
 Rajeev Batra  
 Sivaramakrishnan Siddarth  
 Gerard Tellis  
 Alan Montgomery  
 Jagdip Singh

**STATISTICS**

Statistical Software & Data Analysis  
 Meta-Analysis  
 Mathematical Statistics  
 Probability Theory  
 Data Analysis I, II, III \*\*, IV \*\*  
 Survival Analysis \*  
 Bayesian Analysis  
 Foundations of Causal Inference \*\*  
 Modern Causal Inference \*\*

**PROGRAMMING**

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

\* **Formally Audit**

\*\* **Informally Audit**

**ECONOMICS**

Quantitative Economics  
 Introductory to Econometrics  
 Microeconomic Theory  
 Intermediate Macroeconomics  
 Applied Econometrics  
 Game Theory  
 Matrix Theory \*  
 Advanced Research Methods I & II \*\*  
 Econometric Theory II \*\*  
 Advanced Topics in Econometrics II \*\*

**COMMUNICATION**

Interpersonal Communication  
 Organizational Communication

**ACADEMIC EMPLOYMENT**

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Lecturer	University of Pittsburgh	2022
Lecturer	University of Missouri	2021-2023

**TEACHING INTEREST**

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Marketing Analytics	Marketing Research	Brand Management
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**TEACHING EXPERIENCE**

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Courses	Terms	Evaluations
Marketing Research	Spring 2023	4.5/5
Marketing Research	Spring 2023	3.9/5
Brand Management	Fall 2022	4.0/5
Marketing Research	Spring 2022	4.0/5
Marketing Research	Fall 2021	4.4/5

**MEDIA MENTIONS AND POPULAR PRESS**

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Nguyen, Mike and Bhattacharjya, Anuja “Is Acai Your Next Miracle Weight-Loss Berry? Analyzing the Impact of Deceptive Claims Made by Fake News Ads on Consumers,” Journal of Marketing Research Scholarly Insights, November 23, 2022. [\[Article\]](#)

## WORK EXPERIENCE

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### 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

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### 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 |

## **SERVICE**

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Reviewer for the 2023 AMA Winter Academic Conference