

Mike Nguyen

Marshall School of Business, University of Southern California

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EDUCATION

Postdoc	University of Southern California Advisor: Gerard Tellis	Los Angeles, CA	2023-
Ph.D.	University of Missouri Major: Marketing (Strategy/Applied Modeling) Minor: Statistics Advisor: Detelina Marinova Dissertation: Effect of Social Media Adoption on Firm Performance	Columbia, MO	2019-2023
Visiting Scholar	University of Pittsburgh Advisor: Vanitha Swaminathan	Pittsburgh, PA	2022
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

WORKING PAPERS

Mike Nguyen, Gerard Tellis, “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.

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

Zoe Li, Detelina Marinova, **Mike Nguyen**, “Customer-voiced Data-vulnerability in Service Interactions,” data analysis in process.

CONFERENCE PRESENTATIONS

Nguyen, Mike, Mina Ameri, and 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 PROCEEDINGS

Zoe Li, Detelina Marinova, **Mike Nguyen**, and Steve Samaha (2023) “Customer-voiced Data-vulnerability in Service Interactions,” *AMA Summer Academic Conference*, San Francisco, California, August 04-06.

CONFERENCE ATTENDANCE

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

9th 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

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

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

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Mathematica, SAS, STATA, SPSS

Computer Programming

Python

NetLogo, Gephi, Bash (HPC)

Database Management

MongoDB

NEO4j

Programming

- Film: Final Cut Pro 10

CERTIFICATIONS

- Google Ads Certificate
- Bloomberg Certificate
- NEO4j Certificate

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

COURSEWORK

MARKETING

Intro to Marketing Seminar

Instructor

Marketing Strategy in B2B

Lisa Scheer

Marketing Strategy in B2C

Lisa Scheer

Marketing Strategy (Pitt)

Detelina Marinova

Advanced Research Methods in Marketing

Vanitha Swaminathan

Marketing Models Seminar (KU) **

Detelina Marinova

Marketing Models Seminar (NU)

Murali Mantrala

Sajeesh Sajeesh

Marketing Models Seminar (WashU)	Baojun Jiang
Consumer Behavior (KU)	Jessica Li
Behavioral Research Seminar (Advertising/Branding)**(UMich)	Rajeev Batra
Marketing Mix Models (USC)	Sivaramakrishnan Siddarth
Strategic & Dynamic Models (USC)	Gerard Tellis
Bayesian Statistics ** (CMU)	Alan Montgomery
Measuring Business Behaviors and Structures ** (CWRU)	Jagdeep 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 (GSER)M)
 Analyzing Unstructured Data (GSER)M)

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

* **Formally Audit**

** **Informally Audit**

ACADEMIC EMPLOYMENT

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

TEACHING INTEREST

Marketing Analytics	Marketing Research	Brand Management
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TEACHING EXPERIENCE

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

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

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

SERVICE

Reviewer for the 2023 AMA Winter Academic Conference