

# Mike Nguyen

Marshall School of Business, University of Southern California

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

## 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 Dissertation: Effect of Social Media Platform Adoption on Brand Performance	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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[Personal Website](#)   [LinkedIn](#)   [ORCID](#)   [GitHub](#)   [Google Scholar](#)

## WORKING PAPERS

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**Mike Nguyen**, Gerard Tellis, “The Effect of Brand Equity on Brand Performance: A Meta-Analysis,” resubmitted after revise and resubmit decision, *Journal of Marketing*.

**Mike Nguyen**, Detelina Marinova, “Social Media Adoption Effect on Brand Performance,” manuscript to be submitted to *Journal of Marketing Research*, Fall 2023 (**Job Market Paper**).

**Mike Nguyen**, Mina Ameri, Vanitha Swaminathan, “Privacy and Personalization Tradeoff on Mobile Apps,” manuscript to be submitted to *Journal of Marketing Research*, Fall 2023.

**Mike Nguyen**, Hanwen Shi, Kunpeng Zhang, “Identifying Peer Firms Using Dynamic Network Characteristics,” manuscript to be submitted to *Journal of Marketing Special Issue (Marketing Impact with Research-Driven Apps)*, Fall 2023.

Xinran Wang, **Mike Nguyen**, “The Impact of Gender and Social Issues on Acquisition Outcome,” manuscript to be submitted to *Strategic Management Journal*, Fall 2023.

## WORK IN PROCESS

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

Frank Lin, **Mike Nguyen**, “From Fad to Fundamental: Assessing the Sustainability of B-Corps,” data analysis in process.

**Mike Nguyen**, “Can we trust causal inference in marketing?” data collection in process

## CONFERENCE PRESENTATIONS

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**Nguyen, Mike**, Mina Ameri, and Vanitha Swaminathan (2023) “Privacy And Personalization Tradeoff: 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

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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.

**Mike Nguyen**, Mina Ameri\*, and Vanitha Swaminathan (2023) “Privacy and Personalization Tradeoff: An Empirical Investigation in Healthcare Apps Content,” *Digital Marketing and eCommerce Conference*, Barcelona, Spain, June 28-29.

\* Presenter

## 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	2016-2018
Presented at the FIU 19 <sup>th</sup> Annual Dean's List Gala	2017
Ambassador Merit Scholarship	2016-2018

**SKILLS**

<b>Programming Skills</b>	<b>Advanced Level</b>	<b>Intermediate Level</b>
Mathematical Programming	R	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

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### MARKETING

Intro to Marketing Seminar	Instructor Lisa Scheer
Marketing Strategy in B2B	Lisa Scheer
Marketing Strategy in B2C	Detelina Marinova
Marketing Strategy (Pitt)	Vanitha Swaminathan
Advanced Research Methods in Marketing	Detelina Marinova
Marketing Models Seminar (KU) **	Murali Mantrala
Marketing Models Seminar (NU)	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 \*\*

### 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 \*\*  
 Industrial Organization

### PROGRAMMING

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

### COMMUNICATION

Interpersonal Communication  
 Organizational Communication

\* **Formally Audit**

\*\* **Informally Audit**

## ACADEMIC EMPLOYMENT

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Teaching Assistant	University of Southern California	2023-2024
Lecturer	University of Pittsburgh	2022
Lecturer	University of Missouri	2021-2023

## TEACHING INTEREST

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Marketing Analytics	Marketing Research
Brand Management	Social Media and Advertising

## 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

Coordinator for the 2024 Artificial Intelligence in Management Conference at USC