**Mike Nguyen**

Marshall School of Business, University of Southern California

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

# 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](https://bookdown.org/mike/data_analysis/linear-regression.html), [Machine Learning](https://bookdown.org/mike/advanced_data_analysis/), [Causal Inference](https://bookdown.org/mike/data_analysis/causal-inference.html), [Meta-Analysis](https://bookdown.org/mike/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 | R | Mathematica, SAS, STATA, SPSS |
| Computer Programming | Python | NetLogo, Gephi, Bash (HPC) |
| Database Management Programming | MongoDB | NEO4j |

* 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** | Instructor |
| Intro to Marketing Seminar | 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) | Jagdip Singh |

|  |  |
| --- | --- |
| **STATISTICS** | **ECONOMICS** |
| Statistical Software & Data Analysis | Quantitative Economics |
| Meta-Analysis | Introductory to Econometrics |
| Mathematical Statistics | Microeconomic Theory |
| Probability Theory | Intermediate Macroeconomics |
| Data Analysis I, II, III \*\*, IV \*\* | Applied Econometrics |
| Survival Analysis \* | Game Theory |
| Bayesian Analysis | Matrix Theory \* |
| Foundations of Causal Inference \*\* | Advanced Research Methods I & II \*\* |
| Modern Causal Inference \*\* | Econometric Theory II \*\* |
|  | Advanced Topics in Econometrics II \*\* |
|  |  |
| **PROGRAMMING** | **COMMUNICATION** |
| Agent-Based Modeling \* (SFI) | Interpersonal Communication |
| Text Mining (GSERM) | Organizational Communication |
| Analyzing Unstructured Data (GSERM) |  |

**\* 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

# 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]](https://www.ama.org/2022/11/23/is-acai-your-next-miracle-weight-loss-berry-analyzing-the-impact-of-deceptive-claims-made-by-fake-news-ads-on-consumers/)

# 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