

Mike Nguyen

Trulaske College of Business, University of Missouri

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EDUCATION

Ph.D.	University of Missouri Major: Marketing Minor: Statistics Proposal Defended:	Columbia, MO	2023 (Expected)
MS	University of Missouri Econometrics	Columbia, MO	2021 (Expected)
MBA	University of Delaware Concentrations: Marketing Analytics, Corporate Finance	Newark, DE	2018-2019
B.B.A	Florida International University Majors: Marketing, International Business	Miami, FL	2016-2018 (Honor)

RESEARCH INTEREST

Conceptual	Brand Equity, Branding, Virality, Charisma
Substantive	User-Generated Content, Online Platform, Social Media, Advertising, Celebrity/Influencer Endorsement
Methodological	Meta-Analysis, Econometrics, Machine Learning, Text Mining, Game Theory, Bayesian Analysis, Network Analysis

INTERNET PRESENCE

[Personal Website](#)[LinkedIn](#)[ORCID](#)[GitHub](#)[Google Scholar](#)[Publon](#)[Research Gate](#)[SSRN](#)

HONORS, AWARDS, AND GRANTS

University of Missouri

Raymond and Susan Chen Trulaske COB International Ph.D. Scholarship	2020-2021
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 rd place	2018
Barry-Rodger Hersker Marketing Scholarship	2016-2018
FIU Dean List	2016-2018
Presented at the FIU 19 th Annual Dean's List Gala	2017
Ambassador Merit Scholarship	2016-2018

SKILLS

- Mathematical Programming: R, SAS, STATA, SPSS
- Computer Programming: Python, NetLogo, Gephi
- Database Management Programming: NEO4j, MongoDB
- 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	Lisa Scheer
	• Marketing Strategy (B2B)	Lisa Scheer
	• Marketing Strategy (B2C)	Detelina Marinova
	• Advanced Research Methods in Marketing	Detelina Marinova
ECONOMICS	• Quantitative Economics	Saku Aura
	• Introductory to Econometrics	Vitor Trindade
	• Microeconomic Theory	Xinghe Wang
	• Applied Econometrics	Alyssa Carlson
	• Game Theory	Oksana Loginova
STATISTICS	• Statistical Software & Data Analysis	Suhwon Lee
	• Meta-Analysis	Jo-Ana D. Chase
	• Intro to Math Statistics	Teri Christiansen
	• Introduction to Probability Theory	Kangwon Seo
	• Data Analysis I	Erin Schliep
	• Bayesian Analysis	Sounak Chakraborty
PROGRAMING	• Text Mining	Edward Kwartler
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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 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.

Grand Canyon University

January 2016- April 2016

Dual Enrollment Junior Advisor

- Managed student accounts of high school students taking college-level classes.
- Facilitated transactions between students or parents and Grand Canyon University.
- Created and executing marketing plans to attract students in Phoenix, Arizona to enroll in the Dual Enrollment Program by analyzing data from 250 competitor programs in Arizona.

Grand Canyon University

November 2015- January 2016

Student Advisor Assistant

- Managed communication between students, parents, and academic advisors.
- Performed troubleshooting search for students through the university portal.
- Created and delivered welcome packages for incoming students.

PROFESSIONAL AFFILIATIONS

Organizations

Member Since

- | | |
|---|------|
| • American Marketing Association (AMA) | 2018 |
| • National Society of Collegiate Scholars (NSCS) | 2017 |
| • Young Southeast Asian Leaders Initiative (YSEALI) | 2015 |

HOBBIES/ PERSONAL

- Filming: Vlogging