

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 | 2019-2023 (Expected) |
| MS | 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, Branding, Virality, Charisma |
| Substantive | User-Generated Content, Online Platform, Social Media, Advertising, Celebrity/Influencer Endorsement |
| Methodological | Econometrics, Machine Learning, Text Mining, Bayesian Analysis, Meta-Analysis, Network Analysis |

CONFERENCE PRESENTATIONS

Nguyen, Mike (2021) “Brand Equity and Virality: An Integrative Model,” *EMAC Annual Conference*, Madrid, Spain, May 25-28.

CONFERENCE ATTENDANCE

2020 AMA Winter Academic Conference, San Diego, CA, Feb 14-16

9th AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, India, June 25-30, 2021

HONORS, AWARDS, AND GRANTS

University of Missouri

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| Ph.D. Enhancement Fund Scholarship | 2020 |
| Summer Ph.D. Enhancement Scholarship | 2020 |
| 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

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| Graduate Scholarship | 2018-2019 |
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Florida International University

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| 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

COURSEWORK

MARKETING

Intro to Marketing Seminar

Marketing Strategy (B2B)

Marketing Strategy (B2C)

Advanced Research Methods in Marketing

Marketing Models*

Instructor

Lisa Scheer

Lisa Scheer

Detelina Marinova

Detelina Marinova

Murali Mantrala

STATISTICS

Statistical Software & Data Analysis

Meta-Analysis

Mathematical Statistics

Probability Theory

Data Analysis I, II, III

Survival Analysis *

Bayesian Analysis

ECONOMICS

Quantitative Economics

Introductory to Econometrics

Microeconomic Theory

Intermediate Macroeconomics

Applied Econometrics

Game Theory

Matrix Theory *

PROGRAMING

Agent-Based Modeling

Text Mining

Analyzing Unstructured Data

COMMUNICATION

Interpersonal Communication

Organizational Communication

* **Audit**

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 |
| • National Society of Collegiate Scholars (NSCS) | 2017 |
| • Young Southeast Asian Leaders Initiative (YSEALI) | 2015 |