

# Hang Nguyen

Department of Marketing, Eli Broad College of Business,  
Michigan State University  
N306 North Business Complex, 632 Bogue Street, East Lansing, MI 48824  
Phone: (517) 432-6465, Fax: (517) 432-1112  
Email: nguyenh@bus.msu.edu

## EMPLOYMENT

---

Assistant Professor of Marketing Eli Broad College of Business, Michigan State University	August 2013-Present
--	---------------------

## EDUCATION

---

Ph.D., Marketing School of Business, University of Connecticut <i>Dissertation: Three Essays on the Financial Impacts of Branding and Alliance Strategies</i> Chair: Dr. William T. Ross, Jr.	2013
Master in Survey Research University of Connecticut	2008
Master of Business Administration Shidler College of Business, University of Hawaii at Manoa	2004
Bachelor of Foreign Language—English National Foreign Language University	1998
Bachelor of Economic Laws Hanoi Law University	1997

## HONORS AND AWARDS

---

UConn School of Business *Hall of Fame Award*, 2013  
*Best Paper Award*, Marketing Communications and Branding Track, Winter AMA Conference, 2012  
ING *Global Research Fellowship*, 2012  
*Doctoral Dissertation Competition Finalist*, Institute for the Study of Business Markets, Pennsylvania State University, 2012  
UConn School of Business *Scholar Award*, 2011  
UConn Marketing Department *Scholar Awards*, 2010, 2011, 2012  
UConn School of Business *Teaching Award*, 2012  
UConn Marketing Department *Teaching Awards*, 2011, 2012  
UConn *Pre-doctoral Fellowship*, 2011, 2012  
AMA Sheth Doctoral Consortium, Washington University, Seattle, Washington, 2012  
*W. I. A. Lewis Fellowship Award* for Excellency and Promise in Public Opinion Research, 2008  
Roper Center Graduate Assistantship for MSR study, 2007-2008  
Government Scholarship for MBA study, 2003-2004  
Hanoi Law University Scholarship for Outstanding Students, 1992-1997

## RESEARCH INTERESTS

---

Brand and Product Management  
Strategic Relationships  
Marketing-Finance Interface

## PUBLICATIONS

---

Spiggle, Susan, **Hang Nguyen** and Mary Caravella (2012), “*More than Fit: Brand Extension Authenticity*,” *Journal of Marketing Research*, vol. 49 (6), pp. 967-983.

## SELECTED RESEARCH IN PROGRESS

---

**Nguyen, Hang**, William T. Ross Jr., Hieu Phan and Joseph Pancras, “*Disentangling the Financial Impacts of Brand Alliances*” – Under review at *Journal of Marketing*.

**Nguyen, Hang** and William T. Ross Jr., “*M&A Choices and Their Financial Consequences: The Role of Strategic Alliances and Uncertainty*” – Manuscript in preparation to submit to *Journal of Marketing*.

**Nguyen, Hang**, “*Quantifying the Financial Impacts of Brand Knowledge, Brand Affect and Brand Trust*” – Manuscript in preparation to submit to *Journal of Marketing Research*.

**Nguyen, Hang**, Kunter Gunasti and Robin A. Coulter, “*Brand Cues of Authenticity: Consumer Responses Across Consumption Stages*” – Manuscript in preparation to submit to *Journal of Marketing Research*.

## CONFERENCE PROCEEDINGS AND PRESENTATIONS

---

**Nguyen, Hang**, William T. Ross Jr. (2012), “Strategic Alliances and Uncertainty in Acquisition Choice and Value Creation,” *Special Session, the 2012 American Marketing Association Summer Educator’s Conference*, Chicago, IL.

**Nguyen, Hang**, Kunter Gunasti, Robin Coulter (2012), “Brand Signals of Authenticity: From Conscious to Non-Conscious Effects,” *Proceedings of the American Marketing Association Winter Educator’s Conference*, vol. 23, eds. John Stuart Hulland and Sundar Bharadwaj, St. Petersburg, FL. — *Best Paper Award for the Marketing Communications and Branding Track*.

**Nguyen, Hang**, William T. Ross Jr. (2012), “Relationship Complexity and Uncertainty in M&A Selection and Value Creation,” *Proceedings of the American Marketing Association Winter Educator’s Conference*, vol. 23, eds. John S. Hulland and Sundar Bharadwaj, St. Petersburg, FL.

**Nguyen, Hang** (2012), “*M&A Choices and Their Financial Consequences: The Role of Strategic Alliances and Uncertainty*,” *U21 Doctoral Research Conference in Business*, Hartford, Connecticut.

**Nguyen, Hang**, Kunter Gunasti (2011), “*Authenticity is in the Eye of the Beholder: From Changes in Attitudes and Preferences to Placebo Effects*,” *Advances in Consumer Research*, vol. 38, eds. Rohini Ahluwalia, Tanya L. Chartrand and Rebecca K. Ratner, St. Louis, MO: Association for Consumer Research.

**Nguyen, Hang**, William T. Ross Jr., Joseph Pancras (2011), “*Marketing Alliances, Brand Equity and Firm Value: The Differential Effects of Co-branding versus Joint Promotion*,” *Proceedings of the Marketing Strategy Meets Wall Street II Conference*, Boston, MA.

**Nguyen, Hang** and Hieu Phan (2011), "Marketing Alliances, Brand Equity and Firm Value: The Differential Impacts of Co-branding and Joint Promotion," *Proceedings of the American Marketing Association Winter Educator's Conference*, vol. 22, eds. Raji Srinivasan and Leigh McAlister, Austin, TX.

Spiggle, Susan, **Hang Nguyen**, Mary Caravella (2010), "The Authenticity of Brand Extensions: A Complementary Construct to Fit," *Proceedings of the American Marketing Association Summer Educator's Conference*, vol. 21, eds. Robin Coulter and Easwar Iyer, Boston, MA.

## TEACHING EXPERIENCE

---

<i>Courses Taught:</i>	Product Innovation and Management Strategic Brand Management Introduction to Marketing Management
<i>Teaching Assistant:</i>	Marketing Research

## INDUSTRY EXPERIENCE

---

<b>New Product Research Analyst</b>	2008
-------------------------------------	------

*AFFINNOVA Inc., Waltham, Massachusetts*

- Worked with state-of the art data collection, analysis, and visualization strategies for product and service optimization and customer segmentation.
- Conducted multivariate analysis, including linear, logistic, and latent class regressions to measure choice drivers of products and services.
- Performed cluster analysis to select top product concepts among concept population created by the IDDEA technology.
- Collaborated with project managers, sales and product managers to identify business initiatives and solve business problems.

<b>Research Assistant</b>	2007- 2008
---------------------------	------------

*Roper Center for Public Opinion Research, Storrs, Connecticut*

- Involved in quantitative data analysis for research on socio-economic and political issues.

<b>Market Research Analyst</b>	2004-2005
--------------------------------	-----------

*Business Development Project -GM DAEWOO Motor, Hanoi, Vietnam*

- Processed and analyzed primary and secondary data, created perceptual maps, conducted conjoint analysis to predict market demand and share of various car models.
- Identified target segments, positioning strategy, and product portfolio for the company's 2006 - 2010 Strategic Business Plan.

<b>Foreign Direct Investment Expert</b>	1998-2003
---	-----------

*Ministry of Planning and Investment, Hanoi, Vietnam*

- Conducted research on foreign investment trends, potential investors, and domestic and regional investment opportunities.
- Provided investment advice for foreign investors who wanted to invest in Vietnam.
- Recognized for substantial contribution as a project manager to the success of the two nationwide investment promotion projects to facilitate U.S. and Germany investment in Vietnam from 1998-2002.

**Business Consultant**

1997-1998

*PCS International Inc., Hanoi, Vietnam*

- Participated in research projects to develop and launch new products, identify target customers, forecast market demand, measure customer satisfaction and brand equity for business clients in consumer package goods, financial and insurance industries.

**PROFESSIONAL AFFILIATIONS**

---

- American Marketing Association (AMA)