

Hang Nguyen

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EMPLOYMENT

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

Best Paper Award, Brand Management Track, 2014 Winter AMA Conference.
UConn School of Business Hall of Fame Award, 2013
Best Paper Award, Marketing Communications and Branding Track, 2012 Winter AMA Conference.
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*” – Invited revision at *Journal of Marketing*.

Nguyen, Hang, William T. Ross Jr., and Joseph Golec, “*Do Strategic Alliances Pay Off When an Acquirer Decides to Buy Its Partner Rather than a Stranger?*” – Invited revision at *Organization Science*.

Hieu Phan and **Nguyen, Hang**, “*Industry Pay Gap and CEO Opportunistic Risk Taking: Evidence from Mergers and Acquisitions*,” –Under review at *Management Science*.

Nguyen, Hang, William T. Ross Jr., and Roger J. Calantone “*Capturing Consumer Minds and Hearts: How Brands Create Shareholder Value*” – Under review at *Journal of Academy of Marketing Science*.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Nguyen, Hang, Malika Chaudhuri, Roger J. Calantone (2015), “*From Preannouncement to New Product Success: The Role of Online Customer Engagement*,” Proceedings of the 37th ISMS Marketing Science Conference, Baltimore, MD.

Nguyen, Hang, William T. Ross, Jr. (2014), “The Financial Impacts of Brand Knowledge, Affect and Trust on Firm Value,” *Proceedings of the American Marketing Association Winter Educator’s Conference*, vol. 25, eds. Gary Hunter and Tom Steenburgh, Orlando, FL. — *Best Paper Award of the Brand Management Track*.

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

Michigan State University, Eli Broad College of Business

Brand Insight (MBA) – most recent student evaluation: 4.55/5

Brand Strategy (MBA) – most recent student evaluation: 4.73/5

Product Innovation Management (undergraduate)

Product Design and Development (undergraduate)

University of Connecticut, School of Business

Strategic Brand Management (undergraduate)

Marketing Management (undergraduate)

INDUSTRY EXPERIENCE

Consulting Projects

The Skittles Project, Wrigley's Inc., Chicago, Illinois

2015

- Led four teams of Broad College's MBA students to conduct market research and develop branding strategies for Skittles to increase household penetration in the US and four international markets, including Brazil, Russia, India and Nigeria.

New Product Research Analyst

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.

Research Assistant

2007- 2008

Roper Center for Public Opinion Research, Storrs, Connecticut

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

Market Research Analyst

2004-2005

Business Development Project -GM DAEWOO Motor, Hanoi, Vietnam

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

Foreign Direct Investment Expert

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)

SOFTWARE

- Microsoft Office (Word, Access, Excel, PowerPoint, Project)
- SAS, Stata, SPSS, Mplus, AMOS, HLM