

# Hang Nguyen

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Michigan State University  
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## EMPLOYMENT

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

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Ph.D. in Business Administration (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 Economic Laws Hanoi Law University	1997

## HONORS AND AWARDS

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### Research

- *Best Paper Award*, Brand Management Track, 2014 AMA Winter Educators' Conference
- *Best Paper Award*, Marketing Communications and Branding Track, 2012 AMA Winter Educators' Conference
- *Doctoral Dissertation Competition Finalist*, Institute for the Study of Business Markets, Pennsylvania State University, 2013
- *Hall of Fame Award*, University of Connecticut, 2013
- *ING Global Research Fellowship*, 2012
- *Outstanding Scholar Award*, University of Connecticut, School of Business, 2011
- *Pre-doctoral Fellowships*, University of Connecticut, School of Business, 2011, 2012
- *W. I. A. Lewis Fellowship Award* for Excellence and Promise in Public Opinion Research, 2008

### Teaching and Others

- *MBA Faculty Teaching Award*, Department of Marketing, Michigan State University, 2014-2015
- *2015 Broad Integrative Fellowship*, Michigan State University
- *Outstanding Doctoral Student Teaching Award*, UConn School of Business, 2011-2012
- *AMA Sheth Doctoral Consortium*, Washington University, Seattle, Washington, 2012
- Faculty adviser for one of the seven outstanding innovation projects that demonstrate promise for changing people's lives by the *Smithsonian Institution*.

## RESEARCH INTERESTS

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Brand Strategies (alliance, acquisition, extension, portfolio management)  
Social Media Engagement (eWOM, social media influencers)  
Financial Impacts of Marketing Strategies and Assets  
Open Innovation

## REFEREED JOURNAL ARTICLES (\*)

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Spiggle, Susan, Hang Nguyen, and Mary Caravella (2012), "More than Fit: Brand Extension Authenticity," *Journal of Marketing Research*, Vol. 49 (December), pp. 967-983. (\*)

Phan, Hieu, Thuy Simpson, and Hang Nguyen (2017) "Tournament-Based Incentives, Corporate Cash Holdings, and the Value of Cash," *Journal of Financial and Quantitative Analysis*, Vol. 52(4), pp. 1519-1550. (\*)  
Reprinted on **Columbia Law School's** Blog on Corporations and the Capital Markets

Nguyen, Hang, Yufei Zhang, and Roger Calantone, "Brand Portfolio Coherence: Scale Development and Empirical Examination," – Conditionally accepted to publish in *International Journal of Research in Marketing*.

## BOOK CHAPTERS

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Calantone, Roger and Hang Nguyen (2017), "Open Innovation in the Brand Management Context" *Handbook of Research in New Product Development*, Ed. Peter N. Golder.

## MANUSCRIPTS UNDER REVIEW AND REVISION

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Nguyen, Hang, William T. Ross Jr., Joseph Pancras, and Hieu Phan, "How Brand Alliances Create Value: The Role of Market-based Resource Imbalance and Interdependence" – Revising to Resubmit to the *Journal of Marketing*.

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

Nguyen, Hang, William T. Ross, Jr., and Roger Calantone, "How do Brand Knowledge and Brand Love Transmute to Shareholder Value?" – Invited for revision at the *Journal of Marketing*.

Nguyen, Hang, Roger Calantone, Ranjani Krishnan "Influence of Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," – Under review at *Management Science*.

## SELECTED WORKING PAPERS

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Kirca, Ahmet, Roger Calantone, Hang Nguyen, and Linlin Chai "Market-based Assets and Shareholder Value: A Meta-Analysis", finalizing the manuscript to submit to the *Journal of the Academy of Marketing Science*.

Nguyen, Hang, Douglas E. Hughes, and Yufei Zhang "Brand Evangelists: A Powerful Brand Choice Influencer," finalizing the manuscript to submit to the *Journal of Marketing Research*.

Sardashti, Hanieh, Hang Nguyen, and Roger Calantone, "Using Executive Pay to Build Stronger Brands and Enhance Firm Performance" – finalizing the manuscript to submit to the *Journal of Marketing*.

Nguyen, Hang, Malika Chaudhuri, and Clay Voorhees "Making New Products Go Viral and Succeed," finalizing the manuscript to submit to *International Journal of Research in Marketing*.

#### CONFERENCE PROCEEDINGS AND PRESENTATIONS (\* REFERRED)

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Nguyen, Hang, Roger Calantone, Ranjani Krishnan (2018) "Influence of Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," *Proceedings of the American Marketing Association Winter Educator's Conference*, New Orleans, LA. (\*)

Sardashti, Hanieh, Hang Nguyen, Roger Calantone (2017), "How to Pay Your Executives to Build Strong Brands," *Proceedings of the 38th ISMS Marketing Science Conference*, Los Angeles, CA. (\*)

Chaudhuri, Malika and Hang Nguyen (2017), "The Role of Social Media in IPO Valuation," *Proceedings of the 38th ISMS Marketing Science Conference*, Los Angeles, CA. (\*)

Nguyen, Hang, Douglas E. Hughes, and Yufei Zhang (2017), "Brand Evangelists: Powerful Brand Influencers," *Proceedings of the American Marketing Association Winter Educator's Conference*, Orlando, FL. (\*)

Nguyen, Hang, Malika Chaudhuri, and Clay Voorhees (2017), "From Preannouncement to New Product Success: The Role of Online Customer Engagement," *Proceedings of the American Marketing Association Winter Educator's Conference*, Orlando, FL. (\*)

Nguyen, Hang, Yufei Zhang, and Roger Calantone (2016), "Brand Portfolio Coherence: An Important Driver of Brand Loyalty," *Proceedings of the American Marketing Association Summer Educator's Conference*, Atlanta, GA. (\*)

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

Phan, Hieu, Hang Nguyen (2015), "Industry Pay Gap and CEO Opportunistic Risk Taking: Evidence from Mergers and Acquisitions," *Proceedings of the 2015 Annual Conference of the Financial Management Association*. (\*)

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 and 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

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### *Michigan State University*

Graduate (MBA): *Brand Insight (MKT811)*

Instructor quality: 4.55/5 (Spring 2015)  
4.40/5 (Spring 2016)

*Brand Strategy (MKT821)*

Instructor quality: 4.71/5 (Spring 2015)  
4.90/5 (Spring 2016)

Undergraduate: *Product Innovation Management (MKT410)*

Instructor quality: 4.38/5 (Fall 2013)  
4.45/5 (Spring 2014)  
4.37/5 (Fall 2014)

*Product Design and Development (MKT420)*

Instructor quality: 4.48/5 (Spring 2014)  
4.53/5 (Spring 2015)

### *University of Connecticut*

Undergraduate: *Marketing Management (MKT3101)*

Instructor quality: 9.7/10 (Spring 2010)  
9.7/10 (Fall 2010)  
9.8/10 (Spring 2011)

*Strategic Brand Management (MKT3757)*

Instructor quality: 9.7/10 (Fall 2011)  
9.7/10 (Spring 2012)

*Note: The scores for instructor quality were collected using the question, "What is your overall assessment of the instructor?" Responses from MSU students are based on a scale from 1= "Poor" to 5 = "Excellent." Responses from UConn students are based on a scale from 1 = "Poor" to 10 = "Excellent."*

## DOCTORAL STUDENT SUPERVISION

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### Michigan State University

#### *Dissertation Committees (member)*

Hanieh Sardashti (2017-Marketing)  
Kwangjin (KJ) Lee (2017-Accounting)  
Yanhui Zhao (2015 – Marketing)

## SERVICE

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### **Professional Service**

Ad hoc reviewer for *Journal of Marketing*, *Journal of Managing Service Quality*  
Reviewer for AMA Summer and Winter Educators' Conferences from 2010 to present  
Section Chair: 2014 AMA Winter Educators' Conference, Branding Management Section  
Discussant: 2015 ISMS Marketing Science Conference, Innovation Strategies Section

### **University Service**

#### *Department of Marketing - Michigan State University*

2013-2014: Undergraduate Programs Committee (member)  
2014-2015: Graduate Programs Committee (member)  
Faculty Recruitment Committee (member)  
2015-2016: Undergraduate Programs Committee (member)  
Faculty Recruitment Committee (member)

#### *Broad School of Business - Michigan State University*

2014-2015: Faculty Adviser for MBA students' 'Fast Break' Project (LifeOil® Project from the Alden Group)  
2015-2016: Faculty Engagement in The Broad MBA 360 event –Delivered the lecture on "Branding Yourself to Succeed"

## INDUSTRY EXPERIENCE

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### **Consulting Projects**

#### *TE Employer Brand Project, TE Connectivity, Ltd.*

2017

- Led two teams of Broad College's MBA students to conduct market research and develop employer brand strategies for TE to attract young professionals in the US.

#### *Hills Bros® Project, Massimo Zanetti Beverage Group*

2017

- Led five teams of Broad College's MBA students to conduct market research and develop branding strategies for Hills Bros. Coffee® to increase brand awareness and preferences among millennials in the US.

#### *LifeOil® Project, the Alden Group*

2016

- Led five teams of Broad College's MBA students to conduct market research and develop branding strategies for LifeOil® to increase brand awareness and sales in the US and three international markets, including Canada, China, and Mexico.

#### *Skittles® Project, Wrigley's Inc.*

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.

**Research Assistant**

2007- 2008

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

- Conducted quantitative data analyses for socio-economic and political research.

**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 analyses, and forecasted market demand and shares of various car models.
- Identified target segments, positioning strategy, and product portfolio as part of the Strategic Business Plan for GM Daewoo in 2006-2010.

**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 do business in Vietnam; Recognized for a substantial contribution to the success of the two nationwide projects that promoted U.S. and German investments 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**

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- American Marketing Association (AMA)

**SOFTWARE**

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