

# Hang (Hannah) 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

- Center for Business and Social Analytics *Seed Grant Award* (\$19,200), 2018-2019.
- *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 recognized by the *Smithsonian Institution*.

## RESEARCH INTERESTS

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Brand Strategies  
Social Media  
Returns on Marketing Investments  
Product Innovation

## REFEREED JOURNAL ARTICLES (\*)

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1. Spiggle, Susan, Hang Nguyen, and Mary Caravella (2012), "More than Fit: Brand Extension Authenticity," *Journal of Marketing Research*, Vol. 49 (December), pp. 967-983. (\*)
2. 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*
3. Nguyen, Hang, Yufei Zhang, and Roger Calantone (2018), "Brand Portfolio Coherence: Scale Development and Empirical Examination," *International Journal of Research in Marketing*, Vol. 35(1), pp. 60-80. (\*)
4. Nguyen, Hang and Kunter Gunasti (2018), "Original Brands in Competition Against High Quality Copycats," *European Journal of Marketing*, Vol. 52 (7/8), pp. 1574-1594. (\*)
5. Nguyen, Hang, Roger Calantone, and Ranjani Krishnan (forthcoming), "Influence of Social Media Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," *Management Science*. (\*)
6. Nguyen, Hang and Malika Chaudhuri (2019), "Making New Products Go Viral and Succeed," *International Journal of Research in Marketing*, Vol. 36(1), pp. (\*)

## 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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1. Nguyen, Hang, William T. Ross, Jr., and Roger Calantone, "How do Brand Knowledge and Brand Love Transmute to Shareholder Value?" – Under second review at the *Journal of Marketing*.
2. Nguyen, Hang, Sundar G. Bharadwaj, and Ranjani Krishnan, "Value Drivers in Brand Acquisitions," – Under second review at the *Journal of Marketing*.
3. Kirca, Ahmet, Roger Calantone, Hang Nguyen, and Linlin Chai, "Market-based Assets and Shareholder Value: A Meta-Analytic Review of Twenty Years of Research," – Under second review at the *Journal of the Academy of Marketing Science*.
4. Nguyen, Hang, William T. Ross Jr., Joseph Pancras, and Hieu Phan, "Market-Based Drivers of Brand Alliance Success," – Under second review at *Journal of the Academy of Marketing Science*.

5. Sardashti, Hanieh, Hang Nguyen, and Roger Calantone, "Does Executive Equity-based Compensation Build Stronger Brands and Enhance Firm Performance?" – Revising for second review at the *Journal of the Academy of Marketing Science*.
6. Nguyen, Hang and Hui Feng, "The Long-term Financial Impact of Building Brand Love," – Revising for second review at *International Journal of Research in Marketing*.

#### SELECTED WORKING PAPERS

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1. Nguyen, Hang and Hui Feng, "Chief Marketing Officer Presence and Strategic Alliance Success," – finalizing the manuscript to submit to the *Journal of Marketing*.
2. Nguyen, Hang, Douglas E. Hughes, and Yufei Zhang, "Brand Evangelists: Motivations, Behaviors, and Influential Power" – revising the manuscript to submit to the *Journal of Marketing Research*.

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

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Nguyen, Hang, Sundar G. Bharadwaj, and Ranjani Krishnan (2018) "Value Drivers in Brand Acquisitions," *Theory + Practice in Marketing (TPM) Conference*, UCLA, California. (\*)

Nguyen, Hang and Hui Feng, "Chief Marketing Officer Presence and Strategic Alliance Success," (2018), *Theory + Practice in Marketing (TPM) Conference*, UCLA, California. (\*)

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. (\*)

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 and Malika Chaudhuri (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: 5.0/5 (Spring 2018)  
4.8/5 (Spring 2017)  
4.4/5 (Spring 2016)  
4.6/5 (Spring 2015)

#### *Brand Strategy (MKT821)*

Instructor quality: 5.0/5 (Spring 2018)  
4.5/5 (Spring 2017)  
4.9/5 (Spring 2016)  
4.7/5 (Spring 2015)

#### Undergraduate: *Product Design and Development (MKT420)*

Instructor quality: 4.4/5 (Spring 2018)  
4.2/5 (Spring 2017)  
4.0/5 (Spring 2016)  
4.5/5 (Spring 2015)  
4.5/5 (Spring 2014)

#### *Product Innovation Management (MKT410)*

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

## *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)*

Yanhui Zhao (2016 – Marketing)

Hanieh Sardashti (2018-Marketing)

Kwangjin (KJ) Lee (2018-Accounting)

## **SERVICE**

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### ***Professional Service***

Ad hoc reviewer for *Journal of Marketing, European Journal of Marketing*

Reviewer for AMA Summer and Winter Educators' Conferences from 2010 to present

Section Chair: 2014, 2018 AMA Winter Educators' Conferences

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)

2016-2017: Graduate Programs Committee (member)

2017-2018: Departmental Advisory Board (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**

*Breakfast Menu Project, Wendy's Inc.*

2018

- Led three teams of Broad College's MBA students to conduct market research and develop new breakfast menu and launching/branding strategies for Wendy's in the US.

- Employer Branding 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.