

# 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@broad.msu.edu

## EMPLOYMENT

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- Associate Professor of Marketing (with tenure) 2019-Present
- Assistant Professor of Marketing 2013-2019  
Eli Broad College of Business, Michigan State University

## EDUCATION

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- Ph.D. in Business Administration (Marketing) 2013  
School of Business, University of Connecticut  
*Dissertation: Three Essays on the Financial Impacts of Branding and Alliance Strategies*  
Chair: Dr. William T. Ross, Jr.
- Master in Survey Research 2008  
University of Connecticut
- Master of Business Administration 2004  
Shidler College of Business, University of Hawaii at Manoa
- Bachelor of Economic Laws 1997  
Hanoi Law University

## HONORS AND AWARDS

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### Research

- Center for Business and Social Analytics *Seed Grant Award* (2018: \$19,200; 2019: 15,000)
- Eli Broad College of Business *Summer Research Awards* (2018: \$12,000, 2019: \$7,000, 2020: \$7,300)
- *Best Paper Award*, Brand Management Track, 2014 AMA Winter Educators' Conference
- *Best Paper Award*, Marketing Communications and Branding Track, 2012 AMA Winter Educators' Conference
- *Hall of Fame Award*, University of Connecticut, 2013
- *Doctoral Dissertation Competition Finalist*, Institute for the Study of Business Markets, Pennsylvania State University, 2013
- *ING Global Research Fellowship* (\$5,000), 2012
- *Pre-doctoral Fellowship*, University of Connecticut, School of Business, 2012
- *Outstanding Scholar Award*, University of Connecticut, School of Business, 2011
- *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, 2015
- *Eli Broad Integrative Fellowship*, Michigan State University, 2015
- Faculty adviser for *GoRamp*, one of the seven outstanding innovation projects that demonstrate promise for changing people' lives recognized by *Smithsonian Institution*, 2015
- *Outstanding Doctoral Student Teaching Awards*, UConn School of Business, 2011, 2012
- *AMA Sheth Doctoral Consortium*, Washington University, Seattle, Washington, 2012

## RESEARCH INTERESTS

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Brand and Product Management  
Social Media  
Returns on Marketing Investments

## REFEREED JOURNAL ARTICLES

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1. Nguyen, Hang and Hui Feng (forthcoming), "Antecedents and Financial Impacts of Building Brand Love," *International Journal of Research in Marketing*.
2. Nguyen, Hang, William T. Ross, Jr., Joseph Pancras, and Hieu Phan (2020), "Market-based Drivers of Cobranding Success," *Journal of Business Research*, Vol. 115, 122-138.
3. Nguyen, Hang, Roger Calantone, and Ranjani Krishnan (2020), "Influence of Social Media Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," *Management Science*, Vol. 66(2), 887-910.
4. Nguyen, Hang and Malika Chaudhuri (2019), "Making New Products Go Viral and Succeed," *International Journal of Research in Marketing*, Vol. 36(1), 39-62.
5. 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), 60-80.
6. Nguyen, Hang and Kunter Gunasti (2018), "Original Brands in Competition Against High Quality Copycats," *European Journal of Marketing*, Vol. 52 (7/8), 1574-1594.  
***Winner of 2019 Emerald Literati Award***
7. 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), 1519-1550.  
Reprinted on *Columbia Law School's Blog on Corporations and the Capital Markets*
8. Spiggle, Susan, Hang Nguyen, and Mary Caravella (2012), "More than Fit: Brand Extension Authenticity," *Journal of Marketing Research*, Vol. 49 (6), 967-983.

## BOOK CHAPTERS

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

## SELECTED MANUSCRIPTS UNDER REVIEW AND REVISION

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1. Nguyen, Hang, William T. Ross, Jr., and Roger Calantone, Title withheld – Invited revision at the *Journal of Marketing*.
2. Nguyen, Hang, Sundar G. Bharadwaj, and Ranjani Krishnan, Title withheld – Invited revision at the *Journal of Marketing*.
3. Satish Joshi, Ranjani Krishnan, and Hang Nguyen, Title withheld – Under review at *Strategic Management Journal*.

4. Nguyen, Hang, Douglas E. Hughes, and Yufei Zhang, Wyatt Schrock, Title withheld – Under review at *Journal of Marketing*.

## CONFERENCE PROCEEDINGS AND PRESENTATIONS

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1. Nguyen, Hang and Brandon Holle (2019) “How does a Firm’s Innovation Strategy Respond to Consumer Sentiment Toward Rival Brands,” *Proceedings of the 41th ISMS Marketing Science Conference*, Rome, Italy.
2. Nguyen, Hang, Douglas E. Hughes, Yufei Zhang, Wyatt Schrock (2019), “Influential Power of Brand Evangelists,” *Proceedings of the American Marketing Association Summer Educator’s Conference*, Chicago, IL.
3. Chaudhuri, Malika and Hang Nguyen (2018) “The Role of Social Media in IPO Success,” *Proceedings of the 40th ISMS Marketing Science Conference*, Philadelphia, PA.
4. Nguyen, Hang, Sundar G. Bharadwaj, and Ranjani Krishnan (2018) “Value Drivers in Brand Acquisitions,” *Theory + Practice in Marketing (TPM) Conference*, Los Angeles, CA.
5. Nguyen, Hang and Hui Feng (2018) “Chief Marketing Officer Presence and Strategic Alliance Success,” *Theory + Practice in Marketing (TPM) Conference*, Los Angeles, CA.
6. Nguyen, Hang, Roger Calantone, and 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.
7. Nguyen, Hang and Hui Feng (2018) “Chief Marketing Officer and Strategic Alliance,” *Proceedings of the American Marketing Association Winter Educator’s Conference*, New Orleans, LA.
8. Sardashti, Hanieh, Hang Nguyen, and Roger Calantone (2017), “How to Pay Your Executives to Build Strong Brands,” *Proceedings of the 38th ISMS Marketing Science Conference*, Los Angeles, CA.
9. 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.
10. 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.
11. 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.
12. 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.
13. Phan, Hieu and 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*, Orlando, FL.
14. Nguyen, Hang and 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*, Orlando, FL. — *Best Paper Award of the Brand Management Track*.
15. Nguyen, Hang and 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.

16. Nguyen, Hang, Kunter Gunasti, and Robin Coulter (2012), "Brand Signals of Authenticity: From Conscious to Non-Conscious Effects," *Proceedings of the American Marketing Association Winter Educator's Conference*, St. Petersburg, FL. — *Best Paper Award for the Marketing Communications and Branding Track*.
17. Nguyen, Hang and 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*, St. Petersburg, FL.
18. 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.
19. 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, the Association for Consumer Research Conference*, St. Louis, MO.
20. Nguyen, Hang, William T. Ross Jr., and 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.
21. 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*, Austin, TX.
22. Spiggle, Susan, Hang Nguyen, and Mary Caravella (2010), "The Authenticity of Brand Extensions: A Complementary Construct to Fit," *Proceedings of the American Marketing Association Summer Educator's Conference*, Boston, MA.

## TEACHING EXPERIENCE

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### *Michigan State University*

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

Instructor quality: 4.6/5 (Spring 2020)  
 4.9/5 (Spring 2019)  
 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: 4.6/5 (Spring 2020)  
 4.8/5 (Spring 2019)  
 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: 4.6/5 (Spring 2019)  
 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: 4.5/5 (Spring 2019)  
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 Committee (member)*

Xiaoyun Zheng (2020 – Marketing)  
Cynthia (Shunyao) Jin (2019 – Accounting)  
Hanieh Sardashti (2018 – Marketing)  
Kwangjin (KJ) Lee (2018 – Accounting)  
Yanhui Zhao (2016 – Marketing)

## **SERVICES**

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### **Professional Service**

Ad hoc reviewer for *Journal of Marketing, International Journal of Research in Marketing, European Journal of Marketing, Journal of Product and Brand Management* (2016-present)  
Reviewer for *AMA Summer and Winter Educators' Conferences* (2010-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*

2020-2021: Graduate Programs Committee (Chair)  
2019-2020: Graduate Programs Committee (Chair)  
2017-2018: Departmental Advisory Board (Assistant professor representative)  
2016-2017: Graduate Programs Committee (member)  
2015-2016: Undergraduate Programs Committee (member)  
Faculty Recruitment Committee (member)  
2014-2015: Graduate Programs Committee (member)  
Faculty Recruitment Committee (member)  
2013-2014: Undergraduate Programs Committee (member)

*Eli Broad School of Business - Michigan State University*

2015-2016: Faculty Engagement in The Broad MBA 360 Event –Delivered the lecture on  
"Branding Yourself to Succeed"

2014-2015: Faculty Adviser for MBA students' 'Fast Break' Project (LifeOil® Project for the Alden Group)

### ***Service to the Business Community through Consulting Projects***

- Online Marketing and New Product Development Projects, Vade Nutrition* Spring 2020  
Led six teams of Eli Broad College's MBA students to conduct market research and develop online and new product strategies for VADE.
- Brand and Social Media Strategy Project, Traverse City Whiskey Co.* Spring 2019  
Led five teams of Eli Broad College's MBA students to conduct market research and develop brand strategy to strengthen TCW's brand identity and increase social media presence and sales in the US.
- Breakfast Menu Project, Wendy's Inc.* Spring 2018  
Led three teams of Eli 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.* Spring 2017  
Led two teams of Broad College's MBA students to conduct market research and develop employer brand strategies for TE Connectivity to attract young professionals in the US.
- Hills Bros® Project, Massimo Zanetti Beverage Group* Spring 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* Spring 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.* Spring 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.

### **INDUSTRY EXPERIENCE**

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- 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 Analyst** 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 Asian countries.
- 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, Camtasia.