

# Brandon Z. Holle

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Eli Broad College of Business  
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## EDUCATION

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Michigan State University

**Ph.D - Marketing**

**Expected May 2023**

University of Nebraska - Lincoln

**M.B.A. - Marketing**

Graduate Certificate in Business Analytics

California Polytechnic State University - San Luis Obispo

**B.S. Business Administration - Marketing Management**

## RESEARCH INTERESTS

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**Marketing Strategy** with specific focus on:

Brand Strategy, Marketing-Finance Interface, Sports Marketing, Social Media, Word-of-Mouth, Innovation, E-commerce

## WORKING PAPERS

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Generic Title: Emotion in Online Reviews

- Authors: Brandon Z. Holle and Hang Nguyen
- Status: Additional studies being conducted

Generic Title: Word of Mouth and Innovation

- Authors: Hang Nguyen, Brandon Z. Holle, and Suman Basuroy
- Status: Manuscript being finalized

Generic Title: Brand Consistency

- Authors: Brandon Z. Holle, Daniel Chaffin, Ahmet H. Kirca, and Jamal Shamsie
- Status: Under review at *Journal of Marketing*

Generic Title: Sustainability in Marketing

- Authors: Michael Wu and Brandon Z. Holle
- Status: Manuscript being revised

Generic Title: Global eWOM in Sports

- Authors: Brandon Z. Holle
- Status: Manuscript being revised

## INVITED TALKS AND CONFERENCE PRESENTATIONS

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“Not All Reviews are Treated Equal: The Impact of Online Review Emotions of Perceived Review Helpfulness” *2020 Decision Sciences Institute Conference*, San Francisco, CA, November 2020 (Conference online due to COVID-19)

“Not All Reviews are Treated Equal: The Impact of Online Review Emotions of Perceived Review Helpfulness” *2020 Mittelstaedt & Gentry Doctoral Symposium*, Lincoln, NE, April 2020 (Conference canceled due to COVID-19)

“Online Review Helpfulness: Not All Reviews are Treated Equally” *2020 AMA Winter Academic Conference*, San Diego, CA, February 2020

“How does a Firm’s Innovation Strategy Respond to Consumer Sentiment Toward Rival Brands?” *2019 ISMS Marketing Science Conference*, Rome, Italy, June 2019

## PROFESSIONAL SERVICE

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### Ad Hoc Journal Reviewer:

- *Industrial Marketing Management* 2020

### Conference Reviewer:

- Academy of International Business Conference 2020
- American Marketing Association Global SIG Conference 2020
- American Marketing Association Winter Academic Conference 2020-2021
- American Marketing Association Summer Academic Conference 2019-2020

ACAPP Brand Protection Summit Attendee 2019

Judge for Virtual Enterprise International Business Plan Competition 2017-present

FBLA Faculty Adviser 2016-2017

Virtual Enterprise International Faculty Adviser 2016-2017

President – Cal Poly American Marketing Association 2013-2014

VP of National Relations – Cal Poly American Marketing Association 2012-2013

## PROFESSIONAL CERTIFICATIONS AND MEMBERSHIPS

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Business Analytics Graduate Certificate – University of Nebraska, Lincoln

American Marketing Association Member

Academy of Marketing Science Member

Decision Sciences Institute Member

## HONORS AND AWARDS

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Mittelstaedt & Gentry Doctoral Symposium Nominee 2020

Education Opportunity Fellowship, Michigan State University	<b>2019-2020</b>
International Studies and Programs Travel Award, Michigan State University	<b>2019</b>
Graduate School Research and Travel Fellowship, Michigan State University	<b>2019</b>
Broad College of Business Distinguished Fellowship, Michigan State University	<b>2018 - 2020</b>
Dean's List, University of Nebraska - Lincoln	<b>2016-2018</b>
Mary Stuart Rogers Scholarship, Cal Poly – San Luis Obispo	<b>2015</b>

## **COURSEWORK**

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### **Substantive**

Marketing Theory and Critical Analysis	Ahmet H. Kirca
International Business Theory	Ahmet H. Kirca
Marketing Pro-Seminar	G. Tomas M. Hult
Marketing Strategy	G. Tomas M. Hult

### **Methodology**

Research Design in Marketing	G. Tomas M. Hult
Statistical Models in Marketing	Roger J. Calantone
Advanced Organizational Research Methods	Brent A. Scott
Organizational Research Methods	John R. Hollenbeck
Econometric Methods in Public Policy	Leslie E. Papke
Advanced Multilevel Modeling	Kimberly Kelly
Partial Least Squares Modeling	Wietske Van Osch
Network Analytics and Text Mining	Anjana Susarla
Social and Political Network Analysis	Shahryar Minhas
Structural Equation Modeling Methods	Richard P. Bagozzi

### **Seminars and Other Coursework**

Marketing Theory Workshop at MSU	Ajay Kohli
Broad College Teaching Bootcamp	Jeremy Van Hof
ESTIMATE – Applied Tools of Econometrics	Jeffrey M. Wooldridge & Timothy J. Vogelsang
Propensity Scores - MSU CSTAT	Dhruv Sharma
Multilevel Modeling - MSU CSTAT	Tenko Raykov
Structural Equation Modeling - MSU CSTAT	Tenko Raykov

## **TEACHING EXPERIENCE**

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Michigan State University

### **Instructor**

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|---|--------------------|
| • MKT 460: Marketing Strategy (16 students); Rating: 5.0/5.0*                     | <b>Summer 2020</b> |
| • MKT 317: Quantitative Business Research Methods (38 students); Rating: 4.0/5.0* | <b>Summer 2019</b> |

Santa Maria-Bonita School District

**Business Teacher** **2017-2018**

- Designed and taught six sections of business management course
- Provided feedback and evaluations for 160+ students per term

Santa Barbara County Education Office

**Business Instructor** **2016-2017**

- Taught six sections of Intro to Accounting, Computer Business Applications and Virtual Enterprise to high school students
- Provided feedback and evaluations for 90+ students per semester

Santa Barbara City College

**Instructor** **2016-2017**

- Taught two sections of ACCT110: Introduction to Accounting
- Taught two sections of COMP101: Introduction to Computer Business Applications

\* The reported rating is the average student response to: "The overall quality of the instructor was excellent."

## WORK EXPERIENCE

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Enterprise Holdings

**Management Trainee** **2015-2016**

- Operated and managed regional airport vehicle rental branch
- Forecasted rental vehicle fleet demand and managed inventory

Cal Poly Corporation

**Department Lead / Assistant Buyer** **2011-2015**

- Forecasted sales and ordered products to achieve optimal inventory
- Developed training guide and managed employees in department

NBCUniversal, Inc.

**Retail and Distribution Operations Intern** **2014**

- Researched and benchmarked best practices for retail distribution
- Proposed and presented improvements to top management team

Rabobank, N.A.

**Financial Analyst Intern** **2013**

- Underwrote small business loans up to from \$500,000 to \$15 million
- Analyzed financial documents to assess borrower risk