

# Brandon Z. Holle

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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:

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

## WORKING PAPERS

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Generic Title: Word of Mouth and Innovation

- Authors: Hang Nguyen, Brandon Z. Holle, and Suman Basuroy
- Status: Reject and resubmit at *Journal of Marketing*

Generic Title: Reviewer Certainty in Online Reviews

- Authors: Brandon Z. Holle, Hang Nguyen, and Ahmet H. Kirca
- Status: Manuscript being finalized for submission to *Journal of Retailing*

Generic Title: Brand Social Media and Stock Returns

- Authors: Hang Nguyen and Brandon Z. Holle
- Status: Manuscript being prepared

Generic Title: Review Helpfulness and Product Sales

- Authors: Brandon Z. Holle and Hang Nguyen
- Status: Manuscript being prepared

Generic Title: eWOM in Professional Sports

- Authors: Brandon Z. Holle and Ahmet H. Kirca
- Status: Finalizing data collection

Generic Title: Branding in Movies

- Authors: Brandon Z. Holle, Ahmet H. Kirca, Jamal Shamsie, and Suman Basuroy
- Status: Manuscript being revised for submission to *Journal of Academy of Marketing Science*

Generic Title: Sustainability and Innovation in Marketing

- Authors: Michael Wu, Brandon Z. Holle, and G. Tomas M. Hult
- Status: Finalizing manuscript

## INVITED TALKS AND CONFERENCE PRESENTATIONS

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Holle, Brandon Z., Hang Nguyen, and Ahmet H. Kirca (2021), "Helpful Reviews: The Mediating Effects of Diagnosticity on the Reviewer Certainty–Helpfulness Relationship for Online Reviews," *2021 Society for Marketing Advances Conference*, Orlando, FL.

Holle, Brandon Z. (as Discussant), *2021 Mittelstaedt & Gentry Doctoral Symposium*, Lincoln, NE, April 2021

Holle, Brandon Z. (2021), "Local and Global Electronic Word of Mouth: The Case of European Professional Soccer," *Proceedings of the 2021 AMA Winter Academic Conference*, St. Petersburg, FL.

Holle, Brandon Z. and Hang Nguyen (2020), "Not All Reviews are Treated Equal: The Impact of Online Review Emotions of Perceived Review Helpfulness," *2020 Decision Sciences Institute Conference*, San Francisco, CA.

Holle, Brandon Z. (2020), "Not All Reviews are Treated Equal: The Impact of Online Review Emotions of Perceived Review Helpfulness," *2020 Mittelstaedt & Gentry Doctoral Symposium*, Lincoln, NE.

Holle, Brandon Z. (2020), "Online Review Helpfulness: Not All Reviews are Treated Equally," *Proceedings of the 2020 AMA Winter Academic Conference*, San Diego, CA.

Nguyen, Hang and Brandon Z. Holle (2019), "How does a Firm's Innovation Strategy Respond to Consumer Sentiment Toward Rival Brands," *Proceedings of the 41st ISMS Marketing Science Conference*, Rome, Italy.

## PROFESSIONAL SERVICE

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Assistant Vice Chair of Scholarly Insights – AMA DocSIG **2020-2021**

- Management of *Journal of Marketing Research* Scholarly Insights by AMA DocSIG

Journal Reviewer: **2020-2021**

- *Industrial Marketing Management*

Conference Reviewer:

- Academy of Marketing Science Conference **2021**
- AIB US Southeast Conference **2021**
- Academy of International Business Conference **2020-2021**
- American Marketing Association Global SIG Conference **2020-2021**
- American Marketing Association Winter Academic Conference **2020-2022**
- American Marketing Association Summer Academic Conference **2019-2021**

ACAPP Brand Protection Summit Attendee	2019
Virtual Enterprise International Competition Judge	2017-2020
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

Academy of International Business Member

Society for Marketing Advances Member

## **HONORS AND AWARDS**

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Society for Marketing Advances Doctoral Consortium Fellow	2021
Mittelstaedt & Gentry Doctoral Symposium Fellow	2020, 2021
Education Opportunity Fellowship, Michigan State University	2019-2022
International Studies and Programs Travel Award, Michigan State University	2019
Graduate School Research and Travel Fellowship, Michigan State University	2019
Robert P. Poland Endowed Doctoral Fellowship, Michigan State University	2018 - 2022
Dean's List, University of Nebraska - Lincoln	2016-2018
Mary Stuart Rogers Scholarship, Cal Poly – San Luis Obispo	2015

## 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
Seminar in Buyer Behavior	Hanyong Park

### 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 300: Managerial Marketing (30 students); Rating: 4.3/5.0*                   | <b>Summer 2021</b> |
| • 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 Instructor

**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