

# 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: Under review at *Journal of Retailing*

Generic Title: Brand Social Media and Stock Returns

- Authors: Hang Nguyen and Brandon Z. Holle
- Status: Manuscript being finalized for submission to *Journal of Academy of Marketing Science*

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

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

## INVITED TALKS AND CONFERENCE PRESENTATIONS

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- Holle, Brandon Z., Ahmet Kirca, Jamal Shamsie, Suman Basuroy, and Daniel Chaffin (2022), "Rejuvenating Brands: The Role of Brand Consistency in Box Office Performance," *Proceedings of the 2022 AMA Winter Academic Conference*, Las Vegas, NV.
- 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.
- 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	2020-2022
▪ Management of <i>Journal of Marketing Research</i> Scholarly Insights by AMA DocSIG	
Journal Reviewer (Ad hoc):	
▪ <i>Journal of Business Research</i>	2021
▪ <i>Industrial Marketing Management</i>	2020-2021
Conference Reviewer:	
▪ Academy of Marketing Science Conference	2021-2022
▪ 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
Broad College of Business International Business Case Competition Judge	2021
ACAPP Brand Protection Summit Attendee	2019
Virtual Enterprise International Competition Judge	2017-2020
FBLA Faculty Adviser	2016-2017

Virtual Enterprise International Faculty Adviser	<b>2016-2017</b>
President – Cal Poly American Marketing Association	<b>2013-2014</b>
VP of National Relations – Cal Poly American Marketing Association	<b>2012-2013</b>

## **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	<b>2021</b>
Academy of International Business – US Southeast Doctoral Consortium Fellow	<b>2021</b>
Mittelstaedt & Gentry Doctoral Symposium Fellow	<b>2020, 2021</b>
Education Opportunity Fellowship, Michigan State University	<b>2019 - 2022</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>
Robert P. Poland Endowed Doctoral Fellowship, Michigan State University	<b>2018 - 2022</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
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**

▪ MKT 460: Marketing Strategy	<b>Summer 2022</b>
▪ MKT 300: Managerial Marketing	<b>Summer 2021</b>
▪ MKT 460: Marketing Strategy	<b>Summer 2020</b>
▪ MKT 317: Quantitative Business Research Methods	<b>Summer 2019</b>

Santa Maria-Bonita School District

**Business Instructor**

▪ Designed and taught six sections of business management course	<b>2017-2018</b>
▪ Provided feedback and evaluations for 160+ students per term	

Santa Barbara County Education Office

**Business Instructor**

▪ Taught six sections of Intro to Accounting, Computer Business Applications and Virtual Enterprise to high school students	<b>2016-2017</b>
▪ 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