

Brandon Z. Holle

Eli Broad College of Business
Michigan State University
632 Bogue St., Room N462
East Lansing, MI 48824

Office: 517-432-6453
Mobile: 661-496-1961
hollebr1@msu.edu
[linkedin.com/in/brandonholle/](https://www.linkedin.com/in/brandonholle/)

EDUCATION

Michigan State University
Ph.D – Marketing (ABD)

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

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

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: Data analysis being conducted

INVITED TALKS AND CONFERENCE PRESENTATIONS

- 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

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	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

American Marketing Association Member
 Academy of Marketing Science Member
 Decision Sciences Institute Member
 Academy of International Business Member
 Society for Marketing Advances Member
 Business Analytics Graduate Certificate – University of Nebraska, Lincoln

HONORS AND AWARDS

Society for Marketing Advances Doctoral Consortium Fellow	2021
Academy of International Business – US Southeast 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

MEDIA MENTIONS AND POPULAR PRESS

1. Holle, Brandon Z. and Karim Sidaoui, "You Might Want to Sit Down for This: Modeling Consumer Seating Preferences," *Journal of Marketing Research Scholarly Insights*, October 30, 2020. [\[Article\]](#)
2. Holle, Brandon Z. and Christopher L. Campagna, "Train and Incentivize the Salesperson—or the Sales Manager? A Manufacturer's Dilemma," *Journal of Marketing Research Scholarly Insights*, September 9, 2020. [\[Article\]](#)

TEACHING EXPERIENCE

Michigan State University

Instructor

▪ Marketing Strategy (MKT 460)	Summer 2022
▪ Managerial Marketing (MKT 300)	Summer 2021
▪ Marketing Strategy (MKT 460)	Summer 2020
▪ Quantitative Business Research Methods (MKT 317)	Summer 2019

Santa Maria-Bonita School District

Business Instructor

2017-2018

- Introduction to Business – 24 total sections
- 4 quarters of teaching with 160+ students per term

Santa Barbara City College

Instructor

2016-2017

- Intro to Accounting (ACCT 110) - 4 sections
- Computer Business Applications (COMP 101) - 4 sections

Santa Barbara County Education Office

Business Instructor

2016-2017

- Intro to Accounting – 4 sections
- Computer Business Applications – 4 sections
- Virtual Enterprise Capstone course – 4 sections
- 2 semesters of teaching with 90+ students per term

COURSEWORK

Substantive

Marketing Theory and Critical Analysis
International Business Theory
Marketing Pro-Seminar
Marketing Strategy
Seminar in Buyer Behavior

Ahmet H. Kirca
Ahmet H. Kirca
G. Tomas M. Hult
G. Tomas M. Hult
Hanyong Park

Methodology

Research Design in Marketing
Statistical Models in Marketing
Advanced Organizational Research Methods
Organizational Research Methods
Econometric Methods in Public Policy
Advanced Multilevel Modeling
Partial Least Squares Modeling
Network Analytics and Text Mining
Social and Political Network Analysis
Structural Equation Modeling Methods

G. Tomas M. Hult
Roger J. Calantone
Brent A. Scott
John R. Hollenbeck
Leslie E. Papke
Kimberly Kelly
Wietske Van Osch
Anjana Susarla
Shahryar Minhas
Richard P. Bagozzi

Seminars and Other Coursework

Marketing Theory Workshop at MSU
Broad College Teaching Bootcamp
ESTIMATE – Applied Tools of Econometrics
Intro to Machine Learning – MSU CSTAT
Propensity Scores - MSU CSTAT
Multilevel Modeling - MSU CSTAT
Structural Equation Modeling - MSU CSTAT

Ajay Kohli
Jeremy Van Hof
Jeffrey M. Wooldridge & Timothy J. Vogelsang
Ashton Shortridge
Dhruv Sharma
Tenko Raykov
Tenko Raykov

INDUSTRY EXPERIENCE

Management Trainee

Enterprise Holdings International

2015-2016
San Luis Obispo, CA

Department Lead / Assistant Buyer

Cal Poly Corporation

2011-2015
San Luis Obispo, CA

Retail and Distribution Operations Intern

NBCUniversal

2014
Universal City, CA

Financial Analyst Intern
Rabobank, N.A.

2013
Bakersfield, CA