

# Brandon Z. Holle

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Michigan State University  
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## EDUCATION

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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

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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: Brand Social Media and Stock Returns

- Authors: Hang Nguyen, Brandon Z. Holle. and Pham Thi Minh Ly
- Status: Under review at *Journal of Marketing*

Generic Title: Reviewer Certainty in Online Reviews

- Authors: Brandon Z. Holle, Hang Nguyen, and Ahmet H. Kirca
- Status: M Manuscript being prepared for *International Journal of Research in Marketing*

Generic Title: Branding in Movies

- Authors: Brandon Z. Holle, Ahmet H. Kirca, Jamal Shamsie, and Suman Basuroy
- Status: Manuscript being prepared for *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: Preparing manuscript

Generic Title: Review Helpfulness and Product Sales

- Authors: Brandon Z. Holle and Hang Nguyen
- Status: Analyzing data

Generic Title: eWOM in Professional Sports

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

Generic Title: Brand Love, Brand Hate, and Firm Performance

- Authors: Hang Nguyen and Brandon Z. Holle
- Status: Developing conceptual framework

## 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	2020-2022
▪ 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

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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

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57 <sup>th</sup> AMA-Sheth Foundation Doctoral Consortium Fellow	2022
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

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1. Holle, Brandon Z. and Michael W. Wu, "How Do You Feel? Marketing to the Stigmatized," *Journal of Marketing Research Scholarly Insights*, November 17, 2021. [\[Article\]](#)
2. 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. [\[Article\]](#)
3. 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

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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

▪ Introduction to Business – 24 total sections	2017-2018
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- 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

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**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  
ESTIMATE Reduced Form – Diff-in-Diff Modeling

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

## INDUSTRY EXPERIENCE

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**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