

# Brandon Z. Holle

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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](mailto:hollebr1@msu.edu)  
[linkedin.com/in/brandonholle/](https://www.linkedin.com/in/brandonholle/)

## 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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A Firm's Innovation Strategy Response to Social Media Sentiment About Rival Brands and Stock Market Reactions

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

Dynamic Effects of Brand Electronic Word of Mouth on Stock Market Performance: A Nuanced Role of Emotions

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

Rejuvenating Brands: The Role of Brand Consistency in Box Office Performance

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

Illegal Streaming of Live Sports: The Nuanced Effects of Global and Local Electronic Word of Mouth on the Illegal Streaming and Firm Performance Relationship

- Authors: Brandon Z. Holle and Ahmet H. Kirca
- Status: Finalizing data analysis and preparing manuscript

## RESEARCH IN PROGRESS

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The Effects of Online Reviews Platform Design and User Engagement and eWOM Outcomes

- Authors: Brandon Z. Holle and Hang Nguyen
- Status: Finalizing model and preliminary data analysis

The Dynamic Effects of Textual Online Review Topics over Product Lifecycles

- Authors: Brandon Z. Holle and Suman Basuroy
- Status: Finalizing conceptual model

Not All Reviews are Equal for Online Retailers: The Impact of Discrete Emotions in Online Reviews

- Authors: Brandon Z. Holle and Hang Nguyen, and Ahmet H. Kirca
- Status: Preparing manuscript

Does Sustainability Matter? Investigating the Relationship Between Sustainability, Innovation, and Firm Performance

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

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 on 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 on 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 *Journal of Marketing Research* Scholarly Insights by AMA DocSIG

Journal Reviewer (Ad hoc):

- *Journal of Business Research*

**2021-2022**

▪ <i>Industrial Marketing Management</i>	2020-2022
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 Marketing SIG Conference	2020-2022
▪ American Marketing Association Winter Academic Conference	2020-2022
▪ American Marketing Association Summer Academic Conference	2019-2022
Broad College of Business International Business Case Competition Judge	2021
Virtual Enterprise International Competition Judge	2017-2022
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

## HONORS AND AWARDS

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Sheth/AIB Doctoral Consortium Fellow	2022
AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Academy of International Business Doctoral Travel Award	2022
Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University	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

## 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

## 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

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|--|-------------|
| ▪ Marketing Strategy (MKT 460)                     | <b>2022</b> |
| ▪ Managerial Marketing (MKT 300)                   | <b>2021</b> |
| ▪ Marketing Strategy (MKT 460)                     | <b>2020</b> |
| ▪ Quantitative Business Research Methods (MKT 317) | <b>2019</b> |

Santa Maria-Bonita School District

### Business Instructor

**2017-2018**

- Introduction to Business Strategy – 24 total sections

Santa Barbara City College

### Instructor

**2016-2017**

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

Santa Barbara County Education Office

### Business Instructor

**2016-2017**

- Introduction to Accounting – 4 sections
- Computer Business Applications – 4 sections
- Virtual Enterprise Capstone course – 4 sections

## 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

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

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

### Seminars and Other Coursework

Mixtape Session - Causal Inference Econometrics  
 ESTIMATE – Applied Tools of Econometrics  
 ESTIMATE Reduced Form – Diff-in-Diff Modeling  
 Python Tools for Research – Indiana University  
 Intro to R and R Markdown – MSU CSTAT  
 Intro to Machine Learning – MSU CSTAT  
 Propensity Scores - MSU CSTAT  
 Multilevel Modeling - MSU CSTAT  
 Structural Equation Modeling - MSU CSTAT  
 Mediation and Moderation – MSU CSTAT  
 Marketing Theory Workshop at MSU  
 Broad College Teaching Bootcamp

Scott Cunningham  
 Jeffrey M. Wooldridge & Timothy J. Vogelsang  
 Jeffrey M. Wooldridge  
 Noah Stoffman  
 Andrew Dennhardt  
 Ashton Shortridge  
 Dhruv Sharma  
 Tenko Raykov  
 Tenko Raykov  
 Wenjuan Ma  
 Ajay Kohli  
 Jeremy Van Hof

## 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