

# Brandon Z. Holle

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

Mobile: 661-496-1961  
[hollebr1@msu.edu](mailto:hollebr1@msu.edu)  
<https://www.brandonholle.com/>  
[linkedin.com/in/brandonholle/](https://www.linkedin.com/in/brandonholle/)

## EDUCATION

Ph.D. - Marketing	<b>Michigan State University</b> (Dissertation Proposal Defended) Donald A. and Shirley M. Taylor Research Excellence Award	ABD
M.B.A. - Marketing	<b>University of Nebraska – Lincoln</b> Dean's List	2018
B.S. - Marketing	<b>California Polytechnic State University - San Luis Obispo</b>	2014

## RESEARCH INTERESTS

**Marketing Strategy** with specific focus on:

Digital/Social Media Marketing, Brand Strategy, Marketing-Finance Interface, Sports Marketing, Product Innovation

**Methods:** Unstructured data analysis, web-scraping, text analysis, econometric analysis, quasi-experiments

**Programs:** Stata, R, Python, KNIME, SPSS

## WORKING PAPERS AND PAPERS UNDER REVIEW

To Watch or Not to Watch: How Global and Local Electronic Word of Mouth Impact the Illegal Streaming - Firm Performance Relationship (Dissertation Essay #1)

- Authors: Brandon Z. Holle and Ahmet H. Kirca
- Status: Finalizing manuscript for *Journal of Marketing* in Fall 2022

The Effects of Online Reviews Platform Design and User Engagement Outcomes (Dissertation Essay #2)

- Authors: Brandon Z. Holle and Hang Nguyen
- Status: Preparing manuscript for *Journal of Marketing Research* in Spring 2023

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: Revising for resubmission to *Journal of Marketing* in Fall 2022 (Reject and resubmit)
- Received *Outstanding Summer Research Grant Award* from Eli Broad College of Business in 2020

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

- Authors: Hang Nguyen, Brandon Z. Holle, and Pham Thi Minh Ly
- Status: Finalizing for submission to *Management Science* in July 2022
- Received *Grant Award* from *Vietnamese National Foundation for Science and Technology Development*

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

- Authors: Brandon Z. Holle, Ahmet H. Kirca, and Jamal Shamsie
- Status: Finalizing manuscript for *Journal of the Academy of Marketing Science* in Fall 2022

#### 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: Finalizing manuscript for *International Journal of Research in Marketing*

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

- Authors: Michael Wu, Brandon Z. Holle, and G. Tomas M. Hult
- Status: Data collected; preparing manuscript

## CONFERENCE PROCEEDINGS AND PRESENTATIONS

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Nguyen, Hang, Brandon Z. Holle\*, and Pham Thi Minh Ly (2022), "Dynamic Impacts of Electronic Word of Mouth Emotions on Stock Performance," *Proceedings of the 2022 AMA Summer Academic Conference*, Chicago, IL.

Holle, Brandon Z.\*, Ahmet Kirca, and Jamal Shamsie (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.

\*Denotes presenter

## HONORS AND AWARDS

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Sheth/AIB Doctoral Consortium Fellow	2022
AMA-Sheth Foundation Doctoral Consortium Fellow	2022
AIM-AMA Sheth Foundational 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 SERVICE

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Vice Chair of Scholarly Insights – AMA DocSIG	2022-2023
Assistant Vice Chair of Scholarly Insights – AMA DocSIG	2020-2022
<ul style="list-style-type: none"> <li>Management of <i>Journal of Marketing Research</i> Scholarly Insights by AMA DocSIG</li> </ul>	
Journal Reviewer (Ad hoc):	
<ul style="list-style-type: none"> <li><i>Journal of Business Research</i></li> </ul>	2021-2022
<ul style="list-style-type: none"> <li><i>Industrial Marketing Management</i></li> </ul>	2020-2022
Conference Reviewer:	
<ul style="list-style-type: none"> <li>Academy of Marketing Science Conference</li> </ul>	2021-2022
<ul style="list-style-type: none"> <li>AIB US Southeast Conference</li> </ul>	2021
<ul style="list-style-type: none"> <li>Academy of International Business Conference</li> </ul>	2020-2022
<ul style="list-style-type: none"> <li>American Marketing Association Global Marketing SIG Conference</li> </ul>	2020-2022
<ul style="list-style-type: none"> <li>American Marketing Association Winter Academic Conference</li> </ul>	2020-2022
<ul style="list-style-type: none"> <li>American Marketing Association Summer Academic Conference</li> </ul>	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

## TEACHING EXPERIENCE

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Michigan State University	
<b>Instructor</b>	
<ul style="list-style-type: none"> <li>Marketing Strategy (MKT 460)</li> </ul>	2022
<ul style="list-style-type: none"> <li>Managerial Marketing (MKT 300)</li> </ul>	2021
<ul style="list-style-type: none"> <li>Marketing Strategy (MKT 460)</li> </ul>	2020
<ul style="list-style-type: none"> <li>Marketing Analytics (MKT 317)</li> </ul>	2019
**Note: 4.54/5 Average rating last three years	
Santa Maria-Bonita School District	
<b>Business Instructor</b>	2017-2018
<ul style="list-style-type: none"> <li>Introduction to Business Strategy – 24 sections</li> </ul>	

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

**MEDIA MENTIONS AND POPULAR PRESS**

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1. Holle, Brandon Z. and Michael W. Wu “Changing the Taste Palette: How the Minimum Wage Affects Consumer Nutrition,” *Journal of Marketing Research Scholarly Insights*, July 13, 2022. [\[Article\]](#)
2. Holle, Brandon Z. and Michael W. Wu, “How Do You Feel? Marketing to the Stigmatized,” *Journal of Marketing Research Scholarly Insights*, November 17, 2021. [\[Article\]](#)
3. 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. [\[Article\]](#)
4. 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. [\[Article\]](#)

**SELECTED COURSEWORK**

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**Substantive**

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

Ahmet H. Kirca  
 Ahmet H. Kirca  
 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

Leslie E. Papke  
 Anjana Susarla  
 Shahryar Minhas  
 Roger J. Calantone  
 Kimberly Kelly  
 G. Tomas M. Hult  
 Brent A. Scott  
 John R. Hollenbeck

**Seminars and Other Coursework**

Causal Inference Econometrics  
 Applied Tools of Econometrics  
 Diff-in-Diff Modeling  
 Python Tools for Research – Indiana University  
 R and R Markdown – MSU CSTAT  
 Machine Learning – MSU CSTAT  
 Propensity Scores - MSU CSTAT

Scott Cunningham  
 Jeffrey M. Wooldridge & Timothy J. Vogelsang  
 Jeffrey M. Wooldridge  
 Noah Stoffman  
 Andrew Dennhardt  
 Ashton Shortridge  
 Dhruv Sharma

Multilevel Modeling - MSU CSTAT  
Marketing Theory Workshop at MSU

Tenko Raykov  
Ajay Kohli

## 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

## 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

Business Single Subject Teaching Credential – State of California