

# Brandon Z. Holle

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Eli Broad College of Business  
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## EDUCATION

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Ph.D. - Marketing	<b>Michigan State University</b> Donald A. and Shirley M. Taylor Research Excellence Award  <u>Dissertation:</u> "The Confluence of Electronic Word of Mouth and Firm Performance Outcomes" -Co-Chairs: Hang T. Nguyen and Suman Basuroy -Committee Members: Ahmet H. Kirca, Ranjani Krishnan -Dissertation Proposal Defended	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

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## RESEARCH INTERESTS

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**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

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## WORKING PAPERS AND PAPERS UNDER REVIEW

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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 August 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* in Fall 2022

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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### Leadership:

- Vice Chair of Scholarly Insights – AMA DocSIG 2022-2023
- Assistant Vice Chair of Scholarly Insights – AMA DocSIG 2020-2022
  - Management of *Journal of Marketing Research* Scholarly Insights by AMA DocSIG
- President – Cal Poly American Marketing Association 2013-2014
- VP of National Relations – Cal Poly American Marketing Association 2012-2013

### Journal Reviewer:

- *Journal of Business Research* 2021-2022
- *Industrial Marketing Management* 2020-2022

### Conference Session Chair:

- “Branding Positioning and Strategy” - AMA Winter Academic Conference 2022
- “Online Consumer Behavior & Consumer Engagement” – SMA Conference 2021
- “Global Marketing Strategies Across Nations” – AMA Winter Academic Conference 2021

### Conference Reviewer:

- Academy of Marketing Science Conference 2021-2022
- AIB US Southeast Conference 2021
- Society for Marketing Advances Conference 2021-2022
- 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

### Judge:

- Broad College of Business International Business Case Competition Judge 2021
- Virtual Enterprise International Competition Judge 2017-2022

### Advisor:

- FBLA Faculty Adviser 2016-2017
- Virtual Enterprise International Faculty Adviser 2016-2017

## TEACHING EXPERIENCE

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Michigan State University

**Instructor**

- Marketing Strategy (MKT 460) 2022
- Managerial Marketing (MKT 300) 2021
- Marketing Strategy (MKT 460) 2020
- Marketing Analytics (MKT 317) 2019

\*\*Note: 4.54/5 Average rating last three years

Santa Maria-Bonita School District

**Business Instructor**

**2017-2018**

- Introduction to Business Strategy – 24 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

## 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  
Multilevel Modeling - MSU CSTAT  
Marketing Theory Workshop at MSU

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