

Brandon Z. Holle

Eli Broad College of Business
Michigan State University
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East Lansing, MI 48824

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EDUCATION

| | | |
|--------------------|--|------|
| Ph.D. - Marketing | Michigan State University Donald A. and Shirley M. Taylor Research Excellence Award <u>Dissertation:</u> "The Confluence of Eletronic 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 | University of Nebraska – Lincoln Dean's List | 2018 |
| B.S. - Marketing | California Polytechnic State University - San Luis Obispo | 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: The Relationship Between Global and Local Electronic Word of Mouth, Illicit Streaming Supply, and Firm Performance (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 T. 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 T. 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 Impacts of Electronic Word of Mouth Emotions on Stock Performance: The Mediating Role of Analyst Coverage

- Authors: Hang T. Nguyen, Brandon Z. Holle, and Pham Thi Minh Ly
- Status: Under review at *Management Science*
- 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 T. Nguyen, and Ahmet H. Kirca
- Status: Finalizing manuscript for *International Journal of Research in Marketing* in Winter 2022

CONFERENCE PROCEEDINGS AND PRESENTATIONS

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

Sheth/AIB Doctoral Consortium Fellow

2022

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| 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

Leadership:

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| ▪ Vice Chair of Scholarly Insights – AMA DocSIG | 2022-2023 |
| ▪ Assistant Vice Chair of Scholarly Insights – AMA DocSIG | 2020-2022 |
| ○ Management of <i>Journal of Marketing Research</i> 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:

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| ▪ <i>Journal of Product Innovation Management</i> | 2022-Present |
| ▪ <i>Journal of Business Research</i> | 2021-Present |
| ▪ <i>Industrial Marketing Management</i> | 2020-Present |

Conference Session Chair:

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| ▪ “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:

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| ▪ 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:

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

Advisor:

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

TEACHING EXPERIENCE

Michigan State University

Instructor

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| ▪ 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

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

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

Leslie E. Papke
Anjana Susarla

Social and Political Network Analysis
Statistical Models in Marketing
Advanced Multilevel Modeling
Research Design in Marketing
Advanced Organizational Research Methods
Organizational Research Methods

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

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

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