

# Brandon Z. Holle

Eli Broad College of Business  
Michigan State University  
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## EDUCATION

Ph.D. - Marketing	<b>Michigan State University</b> 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	<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: 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

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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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### Awards and Consortia Fellow:

- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2022
- Sheth/AIB Doctoral Consortium Fellow, 2022
- AIM-AMA Sheth Foundational Doctoral Consortium Fellow, 2022
- Society for Marketing Advances Doctoral Consortium Fellow, 2021
- Mittelstaedt & Gentry Doctoral Symposium Fellow, 2020, 2021
- Dean's List, University of Nebraska – Lincoln, 2016-2018

### Fellowships and Scholarships:

- Robert P. Poland Endowed Doctoral Fellowship, Michigan State University, 2018-2023
- Education Opportunity Fellowship, Michigan State University, 2019-2023
- Academy of International Business Doctoral Travel Award, 2022
- International Studies and Programs Travel Award, Michigan State University, 2019
- Graduate School Research and Travel Fellowship, Michigan State University, 2019
- 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-Present
- 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
  - Awarded Club of the Year at the Orfalea College of Business
- VP of National Relations – Cal Poly American Marketing Association, 2012-213

### Journal Reviewer:

- *Journal of Product Innovation Management*, 2022-Present
- *Journal of Business Research*, 2021-Present
- *Industrial Marketing Management*, 2020-Present

### 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:

- American Marketing Association Winter Academic Conference, 2020-2023
- American Marketing Association Summer Academic Conference, 2019-2022
- 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

### Judge:

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

### Advisor:

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

## TEACHING EXPERIENCE

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Michigan State University

**Instructor**

**2018-Present**

- Marketing Strategy (Capstone course)
  - MKT 460 – Summer 2022
  - MKT 460 – Summer 2020
- Marketing Principles (Managerial Marketing)
  - MKT 300 – Summer 2021
- Marketing Analytics (Quantitative Business Research Methods)
  - MKT 317 – Summer 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

Ahmet H. Kirca

Ahmet H. Kirca

G. Tomas M. Hult

Advanced Seminar in Buyer Behavior

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  
Social Science Single Subject Teaching Credential – State of California

## REFERENCES

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**Hang T. Nguyen**

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**Ahmet H. Kirca**

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Director MSU-CIBER (International Business Center)  
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**Suman Basuroy**

Professor of Marketing  
Department Chairperson  
Marketing PhD Program Director  
Fishbeck and Lee Faculty Fellow  
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