

Hang Nguyen

Department of Marketing, Eli Broad College of Business,
Michigan State University
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EMPLOYMENT

- Associate Professor of Marketing (with tenure) 2019-Present
- Assistant Professor of Marketing 2013-2019
Eli Broad College of Business, Michigan State University

EDUCATION

- Ph.D. in Business Administration (Marketing Concentration) 2013
School of Business, University of Connecticut
Dissertation: Three Essays on the Financial Impacts of Branding and Alliance Strategies
Chair: Dr. William T. Ross, Jr.
- Master in Survey Research (Marketing Research Concentration) 2008
University of Connecticut
- Master of Business Administration 2004
Shidler College of Business, University of Hawaii at Manoa
- Bachelor of Economic Laws 1997
Hanoi Law University

HONORS AND AWARDS

Research

- 2020-2023 *National Science Foundation Research Fund* (\$349,954)
- 2019 *Emerald Literati Award* for outstanding publications
- Center for Business and Social Analytics *Seed Grant Award* (2018: \$19,200; 2019: 15,000)
- Eli Broad College of Business *Summer Research Awards* (2018: \$12,000, 2019: \$7,000, 2020: \$7,300, 2021: \$7,600, 2022: \$7,000)
- *Best Paper Award*, Brand Management Track, 2014 AMA Winter Educators' Conference
- *Best Paper Award*, Marketing Communications and Branding Track, 2012 AMA Winter Educators' Conference
- *Hall of Fame Award*, University of Connecticut, 2013
- *Doctoral Dissertation Competition Finalist*, Institute for the Study of Business Markets, Pennsylvania State University, 2013
- ING *Global Research Fellowship* (\$5,000), 2012
- *Pre-doctoral Fellowship*, University of Connecticut, School of Business, 2012
- *Outstanding Scholar Award*, University of Connecticut, School of Business, 2011
- *W. I. A. Lewis Fellowship Award* for Excellence and Promise in Public Opinion Research, 2008

Teaching and Others

- *Full-time MBA Teaching Excellence Award*, Eli Broad College of Business, Spring 2020, Spring 2021
- *Undergraduate Teaching Excellence Award*, Eli Broad College of Business, Spring 2020, Spring 2022
- *MBA Faculty Teaching Award*, Department of Marketing, Michigan State University, 2015
- *Eli Broad Integrative Fellowship*, Michigan State University, 2015
- Faculty adviser for *GoRamp*, one of the seven outstanding innovation projects that demonstrate promise for changing people' lives recognized by *Smithsonian Institution*, 2015
- *Outstanding Doctoral Student Teaching Awards*, UConn School of Business, 2011, 2012
- *AMA Sheth Doctoral Consortium*, Washington University, Seattle, Washington, 2012

RESEARCH INTERESTS

Brand and Product Innovation
Social Media
Return on Marketing Investment

REFEREED JOURNAL ARTICLES

1. Hang Nguyen and Hui Feng (2021), "Antecedents and Financial Impacts of Building Brand Love," ***International Journal of Research in Marketing***, Vol. 38(3), 572-592.
2. Hang Nguyen, Roger Calantone, and Ranjani Krishnan (2020), "Influence of Social Media Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," ***Management Science***, Vol. 66(2), 887-910.
Media mention: <https://www.irmagazine.com/technology-social-media/ir-papers-how-social-media-influences-investors>
3. Hang Nguyen, William T. Ross, Jr., Joseph Pancras, and Hieu Phan (2020), "Market-based Drivers of Cobranding Success," ***Journal of Business Research***, Vol. 115, 122-138.
4. Hang Nguyen and Malika Chaudhuri (2019), "Making New Products Go Viral and Succeed," ***International Journal of Research in Marketing***, Vol. 36(1), 39-62.
Media mention: <https://www.strategy-business.com/blog/Electronic-word-of-mouth-can-make-or-break-a-product-launch>
5. Hang Nguyen, Yufei Zhang, and Roger Calantone (2018), "Brand Portfolio Coherence: Scale Development and Empirical Examination," ***International Journal of Research in Marketing***, Vol. 35(1), 60-80.
6. Hang Nguyen and Kunter Gunasti (2018), "Original Brands in Competition Against High Quality Copycats," ***European Journal of Marketing***, Vol. 52 (7/8), 1574-1594.
Winner of 2019 Emerald Literati Award
7. Hieu Phan, Thuy Simpson, and Hang Nguyen (2017), "Tournament-Based Incentives, Corporate Cash Holdings, and the Value of Cash," ***Journal of Financial and Quantitative Analysis***, Vol. 52(4), 1519-1550.
Reprinted on *Columbia Law School's Blog on Corporations and the Capital Markets*
<https://clsbluesky.law.columbia.edu/?s=Tournament-Based+Incentives%2C+Corporate+Cash+Holdings%2C+and+the+Value+of+Cash&submit=Search>
8. Susan Spiggle, Hang Nguyen, and Mary Caravella (2012), "More than Fit: Brand Extension Authenticity," ***Journal of Marketing Research***, Vol. 49 (6), 967-983.

BOOK CHAPTERS

Roger Calantone and Hang Nguyen (2017), "Open Innovation in the Brand Management Context" *Handbook of Research on New Product Development*, Ed. Peter N. Golder.

SELECTED MANUSCRIPTS UNDER REVIEW AND REVISION

1. Ya You, Hang Nguyen, and Ahmet Kirca, "The Power of Social Media Influencers: Brand Virality and Firm Value Relationship," – Revising to resubmit to the *Journal of Marketing*.
2. Hang Nguyen, Brandon Holle, and Suman Basuroy – Revising to resubmit to the *Journal of Marketing*.
3. Malika Chaudhuri, Ranadeb Chaudhuri, Hieu Phan, and Hang Nguyen, "Investor Attention and IPO Valuation: The Role of Social Media," – Under review at *Marketing Science*.
4. Hang Nguyen, Brandon Holle, and Hieu Phan, "Granularity of Electronic Word of Mouth Emotions and Stock Performance," – Under review at the *Journal of the Academy of Marketing Science*.
5. Hang Nguyen and Farnoosh Khodakarami "Humanoid in Virtual Social Media Influencers: Developing and Testing a Scale," – Under review at the *Journal of Marketing*
6. Hang Nguyen, Douglas E. Hughes, and Yufei Zhang, and Wyatt Schrock, "The Dark Side of Brand Evangelists," – Finalizing the manuscript to submit to the *Journal of Consumer Research*.
7. Satish Joshi, Ranjani Krishnan, and Hang Nguyen, "Synergies and Value Creation in the Acquisition of Prior Alliance Partners," – Finalizing the manuscript to submit to the *Journal of Production and Operations Management*.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

1. Hang Nguyen and Farnoosh Khodakarami (2022) "Humanoid in Virtual Social Media Influencers: Developing and Testing a Scale," *Proceedings of the American Marketing Association Summer Educator's Conference*, Chicago, IL.
2. Hang Nguyen and Brandon Holle (2022) "Dynamic Impacts of Electronic Word of Mouth Emotions on Stock Performance," *Proceedings of the American Marketing Association Summer Educator's Conference*, Chicago, IL.
3. Ya You and Hang Nguyen (2020) "Viral Power of Digital Influencers Versus Celebrities" *Proceedings of the 51st DSI Conferences*.
4. Hang Nguyen and Brandon Holle (2019) "How does a Firm's Innovation Strategy Respond to Consumer Sentiment Toward Rival Brands," *Proceedings of the 41th ISMS Marketing Science Conference*, Rome, Italy.
5. Hang Nguyen, Douglas E. Hughes, Yufei Zhang, Wyatt Schrock (2019), "Influential Power of Brand Evangelists," *Proceedings of the American Marketing Association Summer Educator's Conference*, Chicago, IL.
6. Malika Chaudhuri and Hang Nguyen (2018) "The Role of Social Media in IPO Success," *Proceedings of the 40th ISMS Marketing Science Conference*, Philadelphia, PA.
7. Hang Nguyen, Sundar G. Bharadwaj, and Ranjani Krishnan (2018) "Value Drivers in Brand Acquisitions," *Theory + Practice in Marketing (TPM) Conference*, Los Angeles, CA.

8. Hang Nguyen and Hui Feng (2018) "Chief Marketing Officer Presence and Strategic Alliance Success," *Theory + Practice in Marketing (TPM) Conference*, Los Angeles, CA.
9. Hang Nguyen, Roger Calantone, and Ranjani Krishnan (2018) "Influence of Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," *Proceedings of the American Marketing Association Winter Educator's Conference*, New Orleans, LA.
10. Hang Nguyen and Hui Feng (2018) "Chief Marketing Officer and Strategic Alliance," *Proceedings of the American Marketing Association Winter Educator's Conference*, New Orleans, LA.
11. Hanieh Sardashti, Hang Nguyen, and Roger Calantone (2017), "How to Pay Your Executives to Build Strong Brands," *Proceedings of the 38th ISMS Marketing Science Conference*, Los Angeles, CA.
12. Hang Nguyen, Douglas E. Hughes, and Yufei Zhang (2017), "Brand Evangelists: Powerful Brand Influencers," *Proceedings of the American Marketing Association Winter Educator's Conference*, Orlando, FL.
13. Hang Nguyen and Malika Chaudhuri (2017), "From Preannouncement to New Product Success: The Role of Online Customer Engagement," *Proceedings of the American Marketing Association Winter Educator's Conference*, Orlando, FL.
14. Hang Nguyen, Yufei Zhang, and Roger Calantone (2016), "Brand Portfolio Coherence: An Important Driver of Brand Loyalty," *Proceedings of the American Marketing Association Summer Educator's Conference*, Atlanta, GA.
15. Hang Nguyen and Malika Chaudhuri (2015), "From Preannouncement to New Product Success: The Role of Online Customer Engagement," *Proceedings of the 37th ISMS Marketing Science Conference*, Baltimore, MD.
16. Hieu Phan and Hang Nguyen (2015), "Industry Pay Gap and CEO Opportunistic Risk Taking: Evidence from Mergers and Acquisitions," *Proceedings of the 2015 Annual Conference of the Financial Management Association*, Orlando, FL.
17. Hang Nguyen and William T. Ross, Jr. (2014), "The Financial Impacts of Brand Knowledge, Affect and Trust on Firm Value," *Proceedings of the American Marketing Association Winter Educator's Conference*, Orlando, FL. — *Best Paper Award of the Brand Management Track*.
18. Hang Nguyen and William T. Ross Jr. (2012), "Strategic Alliances and Uncertainty in Acquisition Choice and Value Creation," *Special Session, the 2012 American Marketing Association Summer Educator's Conference*, Chicago, IL.
19. Hang Nguyen, Kunter Gunasti, and Robin Coulter (2012), "Brand Signals of Authenticity: From Conscious to Non-Conscious Effects," *Proceedings of the American Marketing Association Winter Educator's Conference*, St. Petersburg, FL. — *Best Paper Award for the Marketing Communications and Branding Track*.
20. Hang Nguyen and William T. Ross Jr. (2012), "Relationship Complexity and Uncertainty in M&A Selection and Value Creation," *Proceedings of the American Marketing Association Winter Educator's Conference*, St. Petersburg, FL.
21. Hang Nguyen and Kunter Gunasti (2011), "Authenticity is in the Eye of the Beholder: From Changes in Attitudes and Preferences to Placebo Effects," *Advances in Consumer Research, the Association for Consumer Research Conference*, St. Louis, MO.
22. Hang Nguyen, William T. Ross Jr., and Joseph Pancras (2011), "Marketing Alliances, Brand Equity and Firm Value: The Differential Effects of Co-branding versus Joint Promotion," *Proceedings of the Marketing Strategy Meets Wall Street II Conference*, Boston, MA.

23. Hang Nguyen and Hieu Phan (2011), "Marketing Alliances, Brand Equity and Firm Value: The Differential Impacts of Co-branding and Joint Promotion," *Proceedings of the American Marketing Association Winter Educator's Conference*, Austin, TX.
24. Susan Spiggle, Hang Nguyen, and Mary Caravella (2010), "The Authenticity of Brand Extensions: A Complementary Construct to Fit," *Proceedings of the American Marketing Association Summer Educator's Conference*, Boston, MA.

TEACHING EXPERIENCE

Michigan State University

Graduate (MBA): *Brand Insight (MKT811)*

Instructor quality:

4.7/5 (Spring 2021)
 4.6/5 (Spring 2020)
 4.9/5 (Spring 2019)
 5.0/5 (Spring 2018)
 4.8/5 (Spring 2017)

Brand Strategy (MKT821)

Instructor quality: 5.0/5 (Spring 2021)
 4.6/5 (Spring 2020)
 4.8/5 (Spring 2019)
 5.0/5 (Spring 2018)
 4.5/5 (Spring 2017)

Graduate (MSMR): *Marketing Management (MKT805)*

Instructor quality: 5.0/5 (Summer 2020)

Undergraduate: *Product Design and Development (MKT420)*

Instructor quality: 4.5/5 (Spring 2020)
 4.6/5 (Spring 2019)
 4.4/5 (Spring 2018)
 4.2/5 (Spring 2017)
 4.0/5 (Spring 2016)

Product Innovation Management (MKT410)

Instructor quality: 4.7/5 (Spring 2020)
 4.5/5 (Spring 2019)
 4.4/5 (Fall 2014)
 4.5/5 (Spring 2014)
 4.4/5 (Fall 2013)

Note: The scores for instructor quality were collected using the question, "What is your overall assessment of the instructor?" Responses from MSU students are based on a scale from 1 = "Poor" to 5 = "Excellent."

DOCTORAL STUDENT SUPERVISION

Michigan State University

Dissertation Committee (member)

Brandon Holle (2023 – Marketing)
 Aishwarrya Deore (2021 – Accounting)
 Xiaoyun Zheng (2020 – Marketing)

Cynthia (Shunyao) Jin (2019 – Accounting)
Hanieh Sardashti (2018 – Marketing)
Kwangjin (KJ) Lee (2018 – Accounting)
Yanhui Zhao (2016 – Marketing)

SERVICES

Professional Service

Ad hoc reviewer for *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Business Research*, *European Journal of Marketing*, *Journal of Corporate Finance* (2016-present)
Reviewer for *AMA Summer and Winter Educators' Conferences* (2010-present)
Section Chair: 2014, 2018 *AMA Winter Educators' Conferences*
Discussant: 2015 *ISMS Marketing Science Conference*, Innovation Strategies Section

University Service

Department of Marketing - Michigan State University

2022-2023: Departmental Advisory Board (Associate professor representative)
Chair of Tenure Faculty Search Committee
2021-2022: Graduate Programs Committee (Chair)
2020-2021: Graduate Programs Committee (Chair)
2019-2020: Graduate Programs Committee (Chair)
2017-2018: Departmental Advisory Board (Assistant professor representative)
2016-2017: Graduate Programs Committee (member)
2015-2016: Undergraduate Programs Committee (member)
Faculty Recruitment Committee (member)
2014-2015: Graduate Programs Committee (member)
Faculty Recruitment Committee (member)
2013-2014: Undergraduate Programs Committee (member)

Eli Broad School of Business - Michigan State University

2020: Presentor for the *Managing Through Crisis Summer Series - How Brands Used Social Media Successfully During Crisis*
2015-2016: Faculty Engagement in The Broad MBA 360 Event –Delivered the lecture on “Branding Yourself to Succeed”
2014-2015: Faculty Adviser for MBA students’ ‘Fast Break’ Project (LifeOil® Project for the Alden Group)

Service to the Business Community through Consulting Projects

<i>Customer-Centric Branding Project, MSU Health Care</i>	Spring 2023
Led five teams of Eli Broad College’s MBA students to use customer personas, journey maps, and insights from market research to design a customer-centric branding strategy for MSU Health Care Sports Medicine within the overall MSU Health Care and University Brand.	
<i>Market Growing Project (Pop-Tarts), Kellogg’s</i>	Spring 2022
Led five teams of Eli Broad College’s MBA students to explore brand insights and determine tactics and strategies to stabilize and grow target markets for Pop-Tarts brand.	
<i>New Product Development and Branding Project (Segafredo), Massimo Zanetti</i>	Spring 2021
Led four teams of Eli Broad College’s MBA students to conduct market research and create new product concepts and branding strategy for Segafredo coffee.	
<i>Online Marketing and New Product Development Project, Vade Nutrition</i>	Spring 2020

Led six teams of Eli Broad College's MBA students to conduct market research and develop online and new product strategies for VADE Nutrition.

Brand and Social Media Strategy Project, Traverse City Whiskey Co.

Spring 2019

Led five teams of Eli Broad College's MBA students to conduct market research and develop brand strategy to strengthen TCW's brand identity and increase social media presence and sales.

Breakfast Menu Project, Wendy's Inc.

Spring 2018

Led three teams of Eli Broad College's MBA students to conduct market research and develop a new breakfast menu and launching/branding strategies for Wendy's in the US.

Employer Branding Project, TE Connectivity, Ltd.

Spring 2017

Led two teams of Broad College's MBA students to conduct market research and develop employer brand strategies for TE Connectivity to attract young talented professionals.

Hills Bros® Project, Massimo Zanetti Beverage Group

Spring 2017

Led five teams of Broad College's MBA students to conduct market research and develop branding strategies for Hills Bros. Coffee® to increase brand awareness and preferences among millennials in the US.

LifeOiL® Project, the Alden Group

Spring 2016

Led five teams of Broad College's MBA students to conduct market research and develop branding strategies for LifeOiL® to increase brand awareness and sales in the US and three international markets, including Canada, China, and Mexico.

Skittles® Project, Wrigley's Inc.

Spring 2015

Led four teams of Broad College's MBA students to conduct market research and develop branding strategies for Skittles® to increase household penetration in the US and four international markets, including Brazil, Russia, India and Nigeria.

INDUSTRY EXPERIENCE

New Product Research Analyst

2008

AFFINNOVA Inc., Waltham, Massachusetts

- Worked with state-of-the-art data collection, analysis, and visualization strategies for product and service optimization and customer segmentation.
- Conducted multivariate analysis, including linear, logistic, and latent class regressions to measure choice drivers of products and services.
- Performed cluster analysis to select top product concepts among concept population created by the IDDEA technology.

Research Analyst

2007- 2008

Roper Center for Public Opinion Research, Storrs, Connecticut

- Conducted quantitative data analyses for socio-economic and political research.

Market Research Analyst

2004-2005

Business Development Project -GM DAEWOO Motor, Hanoi, Vietnam

- Processed and analyzed primary and secondary data, created perceptual maps, conducted conjoint analyses, and forecasted market demand and shares of various car models.
- Identified target segments, positioning strategy, and product portfolio as part of the Strategic Business Plan for GM Daewoo in 2006-2010.

Foreign Direct Investment Expert

1998-2003

Ministry of Planning and Investment, Hanoi, Vietnam

- Conducted research on foreign investment trends, potential investors, and domestic and regional investment opportunities.
- Provided investment advice for foreign investors who wanted to do business in Asian countries.
- Recognized for a substantial contribution to the success of the two nationwide projects to promote U.S. and German investments in Vietnam from 1998-2002.

Business Consultant

1997-1998

PCS International Inc., Hanoi, Vietnam

- Participated in research projects to develop and launch new products, identify target customers, forecast market demand, measure customer satisfaction and brand equity for business clients in consumer package goods, financial and insurance industries.

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)

SOFTWARE

- Microsoft Office (Word, Access, Excel, PowerPoint, Project)
- SAS, Stata, SPSS, Mplus, HLM, AMOS, Camtasia.