

Brandon Z. Holle

Eli Broad College of Business
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EDUCATION

Ph.D. - Marketing	Michigan State University Donald A. and Shirley M. Taylor Research Excellence Award	Expected 2023
	<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	
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, applied econometrics, quasi-experiments and causal inference

Programs: Stata, R, Python, KNIME, SPSS

PAPERS UNDER REVIEW

Granularity of Electronic Word of Mouth Emotions and Stock Performance

- Authors: Hang T. Nguyen, **Brandon Z. Holle**, and Hieu Phan
- Status: Under review at *Journal of the Academy of Marketing Science* (Granted reject and resubmit)
- Received *Grant Award* from *Vietnamese National Foundation for Science and Technology Development*

A Firm's Innovation Strategy Response to Social Media Sentiment About Rival Brands

- Authors: Hang T. Nguyen, **Brandon Z. Holle**, and Suman Basuroy
- Status: Revising for resubmission to *Journal of Marketing* (Granted reject and resubmit)
- Received *2020 Outstanding Summer Research Grant Award* from Eli Broad College of Business

SELECT WORKING PAPERS

To Watch or Not to Watch: The Impact of Piracy on Global and Local Electronic Word of Mouth and Firm Performance (Dissertation Essay #1)

- Authors: **Brandon Z. Holle** and Ahmet H. Kirca
- Status: Finalizing manuscript for *Journal of International Business Studies* in Spring 2023

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 Summer 2023

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 Spring 2023

Not All Reviews are Equal for Online Retailers: The Impact of Online Review eWOM on Review Helpfulness

- Authors: **Brandon Z. Holle** and Hang T. Nguyen, and Ahmet H. Kirca
- Status: Finalizing manuscript for *International Journal of Research in Marketing* in Spring 2023

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Holle, Brandon Z. and Ahmet H. Kirca* (2023), "To Watch or Not to Watch: The Relationship Between Global and Local Electronic Word of Mouth, Illicit Streaming, and Firm Performance," *2023 AMA Global Marketing SIG Conference*, Santiago, Chile.

Holle, Brandon Z.* and Ahmet H. Kirca (2023), "To Watch or Not to Watch: The Impact of Piracy on Global and Local Electronic Word of Mouth and Firm Performance," Sport SIG Special Session, *Proceedings of the 2023 AMA Winter Academic Conference*, Nashville, TN.

Holle, Brandon Z.* and Hang T. Nguyen (2022), "A Quasi-Experimental Examination of Online Review Platform Policies and Their Impact on Product Performance Outcomes," *2022 Society for Marketing Advances Conference*, Charlotte, NC.

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 H. 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 T. 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 T. 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 T. 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

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, Scholarships, and Grants:

- MSU-CIBER Professional Development Grant, Michigan State University, 2023
- Robert P. Poland Endowed Doctoral Fellowship, Michigan State University, 2018-2023
- Education Opportunity Fellowship, Michigan State University, 2019-2022
- Academy of International Business Doctoral Travel Grant, 2022
- International Studies and Programs Travel Grant, 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

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, 2020-2023

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, 2016-2017

TEACHING EXPERIENCE

Michigan State University

Instructor

2018-Present

- Marketing Strategy (Capstone course)
 - MKT 460 – Summer 2023
 - 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

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	Ahmet H. Kirca
International Business Theory	Ahmet H. Kirca
Marketing Strategy	G. Tomas M. Hult
Advanced Seminar in Buyer Behavior	Hanyong Park

Methodology

Econometric Methods in Public Policy	Leslie E. Papke
Network Analytics and Text Mining	Anjana Susarla
Social and Political Network Analysis	Shahryar Minhas
Statistical Models in Marketing	Roger J. Calantone
Advanced Multilevel Modeling	Kimberly Kelly
Research Design in Marketing	G. Tomas M. Hult
Advanced Organizational Research Methods	Brent A. Scott
Organizational Research Methods	John R. Hollenbeck

Seminars and Other Coursework

Causal Inference Econometrics	Scott Cunningham
Applied Tools of Econometrics	Jeffrey M. Wooldridge & Timothy J. Vogelsang
Diff-in-Diff Modeling	Jeffrey M. Wooldridge
Python Tools for Research – Indiana University	Noah Stoffman
R and R Markdown – MSU CSTAT	Andrew Dennhardt
Machine Learning – MSU CSTAT	Ashton Shortridge
Propensity Scores - MSU CSTAT	Dhruv Sharma
Multilevel Modeling - MSU CSTAT	Tenko Raykov
Marketing Theory Workshop at MSU	Ajay Kohli

INDUSTRY EXPERIENCE

Management Trainee	2015-2016
Enterprise Holdings International	San Luis Obispo, CA
Department Lead / Assistant Buyer	2011-2015
Cal Poly Corporation	San Luis Obispo, CA
Retail and Distribution Operations Intern	2014
NBCUniversal	Universal City, CA
Financial Analyst Intern	2013

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
Social Science Single Subject Teaching Credential – State of California

REFERENCES

Hang T. Nguyen

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Suman Basuroy

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