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Curriculum Vita

Peter Nguyen

PERSONAL DATA

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Academic Position: Assistant Professor of Marketing, Miami University (2019 - Present)

EDUCATION

Doctor of Philosophy – Ivey Business School, Western University (2019)
Marketing

Master of Science – Western University (2013)
Neuroscience

Bachelor of Science – Western University (2011)
Major in Psychology
Major in Medical Sciences

RESEARCH EXPERTISE

My research leverages machine learning analytical tools to study customer-generated content (e.g., social media posts, online reviews, interview/call transcripts). In my research, I explore how customers share their own, and learn from others', product/service experiences. In turn, I provide managerial strategies for firms integrating unstructured textual data into their marketing. My research approach is multi-method; I combine empirical modeling of real-world data with laboratory experiments in order to rigorously test postulated hypotheses and draw well-substantiated conclusions.

Topic keywords: customer-generated content, online word-of-mouth, social media, mobile marketing, platform strategy, customer defection

Method keywords: web scraping, big data, unstructured data, text mining, probabilistic topic modeling, semantic word embeddings, machine learning, meta-analysis, laboratory experiment, mixed method

PUBLICATIONS

Nguyen, Peter & Xin (Shane) Wang (Forthcoming). “[The Influence of Non-Physicality of Goods on Disparities in Seller-Buyer Valuations: A Meta-Analysis](#),” *Journal of Consumer Psychology*.

(✓FT50; ABDC Rating of A*; ABS Rating of 4*; SJR Rating of 2.978)

Nguyen, Peter*, Scott B. Friend*, Kevin S. Chase*, & Jeff S. Johnson* (2022). “[Analyzing Sales Proposal Rejections via Machine Learning](#),” *Journal of Personal Selling and Sales Management*, 43(1), 24-45. (ABDC Rating of A; ABS Rating of 2; SJR Rating of 1.398)

* Equal authorship

Nguyen, Peter, Xin (Shane) Wang, Xi Li, & June Cotte (2021), “[Expert Reviewers’ Restraint from Extremes and its Impact on Service Providers](#),” *Journal of Consumer Research*, 47(5), 259-75.

(✓UTDallas; ✓FT50; ABDC Rating of A*; ABS Rating of 4*; SJR Rating of 8.916)

Won *Runner Up Poster Award* at the 5th *Empirical & Theoretical Symposium* in Montreal, Canada, May 2017.

Nominated *Best Paper Award* at the 11th *European Association for Consumer Research (EACR)* in Ghent, Belgium, June 2018.

Interviewed and featured on the San Francisco’s KGO-810 radio show, *Consumer Talk* with Michael Finney, January 2021.

Roberts, Angela, Peter Nguyen, Joseph B. Orange, Mandar Jog, Kelly A. Nisbet, & Ken McRae (2017), “[Differential Impairments of Upper and Lower Limb Movements Influence Action Verb Processing in Parkinson Disease](#),” *Cortex*, 97, 49-59. (SJR Rating of 1.786)

PRESENTATIONS (*Presented by coauthor)

Nguyen, Peter (2023, February). *How polarizing discourse varies around the world and throughout the US: The influence of strong societal norms*. Presented at Winter AMA, Nashville, TN, USA.

Nguyen, Peter (2022, October). *How polarizing discourse varies around the world and throughout the US: The influence of strong societal norms*. Presented at ACR, Denver, Colorado, USA.

Nguyen, Peter, Scott Friend, Kevin Chase, Jeff Johnson (2022, February). *Sales failure analysis for in-versus out-supplier via text-based machine learning*. Presented at Winter AMA, Las Vegas, Nevada, USA.

Nguyen, Peter & Jessie Wang (2021, April). *The effect of cultural tightness-looseness on polarizing word-of-mouth*. Presented at the psychology department at Miami University, Oxford, Ohio, USA.

Nguyen, Peter, Xin (Shane) Wang, Xi Li, & June Cotte* (2020, December). *Expert reviewers’ restraint from extremes and its impact on service providers*. Presented at George Mason University, Fairfax, Virginia, USA.

Nguyen, Peter, Xin (Shane) Wang*, Xi Li, & June Cotte (2019, July). *Expert reviewers’ restraint from extremes and its impact on service providers*. Presented at Consumer Behavior Special Interest Group (CBSIG) conference, Bern, Switzerland.

Nguyen, Peter, Xin (Shane) Wang, Xi Li, & June Cotte* (2019, January). *When novices have more influence than experts: Empirical evidence from online peer reviews*. Presented at Smith School of Business, Queen’s University, Kingston, Ontario, Canada.

- Nguyen, Peter, Xin (Shane) Wang, Xi Li, & June Cotte (2018, October). *When novices have more influence than experts: Empirical evidence from online peer reviews*. Presented at the 46th Association for Consumer Research (ACR), Dallas, Texas, USA.
- Nguyen, Peter, Xin (Shane) Wang, & David J. Curry (2018, October). *Using a meta-analysis to unravel relative importance of postulated explanations for the endowment effect*. Presented at the 46th Association for Consumer Research (ACR), Dallas, Texas, USA.
- Nguyen, Peter, Xin (Shane) Wang, Xi Li, & June Cotte (2018, June). *How beginner reviewers systematically benefit and harm service providers: biases in rating approaches on user-generated reputation systems*. Presented at the 11th European Association for Consumer Research (EACR) Conference, Ghent, Belgium.
- Nguyen, Peter, Xin (Shane) Wang, Xi Li, & June Cotte (2018, February). *When novices are better than experts: Evidence from online user-generated content platforms*. Presented at the Society for Consumer Psychology (SCP) Conference, Dallas, Texas, USA.
- Nguyen, Peter, Xin (Shane) Wang, Xi Li & June Cotte* (2017, September). *When novices are better than experts: Evidence from online user-generated content platforms*. Presented at Fuqua School of Business, Duke University, Durham, NC, USA. *Invited speaker*.
- Nguyen, Peter, Xin (Shane) Wang, Xi Li & June Cotte* (2017, September). *When novices are better than experts: Evidence from online user-generated content platforms*. Presented at the University of Connecticut, Mansfield, CN, USA. *Invited speaker*.
- Wang, Xin (Shane)*, Nguyen, Peter, & Curry, David (2016, May). *Reconsidering the Endowment Effect: A Neuro-Processing Perspective*. Presented at the Southern Ontario Behavioural Decision Research (SOBDR) Conference, Ivey Business School, London, Ontario, Canada.
- Nguyen, Peter & Wang, Xin (Shane) (2016, January). *The Spillover Effect of Unpacking Product Category Descriptions: How Highlighting Competitor Products may Increase Purchase of Your Own Products*. Presented Consumer Behaviour Symposium, Ivey Business School, London, Ontario, Canada.
- McRae, Ken*, Nguyen, Peter, & South, Angela (2014, November). *Parkinson Patients' Upper and Lower Limb Motor Impairments Differentially Influence Action Verb Processing*. Presented at Psychonomic Society's 55th Annual Meeting, Long Beach, California, U.S.A.
- Shanahan, Matthew J.*, Nguyen, Peter, & Neufeld, Richard W.J. (2012, July). *Coping with Stress through Decisional Control: The Mixture Model Side of a Quasi Game-Theoretic Account*. Presented at the Society for Mathematical Psychology (SMP), 45th Annual Meeting, Columbus, Ohio, U.S.A.

TEACHING

Assistant Professor of Marketing at Miami University, USA

08/2019 – Present

Analytical Research and Reasoning for Marketers (MKT 335)

Course description: Marketing in today's environment with numerous large and real-time data sets requires new analytic skills. This class focuses on analytical research methods utilized by marketers to better understand the markets in which they compete; the categories, competition, channels and consumers that comprise their risks and growth opportunities. Students will be equipped to move at the speed of data availability, address complexity and ambiguities in information, quickly respond with research analyses and develop actionable conclusions with recommendations.

Technical skills taught in this class: Fundamentals of data analysis (descriptive and inferential statistics), predictions with supervised machine learning, customer segmentation with cluster analysis, marketing basket analysis, social media web scraping, computational text analysis. Programs taught: MS Excel, PowerBI, and R.

Average student evaluation across 14 sections: 3.85 (out of 4.00)

See Appendix at end of this document for detailed teaching evaluations

Marketing Instructor at Western University, Canada

01/2018 – 04/2019

Marketing Research (MOS 3420), Spring 2019, 45 undergrad students,
student evaluation: 6.7 (out of 7.0)

Principles of Marketing (MOS 2320), Spring 2018, 95 undergrad students,
student evaluation: 6.7 (out of 7.0)

SERVICE

A. Service to the Profession

Ad-Hoc Reviewer for *Journal of Consumer Psychology*, 2023

Ad-Hoc Reviewer for *Journal of Consumer Research*, 2022

Ad-Hoc Reviewer for *International Journal of Research in Marketing*, 2021

Ad-Hoc Reviewer for *Psychology & Marketing*, 2021

Ad-Hoc Reviewer for *Journal of Business Research*, 2019-2022

External Grant Reviewer for the Research Grant Council, Hong Kong, 2022

B. Service to the University

Quantitative Literacy in Business Committee, 2022-2023

Analytics in Marketing Committee, 2022-2023

Cradle of Marketer Departmental Committee, 2021-2022

Strategy Development Departmental Committee, 2021-2022

Steering Committee for Center for Analytics and Decision Science (CADS) at Miami University, 2020-2022

Faculty Mentor at DataFest at Miami University, 2021

Meet with and mentor groups of students partaking in DataFest, discussing strategies on ways to most effectively analyze the provided data and tell a convincing and cohesive data-driven story for the final presentation.

Faculty Project Advisor for Center for Analytics and Decision Science (CADS) at Miami University, 2020

CADS hosts experiential learning projects for our students to apply what they have learned in educational settings to real world scenarios. Projects are contracted by companies and organizations, including both paid and pro bono work. Students work together on teams to answer questions and tell stories with data in a way that will directly affect an organization and future business operations.

Past projects:

- Identifying fraudulent warranty claims for a major manufacturer of outdoor power equipment
- Leverage customer product profiles to make product recommendations to clients at a major US bank

Faculty Presenter at Careers Involving Quantitative Skills (CIQS) Day at Miami University, 2020-

CIQS (Careers Involving Quantitative Skills) Day is a program that invites high school female students, particularly those from disadvantaged communities, to explore prospective fields and majors in science, technology, engineering, and mathematics (i.e., STEM-based programs). Faculty lead workshops and panel throughout the day where students learn about various STEM fields.

Selected Awards

Gifford Junior Faculty Teaching Innovation Award, Miami University, USA, 2023, \$2000

The Creativity and Innovation Award, Miami University, USA, 2022

Richard K. Smucker Teaching Excellence Award, Outstanding Junior Professor, Miami University, USA, 2022

Farmer School of Business (FSB) Summer Research Grant, Miami University, USA, 2022, \$10,000

Sales Education Foundation (SEF) Research Grant, USA, 2021, \$5,000

University Sales Center Alliance (USCA) Research Grant, USA, 2021, \$2000

American Marketing Association (AMA) Relationship-Marketing Special-Interest-Group (RM-SIG), Research Grant Winner, USA, 2021, \$1500

Student Recognition of Teaching Excellence, 2020, Miami University, USA

Faculty Commendation from Center for Teaching Excellence for Positive Impact on Student Learning and Development, 2020, 2021, 2022, Miami University, USA

AMA-Sheth Foundation Doctoral Consortium 2018 in Leeds, UK

Nominated *Best Paper Award* at the 11th *European ACR* 2018 in Ghent, Belgium

Doctoral Excellence Research 2017, \$5,000

Joseph-Armand Bombardier Canada Graduate Scholarship 2014-2017, \$105,000

Appendix Detailed Teaching Evaluations

Year 1 (Academic Year 2019-2020)

Course Number	MKT335	MKT335	MKT335	MKT335
Course Name	Marketing Analytics	Marketing Analytics	Marketing Analytics	Marketing Analytics
Section	F	G	A	B
Semester	2019-2020 FALL	2019-2020 FALL	2019-2020 SPRING	2019-2020 SPRING
Format	In-Person	In-Person	In-Person/Virtual	In-Person/Virtual
Enrollment	24	19	25	24
Evaluations Completed	19	19	13	11
Class GPA	2.88	3.26	3.20	2.96
Items				
<i>High academic standards</i>	3.68	3.95	4.00	3.73
<i>Challenged to think</i>	3.63	3.95	3.92	3.82
<i>Instructor well-prepared</i>	3.54	3.95	4.00	3.82
<i>Exam - content and challenge</i>	3.53	3.95	3.92	3.82
<i>Instructor showed enthusiasm</i>	3.74	4.00	4.00	3.82
<i>Felt free to ask questions</i>	3.68	3.79	4.00	3.64
<i>Dealt effectively w/ questions</i>	3.58	3.84	3.92	3.64
<i>Available during office hours</i>	3.58	3.94	4.00	3.78
<i>Overall rating of instructor</i>	3.67	3.84	4.00	3.64

Year 2 (Academic Year 2020-2021)

Course Number	MKT335	MKT335	MKT335	MKT335	MKT335
Course Name	Marketing Analytics	Marketing Analytics	Marketing Analytics	Marketing Analytics	Marketing Analytics
Section	D	E	A	B	C
Semester	2020-2021 FALL	2020-2021 FALL	2020-2021 SPRING	2020-2021 SPRING	2020-2021 SPRING
Format	Virtual	Virtual	Virtual	Virtual	Virtual
Enrollment	32	30	30	28	20
Evaluations Completed	15	13	18	11	6
Class GPA	2.99	2.80	2.97	2.84	3.03
Items					
<i>High academic standards</i>	3.93	4.00	3.83	3.82	3.83
<i>Challenged to think</i>	3.87	3.85	3.56	3.91	3.50
<i>Instructor well-prepared</i>	4.00	4.00	3.89	3.91	4.00
<i>Exam - content and challenge</i>	3.87	3.85	3.72	4.00	3.83
<i>Instructor showed enthusiasm</i>	3.93	4.00	3.94	4.00	4.00
<i>Felt free to ask questions</i>	4.00	3.92	3.69	3.46	3.83
<i>Dealt effectively w/ questions</i>	4.00	3.92	3.72	3.60	3.67
<i>Available during office hours</i>	4.00	3.94	3.94	3.91	4.00
<i>Overall rating of instructor</i>	4.00	4.00	3.67	3.82	3.83

Years 3 & 4 (Academic Years 2021-2022, 2022-2023)

Course Number	MKT335	MKT335	MKT335	MKT335	MKT335
Course Name	Marketing Analytics	Marketing Analytics	Marketing Analytics	Marketing Analytics	Marketing Analytics
Section	D	E	A	E	F
Semester	2020-2021 FALL	2020-2021 FALL	2022-2023 FALL	2022-2023 SRPING	2022-2023 SRPING
Format	In-Person	In-Person	In-Person	In-Person	In-Person
Enrollment	32	28	33	32	32
Evaluations Completed	13	12	15	8	12
Class GPA	3.03	3.11	2.83	3.00	3.11
Items					
<i>High academic standards</i>	3.92	3.83	3.79	4.00	3.92
<i>Challenged to think</i>	3.92	3.75	3.86	4.00	3.92
<i>Instructor well-prepared</i>	4.00	3.83	3.93	4.00	4.00
<i>Exam - content and challenge</i>	3.92	3.67	3.71	4.00	3.83
<i>Instructor showed enthusiasm</i>	4.00	4.00	4.00	4.00	3.92
<i>Felt free to ask questions</i>	4.00	3.75	3.86	4.00	3.83
<i>Dealt effectively w/ questions</i>	4.00	3.83	3.86	4.00	3.83
<i>Available during office hours</i>	4.00	3.78	3.91	4.00	3.89
<i>Overall rating of instructor</i>	4.00	3.92	3.86	4.00	3.67

Aggregate Teaching Ratings

Total Sections	14
Semesters	FALL2019-SPRING2023
Enrollment	389
Evaluations Completed	185
Class GPA	3.00
Items	
<i>High academic standards</i>	3.87
<i>Challenged to think</i>	3.82
<i>Instructor well-prepared</i>	3.92
<i>Exam - content and challenge</i>	3.83
<i>Instructor showed enthusiasm</i>	3.95
<i>Felt free to ask questions</i>	3.82
<i>Dealt effectively w/ questions</i>	3.82
<i>Available during office hours</i>	3.91
<i>Overall rating of instructor</i>	3.85