

Curriculum Vita

Peter Nguyen

Personal Data

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Miami University
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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 Interests

My research can be classified as *consumer-relevant strategy*. My expertise is on leveraging consumer-generated content (e.g., social media and online review posts) to better understand consumer behavior in the real world (rather than just in the laboratory), and in turn, provide strategic implications for firms. My research also explores areas of economic irrationality in human judgment and decision making, a subfield known as behavioral economics. 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: consumer-generated content, word-of-mouth, online reviews, social media, mobile marketing, platform strategy, endowment effect, loss aversion

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

Summary of Dissertation

Two Essay on Consumer-Generated Reviews: Reviewer Expertise and Mobile Reviews

Over the past few decades, the internet has risen to prominence, enabling consumers to not only quickly access large amounts of information, but also openly share content (e.g., blogs, videos, reviews) with a substantially large number of fellow consumers. Given the vast presence of consumers in the online space, it has become increasingly critical for marketers to better understand the way consumers share, and learn from, online user-generated content that influences consumption choices. In this dissertation, I investigate the shared content of consumers on online user-generated review platforms. Specifically, I investigate (i) why and how the *expertise* of consumers in generating reviews systematically shapes their rating evaluations and the downstream consequences this has on the aggregate valence metric and (ii) why and how generating reviews on *mobile (vs. desktop) devices* is different for expert and novice reviewers.

Essay 1

Expert Reviewers' Restraint from Extremes and Its Impact on Service Providers

This research investigates experts on online review platforms. The main tested hypothesis is that greater expertise in generating reviews leads to greater restraint from extremes in evaluations. I argue that repetition of generating reviews facilitates processing and elaboration, and enhances the number of attributes implicitly considered in evaluations, which reduces the likelihood of assigning extreme summary ratings. This restraint-of-expertise hypothesis is tested across three different review platforms (TripAdvisor, Qunar, and Yelp), shown for both ratings and review sentiment, and demonstrated both between (experts vs. novices) and within reviewers (expert vs. pre-expert), ruling out a purely self-selection explanation. Two experiments replicate the main effect and provide support for the attributes-based explanation. The field studies demonstrate two major consequences of the restraint-of-expertise effect. (i) Expert (vs. novice) reviewers have less impact on the aggregate valence metric, which is known to affect page-rank and consumer consideration. (ii) Experts systematically benefit and harm service providers with their ratings. For service providers that generally provide mediocre (excellent) experiences, experts assign significantly higher (lower) ratings than novices. This research challenges the existing marketing practice of service providers, such as hotels and restaurants, focusing primarily on expert reviewers, and provides strategic implications for platforms adopting rating scales.

Keywords: User-generated content, Expertise, Influence, Platform strategy

Essay 2

The Differential Effects of Generating Reviews on Mobile Devices for Expert and Novice Reviewers

With consumers increasingly sharing their product/service experiences via mobile devices, the topic of mobile reviews has become particularly important to consumer researchers. In this research, I investigate – across two different review platforms, Qunar and TripAdvisor – why and how generating reviews on mobile (vs. desktop) devices is different for expert and novice reviewers. Because of the relatively constraining interface (e.g., small screen and keyboard) of mobile devices, reviewers write significantly shorter reviews on mobile (vs. desktop) devices. However, I argue and show that expert and novice reviewers adopt different “strategies” in generating shorter mobile reviews. Because of their review-writing experience, experts develop a review-writing schema, and compared to novices, place greater emphasis on consistency in emotionality of language and attribute coverage in their mobile reviews. Accordingly, I show that experts (novice) generate mobile reviews that contain to a lesser (greater) degree enhanced emotional language and that are more (less) attribute dense, which (does not) compensate for the shorter mobile review. Drawing on these findings, I advance managerial strategies for review platforms and service providers, and provide avenues for future research.

Keyword: Mobile devices, Expertise, Online reviews, Platform strategy, Text analysis

Publications

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. (IF: 4.314)

Papers under Review

Nguyen, Peter, Xin (Shane) Wang, Xi Li, & June Cotte. *Expert reviewers' restraint from extremes and its impact on service providers*. (Invited for 3rd round review at **Journal of Consumer Research**)

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.

Nguyen, Peter, Xin (Shane) Wang, & David J. Curry. *Unraveling postulated psychological explanations for the endowment effect: A meta-analysis*. (Invited for 2nd round review at **Organizational Behavior and Human Decision Processes**)

Working Papers (*equal contribution)

Nguyen, Peter, Xin (Shane) Wang, & June Cotte. *The differential effects of generating reviews on mobile devices for expert and novice reviewers*.

Xin (Shane) Wang*, David Curry*, **Peter Nguyen***. *Loss aversion, brand transgressions, and subjective value: A neural perspective for loss aversion*.

Nguyen, Peter, & Xin (Shane) Wang. *The spillover effect of unpacking product categories: How the highlighting of competitor products may increase the purchase of your own products*.

Presentations (*Presented by coauthor)

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-related Experiences

Assistant Professor of Marketing at the Farmer School of Business, Miami University, USA 08/2019 – Present

Analytics 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.

Marketing Instructor at DAN Department of Management & Organizational Studies, 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)

Graduate Teaching Assistant at the Ivey Business School, Western University, Canada 09/2014 – 12/2018

Social Media Analytics and Digital Marketing, MSc & MBA
Professor: Xin (Shane) Wang; Fall 2016, Spring 2018, Fall 2019

Marketing Core, HBA
Professor: Xin (Shane) Wang; Fall 2015

Entrepreneurial Marketing, HBA
Professor: Ken Hardy; Fall 2014

Marketing Management
Professor: Dante Pirouz; Summer 2014

Selected Graduate Courses Taken

Course Name	Course Code	Instructor	Location
Theories of Marketing	BUSINESS 9804A	Dr. Kersi Antia	Ivey Business School
Seminar in Consumer Behaviour	9834B	Dr. Matt Thomson	
Judgment and Decision Making	9814B	Dr. Neil Bendle	
Experimental Design	9824A	Dr. Allison Johnson	
Cross-Disciplinary Research	9814B	Dr. Mark Zbaracki	

Last updated October 2019

Mathematical Modeling of Group and Individual Differences	PSYCHOL 9343A	Dr. Richard Neufeld	Western University
Statistics for Neuroscience	NEUROSCI 9506B	Dr. Paul Gribble	
Neuroimaging of Cognition	9223A	Dr. Jody Culham	

Selected Awards

AMA-Sheth Foundation Doctoral Consortium 2018 in Leeds, UK

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

Runner Up Poster Award at 5th *Empirical and Theoretical Symposium* 2017 in Montreal, Canada

Doctoral Excellence Research 2017, \$5,000

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

Ontario Graduate Scholarship (OGS) 2014, \$15,000

Western Graduate Research Award (2011 & 2012), \$7400 x 2

Laurene Pattern Estate Scholarship (2009 & 2011), \$2000 x 2

Western University's Continuing Admission Scholarship (2006 – 2010), \$10,000

Dean's Honor List at Western University (2006 – 2011)

Personal

Citizen: Canadian

Languages: Native English speaker; fluent in Spanish and Vietnamese

References

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Scott & Melissa Beattie Professorship in Marketing
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