

# Hieu Nguyen

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Dr. Hieu P. Nguyen is an Associate Professor of Marketing at California State University Long Beach where he teaches MBA and undergraduate courses in marketing concepts, marketing management, and marketing strategy. He has also taught short courses at the National Economics University (Vietnam). His research focuses on individual attachment orientations, brand attachment, maladaptive consumption, anti-consumption, and has been published in Journal of Business Research, Journal of Consumer Behaviour, Journal of Macromarketing, and Journal of Marketing Theory and Practice. Additionally, his research has been cited by the popular press, blogs, and industry including Marketing News, Pacific Standard, Lovemark Campus by Saatchi & Saatchi, and eHarmony.com. Dr. Nguyen studied consumer behavior and social psychology (Doctorate), marketing (MBA) and attended the Teaching Effectiveness Workshop at Harvard Business School. Prior to a career in academia, Dr. Nguyen worked in sales, marketing communications, public relations and client services.

## Education

- Ph D, University of Texas at Arlington, 2006  
Major: Marketing
- MBA, Texas Christian University, 2001  
Major: Marketing
- BA, Hanoi Foreign Studies University, 1996  
Major: English

## Experience

- Associate Professor - Department of Marketing, California State University, Long Beach (2014 - Present)
- Assistant Professor - Department of Marketing, California State University, Long Beach (2007 - 2014)
- Visiting Assistant Professor - Department of Marketing, University of Texas at Arlington (2006 - 2007)
- Graduate Teaching Assistant - Department of Marketing, University of Texas at Arlington (2003 - 2006)
- Account Manager - Client Services, E-TELEQUEST, INC., Arlington, Texas (2001 - 2002)
- Marketing Intern, TEXAS NEW MEXICO POWER, Fort Worth, Texas (2000 - 2000)
- DJ - MTV Most Wanted, 100 FM MHz- The Voice of Vietnam Radio (part-time), Hanoi, Vietnam (1998 - 1999)
- Marketing Communications Specialist, ERICSSON - HANOI OFFICE, Hanoi, Vietnam (1998 - 1999)
- Co-Founder and Chief Media Officer, VIETNAM MEDIA WATCH, Hanoi, Vietnam (1997 - 1998)
- Sales Representative, TOMEN CORPORATION - HANOI OFFICE, Hanoi, Vietnam (1996 - 1997)

## Journal and Major Conferences

Title	Publisher
"The Moderating Role of Gift Recipients' Attachment Orientations on Givers' Gift Giving Perceptions" (Accepted, 2013)	Journal of Consumer Behaviour
"Reverse Stigma in the Freegan Community" (Published, 2014)	Journal of Business Research
"Does Repeated Ad Exposure Impair or Facilitate Recall of Ads with Similar Affective Valence? An Exploratory Study." (Published, 2014)	Journal of Marketing Theory and Practice
"The Dark Side of Development in Vietnam: Lessons from the Killing of the Thi Vai River" (Published, 2012)	Journal of Macromarketing
"Antecedents of Emotional Attachment to Brands" (Published, 2011)	Journal of Business Research
"Romantic Gift Giving as Chore or Pleasure: The Effects of Attachment Orientations on Gift Giving Perceptions" (Published, 2011)	Journal of Business Research
"Uniform Assessment of the Benefits of Service Learning: The Development, Evaluation and Implementation of the SELEB Scale" (Published, 2006)	Journal of Marketing Theory and Practice
"Counter-Stigma and Achievement of Happiness Through the Fregan Ideology" (Published, 2010)	Advances in Consumer Research
"Falling in Love with Brands: An Inductive Qualitative Exploration of Pathways to Emotional Attachment" (Published, 2009)	Advances in Consumer Research
"Information Value and Influence of Price on Perception: Insights from Cue Utilization Theory" (Published, 2009)	AMA Summer Educators' Conference Proceedings
"Gift Giving Behaviors: Views from an Attachment Perspective " (Published, 2006)	Advances in Consumer Research
"Negative Mood and Risk Taking Tendency: The Effects of Attachment Style" (Published, 2005)	Advances in Consumer Research

## Other Research and Scholarly Activities

Title	Publisher
"Marketing Education in Viet Nam: A Review and Agenda for Development" Proceedings of the 11th ISMD International Conference on Markets and Development (Published, 2010)	11th ISMD International Conference, Hanoi, Vietnam
"The Effects of Syntactic Structure on Consumers' Memory for Print Advertisements" (Published, 2008)	AMA Winter Educators' Conference Proceedings
"The Effects of Regulatory Focus on Gift Giving Behaviors" (Published, 2007)	AMA Winter Educators' Conference Proceedings
"The Ratings Game: A Framework of Investigating Factors Influencing Consumers" (Published, 2006)	American Marketing Association Winter Educator's Conference
"Emotional Attachment to Brands: The Construction of a Scale" (Published, 2005)	Academy of Marketing Science Conference Proceedings
"Mood Scales: Where is the Arousal Dimension?" (Published, 2005)	Society for Marketing Advances Conference
"The Effects of Message Structure Variations on Consumer's Recall and Attitudes" (Published, 2005)	Society of Marketing Advances Conference

## Presentations

Title	Conference/Meeting	Location
"The Role of Self-esteem and Self-control on Maladaptive Consumption: Perspectives from Terror Management Theory" (2014)	Marketing and Public Policy Conference	Boston, MA
"The Role of Attachment Orientation in Maladaptive Consumption" (2013)	Marketing and Public Policy Conference	Washington, DC
"The Dark Side of Development in Vietnam - Lessons from the Killing of the Thi Vai River" (2011)	5th Annual International Conference on Business and Sustainability	Portland, OR

""Counter-stigma and Achievement of Happiness through the Freegan Ideology"" (2010)	Association for Consumer Research Conference	Pittsburgh, PA
"Falling in Love with Brands: An Inductive Qualitative Exploration of Pathways to Emotional Attachment" (2009)	Association for Consumer Research Conference	San Francisco, CA
"" (2008)	American Marketing Association Winter Educators' Conference	San Antonio, TX
""The Effects of Regulatory Focus on Gift Giving Behaviors"" (2007)	American Marketing Association Winter Educators' Conference	San Diego, CA
""Gift Giving Behaviors: Views from an Attachment Perspective"" (2006)	Association for Consumer Research Conference	Orlando, FL
""The Ratings Game: A Framework for Investigating Factors Influencing Consumers"" (2006)	American Marketing Association Winter Educators' Conference	Tampa, FL
""Mood Scales: Where is the Arousal Dimension?"" (2005)	Society for Marketing Advances Conference	San Antonio, TX
""The Effects of Message Structure Variations on Consumers' Recall and Attitudes"" (2005)	Society for Marketing Advances Conference	San Antonio, TX
""Negative Mood and Risk Taking Tendency: The Effects of Attachment Style"" (2005)	Association for Consumer Research Conference	San Antonio, TX
""Emotional Attachment to Brands: The Construction of Scale"" (2005)	Academy of Marketing Science Conference	Tampa, FL