

Carlin A. Nguyen

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EDUCATION

- Ph.D., Marketing* 2017 (*expected*)
University of South Florida, Tampa, FL
Dissertation: “Essays on Sales Coaching” (see appendix for abstract)
Committee: Andrew B. Artis (Chair), Paul Solomon, Richard Plank, Daniel Bradley (outside member)
- M.S., Marketing* 2011
University of South Florida, Tampa, FL
- B.S., Management* 2006
University of South Florida, Tampa, FL

RESEARCH INTERESTS

- Professional Selling and Sales Management*: Coaching; Sales Performance; Sales Effectiveness; Incentives; Sales Education
- Branding and Advertising*: Deception; Pricing; Color; Emotions; Mental simulation

REFEREED JOURNAL ARTICLES

- Besharat, Ali, Ryan J. Langan, and Carlin A. Nguyen (2016), “Fashionably Late: Strategies for Competing Against a Pioneer Advantage,” *Journal of Business Research*, 69(2), 718-725.

MANUSCRIPTS IN PREPARATION

- Nguyen, Carlin A., “Money Matters: How Financial Scarcity Impacts Savings Perception of Red Versus Black Prices,” in preparation for submission to *Marketing Letters*.
- Dapko, Jennifer, Andrew B. Artis, and Carlin A. Nguyen, “The Role of Transparency in Ethical Behavior of Sales Professionals: An Exploratory Analysis of Buyers’ and Sellers’ Perceptions,” in preparation for submission to *Journal of Personal Selling and Sales Management*.

RESEARCH IN PROGRESS

Nguyen, Carlin A. and Andrew B. Artis, “(Essay 1) Essays on Sales Coaching,” data collection in progress, target: *Industrial Marketing Management*.

Nguyen, Carlin A. and Andrew B. Artis, “(Essay 2) Essays on Sales Coaching,” data collection in progress, target: *Journal of the Academy of Marketing Science*.

Nguyen, Carlin A. and Andrew B. Artis, “(Essay 3) Essays on Sales Coaching,” data collection in progress, target: *Journal of Marketing*.

Artis, Andrew B. and Carlin A. Nguyen, “An Exploratory Study of Enablers and Barriers to Careers in Professional Selling for Individuals Within the Millennial Generation,” data collection complete, data analysis in progress, target: *Journal of Personal Selling and Sales Management*.

Nguyen, Carlin A., Anand Kumar and Adam W. Craig, “Humor and Deception in Advertising: When Laughter May Not Be the Best Medicine,” study 1 complete, study 2 in progress, target: *Journal of Advertising* (or) *Journal of Advertising Research*.

Fleming, David, Andrew B. Artis, Jessica Mikeska, and Carlin A. Nguyen, “Grit, Mental Toughness and Tenacity: Are they Different?,” round 3 data collection in progress, target: *Journal of Personal Selling and Sales Management*.

Artis, Andrew B. and Carlin A. Nguyen, “Professional Sales Job Postings: A Content Analysis,” data collection and analysis complete, target: *Journal of Personal Selling and Sales Management*.

Nguyen, Carlin A., “The Impact of Process Versus Outcome Simulation on Information Search Behaviors of Online Reviews,” conceptualization completed, target: *Journal of Business Research*.

Nguyen, Carlin A., “How to Reduce Post-Purchase Information Search Tendency Behavior: Process Versus Outcome Simulation,” conceptualization completed, target: *Journal of Business Research*.

Nguyen, Carlin A. and Ali Besharat, “Smiling Brands: Phonetic Structure and Affective Impact,” conceptualization completed, target: *Journal of Consumer Research*.

Nguyen, Carlin A., “The Darkside of the Cliffhanger Effect on Brand Attitudes,” conceptualization, target: *Journal of Advertising* (or) *Journal of Advertising Research*.

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS

Fleming, David, Andrew B. Artis, Jessica Mikeska, and Carlin A. Nguyen (2016), “Grit, Mental Toughness and Tenacity: Are they Different?,” in the proceedings of the National Conference in Sales Management (NCSM), Milwaukee, WI.

McCafferty, Ryan, Carlin A. Nguyen, and Andrew B. Artis (2015), “Enablers & Barriers: A Qualitative Investigation of Millennial-Age Business Students’ Intent to Pursue Sales Careers,” in the proceedings of the American Marketing Association (AMA) Summer Marketing Educators’ Education Conference, Chicago, IL.

Nguyen, Carlin A.** , Ryan McCafferty, & Andrew B. Artis (2015), “Enablers & Barriers: A Scale to Measure Millennial-Age Business Students’ Intent to Pursue Sales Careers,” in the proceedings of the National Conference in Sales Management (NCSM), Houston, TX.

Nguyen, Carlin A.** (2014), “Money Matters: How Red Versus Black Prices Impact Savings Perception Under Financial Scarcity,” in the proceedings of the Academy of Marketing Science (AMS) Annual Conference, Indianapolis, IN.

Nguyen, Carlin A.** (2013), “How to Reduce Post-Purchase Information Search Tendency Behavior: Process Versus Outcome Simulation,” in the proceedings of the Academy of Marketing Science (AMS) Annual Conference, Monterey Bay, CA.

Nguyen, Carlin A.** (2013), “The Impact of Process Versus Outcome Simulation on Information Search Behaviors of Online Reviews,” in the proceedings of the Academy of Marketing Science (AMS) Annual Conference, Monterey Bay, CA.

Besharat, Ali & Carlin A. Nguyen** (2013), “Attribute Nonalignability and Value Relevance in the Presence of Competition,” in the proceedings of the American Marketing Association (AMA) Winter Marketing Educators’ Conference, Las Vegas, NV.

Besharat, Ali & Carlin A. Nguyen** (2013), “How a Late Entrant Can Surpass the Performance of the First Mover: Attribute Nonalignability and Value Relevance,” in the proceedings of the American Marketing Association (AMA) Winter Marketing Educators’ Conference, Las Vegas, NV.

Nguyen, Carlin A.**, Anand Kumar, & Adam Craig (2012), “Humor and Deception in Advertising: When Laughter May Not Be the Best Medicine,” in the proceedings of American Psychological Association (APA) Annual Conference, Orlando, FL.

** Denotes presenter

TEACHING INTERESTS

Marketing: Marketing Research, Marketing Management, Marketing Strategy, Principles of Marketing

Sales: Professional Selling, Sales Management, Negotiations, Leadership

Advertising/Branding: Digital Marketing/Social Media, Integrated Marketing Communications, Brand Management

TEACHING EXPERIENCE

<i>Visiting Instructor</i> Department of Marketing – University of South Florida (St. Petersburg, FL) Courses: Marketing Research, (Advanced) Professional Selling	<i>2015 – Present</i>
<i>Instructor</i> Department of Marketing – University of South Florida (Tampa, FL) Course: Professional Selling, Marketing Capstone (co-taught)	<i>2013 – 2015</i>
<i>Research Assistant</i> Department of Marketing – University of South Florida (Tampa, FL)	<i>2011 – 2013</i>
<i>Adjunct Professor</i> Department of Marketing – University of South Florida (Tampa, FL) Course: Marketing Research	<i>2011</i>
<i>Teaching Assistant</i> Department of Marketing – University of South Florida (Tampa, FL) Course: Principles of Marketing (2 sections of 400+ students in each section)	<i>2009 – 2011</i>

AWARDS AND HONORS

Bank of America Endowed Professorship, Kate Tiedemann College of Business, University of South Florida (St. Petersburg, FL)	<i>2016</i>
University of South Florida Provost’s Award for Outstanding Teaching by a Graduate Teaching Assistant [Awarded to only three graduate students from all graduate programs], Muma College of Business, University of South Florida	<i>2016</i>
Doctoral Student Scholarship, Sales Educators Academy	<i>2015</i>
International Collegiate Sales Competition “Rising Star” Award	<i>2014</i>
Dean’s Research Grant (\$1,000), Muma College of Business, University of South Florida	<i>2014</i>
Academy of Marketing Science (AMS) Doctoral Student Travel Grant (\$500)	<i>2014</i>
Achievement in Accounting and Finance Award, University of South Florida	<i>2005 – 2006</i>
College of Business Administration Dean’s List, University of South Florida	<i>2004 – 2006</i>
Presidential Scholarship (\$20,000), University of South Florida	<i>2002 – 2006</i>
Honors College Scholarship (\$2,000), University of South Florida	<i>2002 – 2006</i>

INDUSTRY EXPERIENCE

Professional Selling and Sales Management Experience

Insurance Consultant

Reliance Retirement, August 2007 to August 2010.

Description: Owner of insurance brokerage firm. Sold insurance and financial products to senior market (B2C) and businesses (B2B).

Insurance Consultant / Field Trainer

Bankers Life and Casualty, May 2006 to August 2007.

Description: Sold insurance and financial products to senior market. Trained, developed, and onboard new sales agents.

Management Experience

Campus Liaison/Recruiter

Target Corporation, January 2006 to May 2006.

Description: Organized recruiting events for management and internship positions at Target retail stores within the district.

Executive Team Leader

Target Corporation, January 2005 to May 2006.

Description: Assistant manager of retail store. Managed team members of high volume Target retail store.

SERVICE

Conference Reviewer

Academy of Marketing Science

2013

Student Coaching/Mentoring (Undergraduate Collegiate Competition)

International Collegiate Sales Competition (ICSC)

2014

Description: Trained and developed two students to compete in ICSC. The team placed 18th out of 44 teams. This was the university's debut performance. We won the "Rising Star" award.

National Collegiate Sales Competition (NCSC)

2016

Description: Trained and developed two students to compete in NCSC. Both student competitors advanced to the quarter-finals (out of 134 students) placing top 40. Both students were offered "on the spot" contracts for jobs from Waste Management and Johnson Controls (only 1 of 4 jobs available).

Faculty Internship Advisor

Coordinated and advised internship for the following students:

- Anthony Quach *2015 (Fall)*
- Megan Soloski *2016 (Spring)*
- Kristen Worrell *2016 (Summer)*

Faculty Advisor

Co-advisor to American Marketing Association

2015 – Present

PROFESSIONAL AFFILIATIONS

American Marketing Association; Academy of Marketing Science; Beta Gamma Sigma; Delta Epsilon Iota; Phi Kappa Phi