

HUONG NGUYEN

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Center for Retailing & Center for Data Analytics
Stockholm School of Economics
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ACADEMIC POSITIONS

PhD Student in Retail Analytics — Stockholm School of Economics Aug 2019 – Present
Teaching Assistant — Data Analytics: Statistics for Retail Management Mar 2021 – Present

EDUCATION

Master of Marketing — IGR IAE Rennes, France Sep 2017 – Apr 2018
Bachelor of Commerce — RMIT Vietnam, Vietnam Oct 2010 – Dec 2012

INDUSTRY EXPERIENCE

Associate Quantitative Research Manager — Kantar TNS, Vietnam Oct 2015 – Mar 2016
Senior Quantitative Researcher, Consumer Insights — Nielsen, Vietnam May 2015 – Sep 2015
Quantitative Researcher, Consumer Insights — Nielsen, Vietnam Jan 2014 – Apr 2015
Quantitative Research Trainee, Consumer Insights — Nielsen, Vietnam Jun 2013 – Dec 2013
PR and Marketing Executive — Jodric group, Vietnam Jan 2013 – May 2013

PUBLICATIONS

Wetter, E., Rosengren, S. and **Nguyen, H.** (2020). “Using private data to understand public behaviors”, in Sweden through the crisis, SIR, Stockholm School of Economics, Sweden. Also available via: <https://www.hhs.se/contentassets/2e0178669a3b4c46826e8bbf01ac2140/a05.pdf>

CONFERENCE & WORKSHOP PRESENTATIONS

Fröberg, E. & **Nguyen, H.** (2021). Bird, Beast, Fish or Vegan: A Hidden Markov Model to Explain Dietary Transitions, *2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics*.

Nguyen, H., Rosengren, S., Fröberg, E. & Sandberg, R. (2021), You are What you Buy: From Value Orientations to Sustainable Purchase Patterns . *Proceedings of the European Marketing Academy, 50th*, (93820)

Nguyen, H., Rosengren, S., Fröberg, E. & Sandberg, R. (2020). "The good, the bad and the converted: a

Hidden Markov Model of how sustainable motivations develop over time", *Nordic Retail and Wholesale Conference*, 7.

Nguyen, H. (2020), Which are more impactful, profitable customers or profitable products? An empirical study. *Proceedings of the European Marketing Academy, 49th*, (64094)

WORKING PAPER

Nguyen, H., Fröberg, E., Rosengren, S. & Sandberg, R. (2021), Decoding Dynamic (Un)Sustainable Purchase Patterns With A Mixture Hidden Markov Model. *Under review*.

RESEARCH INTERESTS

Sustainable consumption, marketing analytics, stochastic models.