

CHI TRAN

Lundquist College of Business
University of Oregon
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EDUCATION

University of Oregon

Ph.D. in Marketing (expected summer 2023)

Texas A&M University

Master of Science in Marketing (2015)

Royal Melbourne University of Technology (RMIT)

Bachelor of Commerce in Marketing with Distinction (2012)

RESEARCH INTERESTS

I'm primarily interested in the strategic marketing implications of shifting cultural, technological, and social forces. In the context of diffusion of social movements and diversity-related causes, one of my research streams investigates how consumers respond to portrayals of diverse identities in cultural products (e.g., films) using objective financial performances. My other research stream examines how consumers strive to protect their identity and privacy in the fast-changing, analytics- and AI-driven technological marketplace.

RESEARCH METHODS

Methods: Text Analysis, Web Scraping, Topic Modeling, Applied Econometrics (e.g., event study, quasi experiments, panel regressions, matching), Behavioral Experiments

Statistical Software/ Language: R, Stata, SPSS, Python

WORK UNDER INITIAL AND ADVANCED REVIEW

(Extended abstracts are appended to the end of this CV for reference)

Tran, Chi, Joshua T. Beck and Nooshin L. Warren, "Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions," (**invited for revision** at the *Journal of Marketing*)

Tran, Chi, Brandon J. Reich, and Hong Yuan, "Feeling Violated: How and When Privacy Violations Produce Commensurate Consumer Response," (**under 2nd round review** at the *Journal of Consumer Research*, published as *MSI Working Paper*).

SELECTED RESEARCH IN PROGRESS

- Tran, Chi**, Joshua T. Beck, and Nooshin L. Warren, "Cast Diversity Dynamics and Movie Performance" (data collection completed, targeting *Marketing Science* Fall 2022).
- Tran, Chi**, Woocheol Kim, and John Clithero, "The Benefit and Cost of Being Local: Evidence from Text Analysis in the Hospitality Industry" (data collection and analysis in progress, three studies completed, targeting journal submission Winter 2022/3).
- Tran, Chi**, and Joshua T. Beck, "Investigating the Content-Channel-Market Fit in the Motion Picture Industry" (data collection ongoing, targeting journal submission 2023).
- Tran, Chi**, Joshua T. Beck, and Julian K. Saint Clair, "The Ally Backfire Effect: Effect of Multiculturalism on Outgroup Advocacy" (data collection and analysis in progress, two experimental studies completed, targeting journal submission 2023).
- Tran, Chi**, Brandon J. Reich, and Hong Yuan, "Unintended Consequences of Privacy Laws," (data collection to begin Summer 2022).

RESEARCH PRESENTATIONS

*Indicates presenting author

- ***Tran, Chi**, Joshua T. Beck and Nooshin L. Warren (2022), "How Social Movements Shape Consumption: #MeToo and Box Office Performance," *Theory and Practice in Marketing (TPM) Conference*, (May), Atlanta, GA.
- ***Tran, Chi**, *Brandon J. Reich, and *Hong Yuan (2022), "Feeling Violated: How and When Privacy Violations Produce Commensurate Consumer Response," *University of Hawaii, Shidler College of Business* (invited talk), (March), Honolulu, HI.
- ***Tran, Chi**, Brandon J. Reich, and Hong Yuan (2022), "Conceptualizing Consumer Privacy Violations," *National Business and Economics Society (NBES) Conference*, (March), Maui, HI.
- ***Tran, Chi**, Brandon J. Reich, and Hong Yuan (2022), "Consumer Privacy Violation in the Age of Personalized Technology," *Hawaii International Conference on System Sciences*, (January), Online.
- *Reich, Brandon J., **Chi Tran**, and Hong Yuan (2020), "Reclaiming Control: A Multi-Method Investigation of Consumer Response to Privacy Violations," *North American Conference of the Association of Consumer Research*, (October), Online.
- ***Tran, Chi**, Brandon J. Reich, and Hong Yuan (2020) "The Multi-facet of Consumer Privacy" *American Marketing Association Winter Conference*, (February), San Diego, CA.
- ***Tran, Chi**, *Jessica Canfield and David Markowitz (2020), "Consumer Engagement and Brand Reactions to Mass Shootings", *Center for Science Communication Research (SCR) Winter Research Forum*, (February), University of Oregon, Eugene, OR.
- ***Tran, Chi**, Brandon J. Reich, and Hong Yuan (2019) "No to Facebook, Yes to Amazon: Conceptualizing Consumer Privacy Violation," *Thought Leaders' Conference on Privacy in the Retail Environment*, (June), Florence, Italy.

TEACHING

Teaching Interests: Marketing Analytics, Marketing Strategy, Marketing Research, Digital Marketing, Marketing Communications, International Marketing.

University of Oregon—Eugene, OR, USA

2018–current:

Marketing Instructor

- Marketing Management (MKTG 311 – in person): Winter 2020, Fall 2021 (4.78, 4.72/5)
- Marketing Value for Customers (BA 317 – online): Spring 2021 (4.76/5)

Guest Lecturer

- Executive MBA's Marketing Management (MKTG 717): Winter 2021
- Marketing Research (MKTG 390): Spring 2022

Course Organizer

- MBA's Marketing Research (MKTG 660): Winter 2021
Designed and managed class simulation using different online platforms

Texas A&M University—College Station, TX, USA

2015: Teaching Assistant

- Course(s): Marketing Management, Professor Allan Chen
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ACCOLADES

Research Grants and Awards

- University of Oregon, School of Law, Consumer Protection Research Grant, \$26,450 (with Professor Hong Yuan, 2022)
- University of Oregon, Lundquist College of Business, Ph.D. Program, Roger Best Research Awards, \$3,000 (2021–22)
- University of Oregon, Lundquist College of Business, Research Travel Awards, \$5000 (2019–22)
- University of Oregon, Lundquist College of Business, Kageyama Research Awards, \$6000 (with Professor Joshua T. Beck, 2019; with Professor John A. Clithero, 2021)

Honors

- AMA-Sheth Doctoral Consortium Fellow (2022)
- University of Oregon, Graduate Research Forum, Three-minute Thesis (3MT) Competition, Second Runner-up & People's Choice Award (2022)
- University of Oregon, First Year Fellow (2018–19)
- RMIT, Vice Chancellor's List of 2012 Graduates (2012)

Scholarships

- University of Oregon, Merle King Smith Scholarship, \$8000 annually (2018–present)
- Texas A&M University, Graduate Student Scholarship (2014 –15)
- RMIT, President's Full-ride Scholarship (2009–12)
- US State Department, Global Undergraduate Exchange Scholarship (2011)

OTHER ACADEMIC SERVICES

University of Oregon, Business Research Institute—Eugene, OR, USA

2020–2021: Lab Manager

- Managed studies and participants using the business school’s subject pool
- Organized and liaised with platform partners (Qualtrics, SONA, etc.)
- Coordinated and led communication with faculty and researchers

Texas A&M University, Department of Marketing—College Station, TX

2015: Research Assistant

- Professor Alina Sorescu
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OTHER PROFESSIONAL EXPERIENCES

EssilorLuxottica, Asia Pacific, Middle East, Russia and Africa—Singapore, Singapore

2017–2018: Regional Product Manager, Varilux and Progressive lenses

Markets covered: Asia Pacific, Russia, Middle East and Africa

- Led product messaging and communication campaigns for Varilux and Progressive Lenses across 40 countries within the region with an estimated annual revenue of \$300M.
- Developed country-specific B2B marketing campaign, monitored sales and campaign effectiveness.
- Successfully launched flagship brands in 40 countries. Sales increased 18% YOY.
- Built training and onboarding process for new local hires, liaised with R&D to provide technical training across regions.

EssilorLuxottica, North America—Dallas, TX, USA

2016–2017: Senior Associate Marketing Manager, Lens Materials

Markets covered: North America

- Restructured product portfolio, simplified product messaging, and executed B2B campaigns.
- Managed budget, monitored sales and forecasts to align with global and regional supply chain.
- Led with other business functions on strategic and tactical directions for new Blue Cut Technology products.

Nielsen—Hanoi, Vietnam

2012–2014: Marketing Researcher, Consumer Insights

Key clients: P&G, Nestlé, Kimberly Clark, AkzoNobel, Lotte Department Store, Vietnam national banks and telecommunications companies.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research

DOCTORAL COURSEWORK

Marketing (Core)

Marketing Research Process and Methods	Hong Yuan
Theory and Research in Consumer Behavior	Jiao Zhang
Experimental and Quasi-experimental Research Methods	Joshua T. Beck
Marketing Strategy	Conor Henderson
Topics in Consumer Privacy	Hong Yuan
Social Movements, Diversity and Consumption	Joshua T. Beck

Research Methods and Statistical Analysis

Econometrics (I)	Van Kolpin
Econometrics (II)	George Evans
Econometrics (III)	Ed Rubin
Applied Econometrics in Management Studies	Lauren Lanahan
Experimental Design and Data Analysis (I)	Lou Moses
Experimental Design and Data Analysis (II)	Robert Mauro
Experimental Design and Data Analysis (III)	Elliott Berkman
Measurement and Assessment	Gina Biancarosa

Behavioral Sciences and Analytics

Living the Academic Life	Alan Meyer
Organizational Behavior	David Wagner
Cultural Psychology	Gerard Saucier
Brand Insights using Analytics	David Markowitz

REFERENCES

Joshua T. Beck (Co-chair)
Associate Professor of Marketing
Lundquist College of Business
University of Oregon
jbeck2@uoregon.edu

Hong Yuan (Co-chair)
Professor of Marketing
Lundquist College of Business
University of Oregon
hongy@uoregon.edu

Nooshin L. Warren
Assistant Professor of Marketing
Eller College of Management
University of Arizona
nwarren@arizona.edu

ABSTRACTS OF SUBMITTED PROJECTS UNDER REVIEW

“Shifting Frames: How #MeToo Shaped Consumers’ Movie-Going Decisions”: invited for revision at the *Journal of Marketing*)

Technological advances in consumer media have increased the reach and salience of social movements such as #MeToo. Past research in marketing has extensively examined consumer-related movements intended to discourage (boycotts) or encourage (buycotts) a company’s practices. Yet, marketing scholars have given less attention to how broader social justice movements (e.g., #MeToo, Black Lives Matter, Gay Pride) may reorient consumers and shape their spending decisions. The present research examines how consumers changed their movie-going decisions directly following the #MeToo movement. We examine how #MeToo influenced the box office performance of US films using a unique dataset of 1,326 top performing movies over ten years. A topic model of over 250,000 crowdsourced (IMDb) keywords reveals various gender stereotypes present in each movie. Consistent with the logic of the movement, #MeToo decreased the performance of films containing negative female stereotypes (weak, victimized, emotional) by \$8 million and enhanced the performance of films containing positive male counter-stereotypes (warm, gentle, other-focused) by \$12 million on average per film. We discuss the specific implications of using traditional stereotypes in film and the broader implications of how social movements can spill over to affect consumer decision-making.

“Feeling Violated: How and When Privacy Violations Produce Commensurate Consumer Response”: under 2nd round review at the *Journal of Consumer Research*, published as *MSI Working Paper Series*).

As privacy concerns become paramount, it is critical to understand consumer response to privacy violations. Using a multi-method approach, this research constructs and tests a conceptual model that parsimoniously explains when and why consumers exhibit seemingly paradoxical responses to privacy violations. The model suggests that loss of resource control is the predominant mechanism driving control-reclaiming behavior, and that contingency (operationalized as both privacy variability and intensity of competition within the industry) may moderate its effects. First, study 1 manipulates violation type and contingency (as privacy variability) to demonstrate their interactive effects on brand switching. Study 2 replicates these findings in a new context using intensity of competition to operationalize contingency. Study 3 further replicates these effects using actual brands and a more consequential measure of switching behavior. Study 4 demonstrates the mediating role of resource control and replicates prior effects in an ecologically valid context. Finally, using text analysis of scraped Twitter data, study 5 tests these factors’ effects on a linguistic measure of control-reclaiming behavior. Overall, this research provides a robust, novel control-based model of consumer response to privacy violation showing that consumers only engage in control-reclaiming behavior when the characteristics of the industry permit a sense of contingency.