Phuc Hung Nguyen

Ph.D. Candidate, Quantitative Marketing (AI, Digital Platforms, Causal Inference)
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Research Interests: AI and digital platforms; online communities; algorithmic governance and information design; causal inference and scalable measurement; responsible AI.

Methods: quasi-experiments (DiD, RD, IV), experiments, debiased ML, text and image embeddings, platform and marketplace data.

EDUCATION

Emory University, Atlanta, GA   2026
Ph.D. in Quantitative Marketing (Expected 2026)

- Advisor: Prof. David Schweidel.

- Research areas: information systems and digital platforms, causal inference, applied AI.

University of Wisconsin–Madison, Madison, WI   2020
MBA and M.S. in Business Analytics

Foreign Trade University, Ho Chi Minh City, Vietnam   2015
B.S. in Economics

WORKING PAPERS

Moderation Strategy and Expertise Signaling in an Online Health Consultation Community
An Nguyen; Arun Rai; Likoebe Maruping; **Phuc Hung Nguyen**
Working paper
We study expert verification on the r/AskDocs health community. Following verification, engagement and expert citation behavior increase, while language becomes more technical and concise. Results are consistent with verification increasing user trust and shifting participation dynamics in an online advice market.

Beyond Likes: The Impact of Engagement Signal Obfuscation
Phuc Hung Nguyen; David Schweidel
Working paper
We analyze the platform change allowing creators to hide public like counts and quantify how visibility of engagement metrics affects growth dynamics and content supply. Findings are consistent with reduced herding incentives and heterogeneous effects across account size, with implications for platform design and market outcomes.

Variety and Uniqueness in Online Content: A Multimodal Representation Learning Approach - *Job Market Paper*
Phuc Hung Nguyen; David Schweidel
Under Review
We build a multimodal representation-learning pipeline to measure content strategy at scale using 5M Instagram posts. Engagement exhibits an inverted-U relationship with diversification, and differentiation benefits smaller creators most. An instrumental-variables design supports a causal interpretation.

Selling Certainty, Buying Entry: The Causal Effect of a "No Reserve" Label in Online Auctions
Phuc Hung Nguyen
R&R at Management Science
Using high-dimensional listing data (text and images) and debiased machine learning with repeat-listing fixed

effects, we estimate the causal effect of label-based information disclosure in online auctions. The label increases sell-through and unconditional revenue, consistent with increased bidder entry and intensified late bidding.

PUBLICATIONS & PROCEEDINGS

An Nguyen; **Phuc Hung Nguyen** (2024). "Innovation Cascades: Amazon Headquarters 2's Impact on Local Innovation Activities." *PACIS 2024 Proceedings*.

WORK IN PROGRESS

- **Phuc Hung Nguyen**; An Nguyen. *Score Visibility, Ranking, and Bandwagon Effects: Regression Discontinuity Evidence from Reddit's Contest Mode*.

- **Phuc Hung Nguyen**; An Nguyen. *Generative AI and the Demand for In-Person Tutoring: Evidence from Foot Traffic and Spending Data*.

- **Phuc Hung Nguyen**; An Nguyen. *Artist's Resale Right Enforcement and Creator Earnings on a Digital Marketplace*.

- **Phuc Hung Nguyen**. *AI Localization and Music Discovery: Evidence from Spotify's Livi*.

TEACHING EXPERIENCE

Emory University, Atlanta, GA   2022–2025
Co-Instructor

- QTM 220: Regression Analysis (R) – Co-Instructor (Fall 2022; Spring 2023; Spring 2024; Fall 2024; 2025).

- QTM 385: Applied Data Analytics and AI – Co-Instructor (Fall 2023).

Emory University and University of Wisconsin-Madison,   2018–2023
Teaching Assistant

- Emory University: MKT 644 Market Analysis in Excel (MBA and Executive MBA) – TA for Prof. David Schweidel (Spring 2022; Spring 2023).

- University of Wisconsin–Madison: MKT 815 Marketing Analytics (UG and MBA) – TA (Spring 2020).

- University of Wisconsin–Madison: OTM 752 Project Management (MBA) – TA (Fall 2019).

- University of Wisconsin–Madison: GB 704 Data to Decisions (MBA) – TA (Fall 2018).

INDUSTRY EXPERIENCE

Vietnam Prosperity Commercial Bank (VPBank), Ho Chi Minh City, Vietnam   May 2015 – Aug 2017
Digital Banking Technical Product Manager

American Family Insurance, Madison, WI   May 2018 – Sept 2018
Technology Innovation Research Intern

AWARDS & HONORS

- AMA Sheth Consortium Fellow, Emory University   2024

- Emory Sheth Fellowship, Emory University   2023

- Alumni Fellowship, University of Wisconsin–Madison   2018

- AmCham Fellowship, American Chamber of Commerce   2015

Technical Skills

- **Programming:** Python, R, Julia, C++, Stata; SQL

- **ML / Data:** scikit-learn, PyTorch; text and image embeddings; reproducible workflows

- **Causal / Econometrics:** experiments, DiD/event study, IV, RD, synthetic control, debiased ML

- **Languages:** Vietnamese (native), English (fluent)

Professional Activities

Conference Presentations (asterisk indicates main presenter)

- Workshop on Information Systems and Economics (WISE) (2025)*.

- Pacific Asia Conference on Information Systems (PACIS) (2024).

- ISMS Marketing Science Conference (2023*; 2025*).

- Emory PhD Symposium (2024*).

References

David Schweidel	Professor of Marketing and Goizueta Chair in Business Technology, Emory University dschweidel@emory.edu
Arun Rai	Regents' Professor and Howard S. Starks Distinguished Chair, Georgia State University arunrai@gsu.edu
Likoebe M. Maruping	Professor of Computer Information Systems, Georgia State University lmaruping@gsu.edu