

CHI TRAN

Lundquist College of Business
University of Oregon
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EDUCATION

University of Oregon — Eugene, OR, USA

2018 – Current: Ph.D. in Marketing

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

2015: Master of Science in Marketing,

Royal Melbourne University of Technology (RMIT) — Hanoi, Vietnam

2012: Bachelor of Commerce in Marketing

RESEARCH INTERESTS

Consumer Privacy

Social Movements and Consumption

Prosocial Consumption

WORK UNDER INITIAL AND ADVANCED REVIEW

Tran, Chi, Brandon J. Reich, and Hong Yuan 2021, “Feeling Violated: How and When Privacy Violations Produce Commensurate Consumer Response,” (invited for revision at *Journal of Consumer Research*).

SELECTED RESEARCH IN PROGRESS

Tran, Chi and Josh T. Beck “#MeToo and Movie Consumption,” (data collection completed, targeted submission *Journal of Marketing*)

Tran, Chi, Brandon J. Reich, and Hong Yuan, “Is this Ad too Relevant? A Multi-Method Investigation of Creepiness in Targeted Advertising,” (conceptualization phase, targeted submission *Journal of Marketing*)

CONFERENCE PRESENTATIONS & POSTERS

*Indicates presenting author

* **Tran, Chi**, Brandon J. Reich, and Hong Yuan (2022), "Conceptualizing Consumer Privacy Violations," *National Business and Economics (NBES) Conference*, March 2 – 5, 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 3 – 7, 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.

OTHER ACADEMIC EXPERIENCE

TEACHING

Teaching interests: Marketing Analytics, Marketing Strategy and International Marketing.

University of Oregon—Eugene, OR, USA

2018 – current:

Marketing Instructor

- Marketing Management (MKTG 311): Winter 2020, Fall 2021
- Introduction to Marketing (BA 317—online): Spring 2021

Guest Lecturer

- Executive MBA's Marketing Management (MKTG 717): Winter 2021

Course Organizer

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

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

2015: Teaching Assistant

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

2015: Research Assistant

- Professor Alina Sorescu

LAB MANAGEMENT

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

2020 – current: Lab Manager

- Manage studies and participants using the business school’s subject pool
- Organize and liaise with platform partners (Qualtrics, SONA, etc.)
- Coordinate and lead communication with faculty and researchers

HONORS, AWARDS, AND RESEARCH GRANTS

- Merle King Smith Scholarship for scholarship in marketing, 2018 – current
- Lundquist College of Business Research Travel Award, 2019
- Kageyama Research Award, 2019 with Professor Josh T. Beck
- University of Oregon, First Year Fellowship, 2018 – 2019
- Texas A&M University, Graduate Student Scholarship: 2014 – 2015
- RMIT Vice Chancellor’s list of 2012 Graduates
- RMIT President’s Full scholarship 2009 – 2012

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research

OTHER PROFESSIONAL EXPERIENCES

Essilor 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

Essilor North America — Dallas, TX, USA

2016–2017: Senior Associate Marketing Manager, Lens Materials

The Nielsen Company — Hanoi, Vietnam

2012–2014: Researcher, Consumer insights

Key clients: Vietnam Prosperity Bank, Bank for Investment and Development of Vietnam, P&G, Nestle, Kimberly Clark