

Dr. Hieu Nguyen is an Associate Professor of Marketing at California State University Long Beach where he teaches MBA and undergraduate courses in marketing concepts, marketing management, and marketing strategy. He has also taught summer and winter courses at the National Economics University in Vietnam as a visiting professor. His research focuses on individual and brand attachment, anti-consumption, consumer transformation, propaganda marketing and has been published in academic journals and mentioned by the popular press, blogs, and industry.

Prior to academia, Dr. Nguyen worked in public relation and marketing communications at Ericsson and also hosted the show MTV Most Wanted on the radio for MTV Asia. After getting his MBA Dr. Nguyen worked for a Dallas-based company managing telemarketing campaigns for clients including Wells Fargo, TV Guide, and Southwestern Bell.

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