

CHI P. TRAN

Neeley School of Business
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ACADEMIC EXPERIENCE

Texas Christian University, Neeley School of Business—Fort Worth, Texas
2023—present: Assistant Professor of Marketing

EDUCATION

University of Oregon
Ph.D. in Marketing (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, Behavioral Experiments

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

WORK UNDER INITIAL AND ADVANCED REVIEW

Tran, Chi, Nooshin L. Warren, and (late) Joshua T. Beck, “#MeToo and Movie Consumption” (**under 2nd round review** at the *Journal of Marketing*).

Tran, Chi, Brandon J. Reich, and Hong Yuan, “Consumer Privacy” (**revising for 2nd round review** at the *Journal of Consumer Psychology*, published as *MSI Working Paper*).

SELECTED RESEARCH IN PROGRESS

Tran, Chi, Andrew Edelblum, Woocheol Kim, and John Clithero, “Managing Authenticity in the Service Industry.”

- Preparing for submission at the Journal of Marketing
- Best in Track Paper for the **Social Problems and Well Being** track at the 2025 AMA Summer Academic Conference.

Tran, Chi, Andrew Edelblum, and Jessica Gamlin, “The Perils of Crypto.”

- Preparing for submission at the Journal of Consumer Psychology.

Edelblum, Andrew, Hyeonjin Cha, Chi Tran, “Videogamers.”

Tran, Chi, Joshua T. Beck, and Nooshin Warren, “Forced Diversity.”

Tran, Chi, Brandon J. Reich, and Hong Yuan, “Unintended Consequences of Privacy Laws.”

RESEARCH PRESENTATIONS

*Indicates presenting author

Tran, Chi, Andrew Edelblum,* Woocheol Kim, and John Clithero (2025), “The Power and Peril of Authenticity: Navigating The Double-Edged Impact of Authenticity on Local Businesses”, *American Marketing Association Summer Conference*, (August), Chicago, IL.

- Best in Track Paper for the **Social Problems and Well Being** track

Tran, Chi, Andrew Edelblum,* Jessica Gamlin, and John Lancaster (2025), “Falling PREY: How Vulnerable Consumers Use Cryptocurrency to Circumvent the System”, *AMA Marketing + Public Policy Conference*, (June), Washington, DC

Tran, Chi, Nooshin L. Warren*, and (late) Joshua T. Beck (2025), “Social Movements and Movie Consumption” *American Marketing Association Winter Conference*, (February), Phoenix, AZ.

Tran, Chi*, Andrew Edelblum, Jessica Gamlin, and John Lancaster (2025), “Falling PREY: How Vulnerable Consumers Use Cryptocurrency to Circumvent the System”, *American Marketing Association Winter Conference*, (February), Phoenix, AZ.

Tran, Chi, John Lancaster*, and Jessica Gamlin (2024), “Falling PREY: How Vulnerable Consumers Use Cryptocurrency to Circumvent the System”, *Association of Consumer Research*, (September), Paris, France

Kim, Woocheol*, **Chi Tran**, and John Clithero (2023) “Food Transparency: How Sourcing Information Impacts Repurchases for Local and Chain Restaurants,” *AMA Marketing + Public Policy Conference*, (June), Arlington, VA.

***Tran, Chi**, Joshua T. Beck and Nooshin L. Warren (2023), “Shifting Frames: How #MeToo Shaped Consumers’ Movie-Going Decisions,” *American Marketing Association Winter Conference*, (February), Nashville, TN.

Tran, Chi, *Brandon J. Reich, and Hong Yuan (2023), “When and Why Consumers Respond to Online Privacy Violations,” *Hawaii International Conference on System Sciences*, (January), Maui, HI.

***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.

Invited Talks

- Texas Christian University (Fall 2022)
- University of Denver (Fall 2022)
- Florida State University (Fall 2022)
- University of San Francisco (Fall 2022)
- University of Hawaii (Winter 2022)

TEACHING

Teaching Interests: Marketing Analytics, Marketing Strategy, International Marketing

Courses taught:

Texas Christian University—Fort Worth, TX, USA

2023-present

- Marketing Strategy (MKTG 40203 – in person): Fall 2023, Spring 2024

University of Oregon—Eugene, OR, USA

2018–2023

- 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)
- Marketing Communications (MKTG 420 – in person): Spring 2023

Guest Lectures:

University of Oregon—Eugene, OR, USA

2018–2023

- Executive MBA's Marketing Management (MKTG 717): Winter 2021
- Marketing Research (MKTG 390): Spring 2022
- MBA's Marketing Research (MKTG 660): Winter 2021

ACCOLADES

Research Grants and Awards

- University of Oregon, School of Law, Consumer Protection Research Grant, \$34,750 (with Professor Jessica Gamlin, 2023)
- University of Oregon, School of Law, Consumer Protection Research Grant, \$28,100 (with Professor Hong Yuan, 2023)
- 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, \$4,000 (2021–23)
- University of Oregon, Lundquist College of Business, Research Travel Awards, \$8000 (2019–23)
- 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 (2018–2023)
- 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

Journal of Academy of Marketing Science

December 2022 – Present: Reviewer

Journal of Interactive Marketing

December 2024 – Present: Reviewer

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

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