

### Curriculum Vitae



<b>Surname:</b>	DINH
<b>First Name:</b>	Tien Minh
<b>Date of Birth:</b>	April, 3 <sup>rd</sup> 1972
<b>Academic Qualification:</b>	<p>2022: Bachelor of English, Open University of Ho Chi Minh City - Vietnam</p> <p>2016: Ph.D., Major of Management, University of Economics Ho Chi Minh City - Vietnam.</p> <p>2000: MA, Major of Management, University of Lyon II – Republic of France.</p> <p>1996: BA, Major of International Economy and Finance, Orléans University – Republic of France.</p> <p>1995: BA, Major of Foreign Trade, University of Economics Ho Chi Minh City.</p>
<b>Venia Legendi (Qualification to teach):</b>	26 year-experiences in teaching, researching, consulting.
<b>Further Qualifications:</b>	

<b>At the Higher Education Institution since:</b>	1990
<b>Level of Employment:</b>	Permanent
<b>Teaching Focus:</b>	Principles of Marketing, Marketing Research, Consumer Behavior, B2B Marketing, Publics Relations, Integrated Marketing Communication.

<b>Interdisciplinary Aspects:</b>	International Business (International Marketing) Commerce (Business Marketing)
<b>Activities in the Areas:</b>	
<b>Further Education</b>	
<b>Research</b>	<p>2023: Dinh Tien Minh et al., 2022. Research on Online Startup Activities of University Students in Vietnam. Scientific research at ministerial level. Organization in charge of the task: University of Economics Ho Chi Minh City, sponsored by the Ministry of Education and Training in the subject code B2021-KSA-02 (Decision to establish council No. 1010/QD-BGDDT on April 11, 2023).</p> <p>2023: Monograph Book: Online Entrepreneurship of University Students in Vietnam: Theory and Practice. Economic Publishing House of Ho Chi Minh City. ISBN: 978-604-346-136-7.</p> <p>2023: International Marketing for undergraduate. FOR INTERNAL CIRCULATION ONLY. ISBN 978-604-346-122-0.</p> <p>2022: The National Science and Technology Major Project: Scientific basis for strategic planning of tourism marketing in the four provinces of Phu Yen - Binh Dinh - Dak Lak - Gia Lai (MS: ĐTL.XH-03/ 19). The Evaluation and Acceptance Council was officially established under Decision No. 3040/QD-BKHCN, dated November 25, 2021 of the Minister of Science and Technology, meeting on December 13, 2021. Project leader Assoc. Dr. Do Thi Kim Hao. Organization in charge of the task: Banking Academy. Certificate No. 2022-86-0188/KQNC.</p> <p>2022: Dinh Tien Minh &amp; et al., 2022. Improve user awareness for plastic packaging products through research on plastic identification code system. School-level scientific research, Code CS-2021-21. Economic University at Ho Chi Minh City</p> <p>2021: B2B Marketing Book – Case Analysis (Volume 1 and 2) for undergraduate and graduate students. FOR INTERNAL CIRCULATION ONLY.</p> <p>2021: Dinh Tien Minh and Vo Ha Quang Dinh. Digital Transformation in Education: Blended Learning at University of Economics Ho Chi Minh City, Book Series "Vietnam's economy on the road to digital transformation", School-level thesis, October 2021, UEH University.</p> <p>2020: Dinh Tien Minh et al., 2020. Research on attribute-based shopping customer segmentation of shopping centers in HCMC. University scientific research, Code CS-2019-53. University of Economics Ho Chi Minh City.</p>

2020: Participated in the translation of Marketing Management, Philip Kotler and Kevin Lane Keller (2016), 15th Edition, McGraw Hill and lecturers from the Faculty of International Business - Marketing, University of Economics Ho Chi Minh City.

2019: Reference book in Consumer behavior at modern retail channels (Commerce Centers) for graduate students and undergraduate students. Economic Publishing House of Ho Chi Minh City, ISBN 978-604-922-663-2.

2017: Participated in translating Business – A Changing World, O.C. Ferrell – Geoffrey Hirt – Linda Ferrell (2014), 9th Edition, McGraw Hill with lecturers from Faculty of International Business – Marketing, University of Economics Ho Chi Minh City.

2017: Hoang Thu Hang, Dinh Tien Minh, Bui Thanh Trang et al., 2017. Development of online retail trade in HCMC. Provincial scientific research. Organization in charge of the task: University of Economics Ho Chi Minh City.

2016: Dinh Tien Minh et al., 2016. Showrooming and webrooming behavior of consumers in Ho Chi Minh City: A case study in traditional and online retail channels. University scientific research, Code CS-2015-06. University of Economics Ho Chi Minh City.

2016: Participated in translating Introduction to Management Science, Frederic S. Hillier and Mark S. Hillier (2014), 5th Edition, McGraw Hill and lecturers from Faculty of International Business - Marketing, University of Economics, Ho Chi Minh City.

2015: Participated in the translation of International Marketing, Philip R. Cateora, Mary C. Gilly, John Graham (2015), 16th Global Edition, McGraw Hill and lecturers from Faculty of International Business - Marketing, University of Economics Ho Chi Minh City. Ho Chi Minh City

2014: Member of International Marketing textbook (3rd Edition, revised and supplemented). Editor: Prof. Dr. Nguyen Dong Phong, Economic Publishing House of Ho Chi Minh City, ISBN 978-604-922-077-7.

2014: Participated in the translation of Operations and Supply Chain Management, F. Robert Jacobs & Richard B. Chase (2011), 14th Global Edition, McGraw Hill and lecturers from Faculty of International Business - Marketing, University of Economics Ho Chi Minh City. HCM.

2013: Le Tan Buu, Dinh Tien Minh, Huynh Phuoc Nghia, 2013. Development of a communication plan for the University of

<p><b>Consultancy</b></p>	<p>Economics Ho Chi Minh City, University scientific research, University of Economics Ho Chi Minh City.</p> <p>2008: Member of the Bookcase in Teaching Master of Business Administration in Vietnam with lecturers from University of Economics Ho Chi Minh City, Hanoi University of Agriculture and University of Economics (University) Hue) funded by the Sasakawa Peace Foundation – Japan.</p>
<p><b>How are personal research activities reflected in teaching activities?</b></p>	<p>Marketing, Business, In-house training.</p> <p>The research projects and the consultancy projects with the SMEs help me providing sound knowledge and practices in my teaching career.</p>

<p><b>Work experience:</b></p>	
<p><b>General</b></p>	<p>1997 – present: Lecturer at UEH for undergraduate and graduate level.</p> <p>2016 – present: Visiting Lecturer for Bachelor program, Victoria University of Wellington (VUW), New Zealand, Ho Chi Minh Campus.</p> <p>2020 – present: Visiting Lecturer for Bachelor and Master Programs (MBA), Open University Malaysia (OUM), Ho Chi Minh Campus.</p> <p>2015: Visiting lecturer at the Institute of International Training (ISB), University of Economics Ho Chi Minh City.</p> <p>2014 – present: Visiting lecturer at Institute of Technology and Business (FSB), FPT University.</p>
<p><b>Activities as an Expert:</b></p>	<p>2010 – Present: Corporate internal training and Marketing Strategy consulting</p> <p>2018 – 2019: Advisor for CEO and CMO Training Program at MEET Center of VCCI Can Tho.</p>
<p><b>Publications:</b></p>	<p><b><u>PAPERS</u></b></p> <p>English</p> <p>2023: DINH Tien Minh et al., (2023). How transformational leadership, workplace spirituality and resilience enhance the service recovery performance of FLEs: a theoretical integration of COR theory and SDT, Journal of Organizational Effectiveness: People and Performance. ISSN: 2051-6614. DOI: 10.1108/JOEPP-11-2022-0346</p>



2023: DINH Tien Minh et al., (2023). Location-based service information disclosure on social networking sites: The effect of privacy calculus, subjective norms, trust, and cultural difference. *Journal of Information Services & Use*, Vol. Pre-press, No. Pre-press pp. 1-25 (February 13, 2023). DOI: 10.3233/ISU-230180.

2022: DINH Tien Minh et al., Perceived Risk of Sharing Other People's Information on Facebook: The Perspective of Young People in Ho Chi Minh City, Vietnam (2021). *Management Review: An International Journal*, 16(2), 69-85 (December 31, 2021), ISSN: 1975-8480 eISSN: 2714-1047. Online publication.

2021: DINH Tien Minh, HOANG Cuu Long and Nguyen Hong Han, 2021. Elements influence how young people interpret an advertising message. *Indian Journal of Economics & Business*, ISSN 0972-5784 [ISI (SSCI, SCIE) – Q3; SCOPUS – Q1], Vol. 20, No.3 (Special Issue, 2021), Online.

2020: DINH Tien Minh, HOANG Cuu Long and TRUONG Thanh Vy, 2020. The Integrations with Augmented Reality Advertisements from the Perspectives of Vietnamese Consumers. *Journal of Hunan University Natural Sciences (SCOPUS, Q3)*, Vol. 47, No.9 (10/2020), Online publication.

2020: DINH Tien Minh et al., 2020. Factors Affecting Consumer's Bargaining Behavior: The Case of Fashionable Clothing. *Journal of Science – Ho Chi Minh City Open University*, 10 (1), 62-70. DOI: 10.46223/HCMCOUJS.econ.en.10.1.220.2020

2015: DINH Tien Minh, 2015. Competition and Integration of academic education and vocational training in ASEAN Economic Community. *Journal of Science*, Special Issue, Volume 1 (1), p130-145.

2014: NGUYEN Viet Bang & DINH Tien Minh, 2014. Component of brand equity: The case of Binh Thuan Dragon Fruit. *Journal of Economic Development*, No. 222: 10/2014, p142-160.

Vietnamese

2022: Dinh Tien Minh et al (2022). The impact of digital opinion leaders' lifestyles on consumer attitudes. *Journal of Science - Ho Chi Minh City Open University*. 17(1). DOI: 10.46223/HCMCOUJS.proc.vi.17.1.2529.2022.

2022: Dinh Tien Minh et al (2022). Privacy Risk Awareness and Intent to Disclose Personal Information of Users Using Two Social Networks: Facebook and Instagram. *Journal of Economics & Business*, ISSN: 2734-9845, e-ISSN: 2734-9861, Vol. 2, No.6, DOI: <https://doi.org/10.57110/vnujeb.v2i6.133>



- 2022: Dinh Tien Minh et al (2022). Research on online startup activities of university students in Vietnam. *Journal of Industry and Trade*, ISSN: 0866-7756, No. 25 (11/2022), pp. 138-147.
- 2022: Dinh Tien Minh, Nguyen Doan Nam Han, Tran Cat Tuong, Vo Huynh Song Thi, Nguyen Le Hoai Phuong, & Bui Thi Ngoc Huyen. (2021). Analyze the influence of the characteristics of online advertising videos on the Youtube platform on the intrusion of viewers leading to click skip or continue. *Journal of Asian Business and Economic Studies*, 32(10), pp. 96–119. Online.
- 2022: Dinh Tien Minh et al., (2022). Improve user awareness for plastic packaging products through research on plastic identification code system. *Vietnam Trade and Industry Review*, ISSN 0866-7756, No. 1 (January 2022), pp. 172-179.
- 2021: Dinh Tien Minh, 2021. Segment shopping customers based on attributes of shopping centers in HCMC. *Journal of Industry and Trade*, ISSN 0866-7756, Issue 1 (January 2021), pp. 64-71.
- 2015: Dinh Tien Minh, 2015. Building a research model of the determinants of customer attraction to shopping at shopping centers in Ho Chi Minh City: Reference to the European model. *Journal of European Studies*, Issue 8 (179), pp. 58-71.
- 2014: Dinh Tien Minh, Ngo Thi Ngoc Huyen, Nguyen Viet Bang, 2014. Determinants of customer attraction of shopping centers in Ho Chi Minh City. *Journal of Economic Development*, Special Issue 06/2014, pp. 70-86.
- 2014: Nguyen Viet Bang, Ngo Thi Ngoc Huyen, Dinh Tien Minh, 2014. Research on components of Thanh Long Binh Thuan brand equity. *Journal of Science and Technology Development*, Vol. 17, Issue Q3/2014, pp. 85-94.
- 2014: Nguyen Viet Bang, Ngo Thi Ngoc Huyen, Dinh Tien Minh, 2014. Components of Vietnamese fresh fruit brand equity: The case of Binh Thuan dragon fruit. *Journal of Economic Development*, No. 07/2014, pp. 61-82.
- 2005: Dinh Tien Minh, 2005. Reform of university teaching methods. *Journal of Economic Development*, No. 178, pp. 10-12.

### **CONFERENCES/ WORKSHOPS**

#### International

- 2022: DINH Tien Minh et al., (2022). Green University: A model of future. International Conference: Sustainable University Development: Opportunity and Challenge (SUDOC 2022) held by the University of Economics HCMC (UEH), Handong Global University (Korea), University of Auckland (New Zealand), Polytechnic University of Milan (Italy), University of Trieste (Italy), University of Melbourne (Australia), Thammasat University (Thailand), Portland State University (United States of America), National Institute of Technology Calicut (India),



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Kwangwoon University (Korea), Volgograd State University (Russia), Seoul National University (Korea), United Nations Academic Impact. Dec, 2022. ISBN: 978-604-80-7563-7.

2022: DINH Tien Minh et al., (2022). Emerging Trends In Ethical Consumption Topic Research: A Bibliometrics Approach. The ANZMAC 2022 - Reconnect & Reimagine Conference held by The University of Western Australia, and Curtin University. Dec, 2022. ISSN: 1447-3275.

2022: DINH Tien Minh et al., Strategic Marketing Innovation of SMEs In Vietnam In The Digital Age: Impact Of Dynamic Capabilities And Environmental Dynamism. The 10th International Conference on Emerging Challenges (ICECH): Strategic Adaptation in the World of Uncertainties held by the University of Economics Ho Chi Minh City (UEH), Hanoi University of Science and Technology – School of Economics and Management, University of Economics and Business - Vietnam National University, Hanoi, National Economics University – Faculty of Business and Management, The University of Danang – University of Economics, Vietnam National University – International School, Foreign Trade University, University of Hertfordshire (UK), AVSE Global (France) and PPM School of Management (Indonesia). Nov 2022. ISBN: 978-604-387-206-4.

2022: DINH Tien Minh et al., Privacy Risk Awareness and Intent To Disclose Personal Information of Users Using Two Social Networks: Facebook And Instagram, THE 8TH INTERNATIONAL CONFERENCE FOR YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS (ICYREB 2022) – Economic Resilience, Recovery, and Growth held by VNU University of Economics and Business (VNU-UEB) in collaboration with the Vietnam Group of Universities in Economics & Business, Foreign Trade University, Thuongmai University, Academy of Finance, Banking Academy of Vietnam, University of Economics Ho Chi Minh City, University of Economics – the University of Danang, Hue College of Economics – Hue University, and University of Economics & Law - VNU Ho Chi Minh City. Oct 2022. ISBN: 978-604-384-777-2.

2022: DINH Tien Minh et al., How Does Digital Transformation Impact The Sustainable Development of Fmcg Business?, THE 8TH INTERNATIONAL CONFERENCE FOR YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS (ICYREB 2022) – Economic Resilience, Recovery, and Growth held by VNU University of Economics and Business (VNU-UEB) in collaboration with the Vietnam Group of Universities in Economics & Business, Foreign Trade University, Thuongmai University, Academy of Finance, Banking Academy of Vietnam, University of Economics Ho Chi Minh City, University of Economics – the University of Danang, Hue College of Economics – Hue



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University, and University of Economics & Law - VNU Ho Chi Minh City. Oct 2022. ISBN: 978-604-384-777-2.

2022: DINH Tien Minh et al., The Influence of Covid-19 On Organic Food Purchase Intention And The Intention–Behavior Gap In A New Normal: A Case Study Among Young Consumers In Ho Chi Minh City. The 3rd International Conference on Marketing in the Connected Age (MICA-2022) held by The University of Danang - University of Economics (DUE, Vietnam), London South Bank University (UK), Yokohama National University (Japan), National Economics University (Vietnam), University of Finance - Marketing (Vietnam), and Danang Young Entrepreneurs Association (Vietnam), Oct 2022. ISBN: 9-786047-933723.

2022: DINH Tien Minh et al., The impact of emotional intelligence on impulse buying of young TikTok users through review videos in Vietnam. The 3rd International Conference on Marketing in the Connected Age (MICA-2022) is held by The University of Danang - University of Economics (DUE, Vietnam), London South Bank University (UK), Yokohama National University (Japan), National Economics University (Vietnam), University of Finance - Marketing (Vietnam), and Danang Young Entrepreneurs Association (Vietnam), Oct 2022. ISBN: 9-786047-933723.

2022: DINH Tien Minh, NGUYEN Thi Thanh Thao, TRAN Yen Quyen, Sustainable Tourism Development: Challenges and Opportunities of Mekong Delta Area in Vietnam. International Workshop Series Sustainable Mekong (SM 2022) held by University of Economics Ho Chi Minh City, Sep 2022. ISBN: 978-604-346-097-1.

2022: DINH Tien Minh et al., Non-Fungible Token (NFT): Millennials' acceptance toward NFT transaction. The Fourth Asia Conference on Business and Economic Studies, held by Journal of Asian Business and Economic Studies - University of Economics Ho Chi Minh City, Aug 2022. ISBN: 978-604-346-088-9.

2022: DINH Tien Minh et al., The Covid-19 Pandemic and Panic Buying: Evidence in Ho Chi Minh City. International Conference Vietnam's Economic Recovery and Development In The Context Of Covid – 19 Pandemic. University of Economics - University of HUE. May 2021. ISBN: 978-604-337-506-0.

2022: DINH Tien Minh et al., Omnichannel Customer Experience and Its Impact on The Shopping Behavior of Gen Z: Evidence from Vietnam. International Conference Vietnam's Economic Recovery and Development In The Context Of Covid – 19 Pandemic. University of Economics - University of HUE. May 2021. ISBN: 978-604-337-506-0.

2022: DINH Tien Minh et al., The Impact of Working From Home (WFH) On Individual Working Performance In The Covid-19 Pandemic In Ho Chi Minh City. International Conference





Vietnam's Economic Recovery and Development In The Context Of Covid – 19 Pandemic. University of Economics - University of HUE. May 2021. ISBN: 978-604-337-506-0.

2021: DINH Tien Minh et al., 2021. Elements influencing how young people In Ho Chi Minh city interpret an advertising message. The International Conference on Post-pandemic Globalization, Innovation and Sustainability. Korean Academic Association of Business Administration (KAABA), Handong UNESCO UNITWIN, June 2021.

2021: DINH Tien Minh et al., 2021. Perceived risk of young people in Ho Chi Minh city – Vietnam about sharing other people's information on Facebook. The International Conference on Post-pandemic Globalization, Innovation and Sustainability. Korean Academic Association of Business Administration (KAABA), Handong UNESCO UNITWIN, June 2021.

2021: DINH Tien Minh et al., 2021. Technological change: the role of quick response codes in consumer purchases – information retrieval of FMCG industry. The third International Conference on Business and Finance. University of Economics HCMC – Institute of Business Research – CFVG, June 2021, ISBN: 9-786043-256680.

2020: DINH Tien Minh et al., 2020. Shopping Orientation – Defined Segments Based on Store – Choice Criteria: Case of Supermarkets in Ho Chi Minh City. The second International Conference on Business and Finance. University of Economics HCMC – Institute of Business Research, August 2020, ISBN: 9-786043-019148.

2019: DINH Tien Minh et al., 2019. Factors influencing the decision of applying to the high-tech transportation companies: the case of Ho Chi Minh City – Vietnam. The second Connect-Us Conference 2019: Digital Transformation-Opportunity and Challenges. Universiti Teknologi Malaysia, BATC Building, UTM Kuala Lumpur, Malaysia, October 2019. eISBN: 978-967-16755-2-6.

2019: DINH Tien Minh et al., 2019. Shopping behavior in the new era 4.0: the case of office staff behavior on e-commerce sites in Ho Chi Minh City – Vietnam. International Conference on Business, Big Data, and Decision Sciences. Tokyo University Science, Tokyo, Japan, August 2019. ISSN: 2521-3806.

2017: DINH Tien Minh, 2017. The Role of Mobile Devices in Vietnam Retail Industry. Annual Seminar: Reinventing the Business Marketing in the 4.0 Revolution. School of International Business – Marketing (University of Economics Ho Chi Minh City) and Vietnam Marketing Association, December 2017.

2016: DINH Tien Minh & PHAM Thi Truc Ly, 2016. Factors Affecting the Selection Trends for Buying Imported Confectionery



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in Supermarket System in Ho Chi Minh City. The fourth IBEA International Conference on Business Economics and Accounting: Exploring competitiveness of SMEs in Globalized Economy. Seoul, Republic of Korea, 14th-16th September 2016. International Education Organizer Training and Consulting Supported by The Center for The Industry – SMEs – Business Competition Studies of Trisakti University and University of Social Sciences.

2016: DINH Tien Minh & LE Anh Huyen Tram, 2016. Development of Non-store Retail in the Globalization Era. International Seminar on Vietnam Retail Market in the Globalization Integration. School of International Business – Marketing, University of Economics Ho Chi Minh City, June 2016.

2016: DINH Tien Minh et al., 2016. The Retail Market of Mekong Delta Key Economic Region in International Integration Trend. International Seminar on Vietnam Retail Market in the Globalization Integration. School of International Business – Marketing, University of Economics Ho Chi Minh City.

2015: DINH Tien Minh, 2015. An Emerging Marketing Technology: Sensory Marketing Applied in Retail Industry. The second International Conference on The Secret of Japanese Economy: The Truth about Japanese style marketing: Keretsu retailers vs independent retailers. University of Economics HCMC, September 2015.

2015: DINH Tien Minh, 2015. The trend of showrooming and webrooming behaviors: The cases of Western Countries and Vietnam. The first International Conference on Cultural Identity and International Trade Integration. School of International Business – Marketing (University of Economics Ho Chi Minh City) and School of Commerce and Location Manager (Stenden University of Applied Science in Emmen, the Netherlands), July 2015.

2015: DINH Tien Minh, 2015. The trend of showrooming and webrooming behaviors of the consumers in Ho Chi Minh City. The third IBEA International Conference on Business Economics and Accounting. Vietnam, 15th-17th April 2015. International Education Organizer Training and Consulting, Hosted by University of Economics Ho Chi Minh City, Supported by VACPA and Embassy of Republic of Indonesia in Viet Nam.

Vietnam

2022: Dinh Tien Minh et al. Develop course outline and evaluate online learning activities according to Blended Learning method. Discussion on Innovation of teaching methods in the trend of digital transformation at UEH. University of Economics Ho Chi Minh City, December 2022. ISBN: 978-604-346-126-8 (Ho Chi Minh City Economic Publishing House).



2022: Dinh Tien Minh et al., Effects of mortality salience on green purchasing behavior. National scientific conference: Reshaping the global financial system and Vietnam's strategy - 2nd Session. University of Economics Ho Chi Minh City, June 2022. ISBN: 978-604-80-6816-5 (Information and Communication Publishing House).

2022: Dinh Tien Minh et al., Brand Influence in MV On Recalling, Brand Attitude. Conference on Business Management, Finance, Accounting and Commerce (BFAC2022) - Theme: International Context and Local Strategy. Ho Chi Minh City University of Economics and Finance (UEF), April 2022. ISBN: 978-604-79-3149-1 (Financial Publishing House).

2022: Dinh Tien Minh et al., Spotify Podcasts – What Leads to Usage Behavior?. Conference on Business Management, Finance, Accounting and Commerce (BFAC2022) - Theme: International Context and Local Strategy. Ho Chi Minh City University of Economics and Finance (UEF), April 2022. ISBN: 978-604-79-3149-1 (Financial Publishing House).

2022: Dinh Tien Minh et al., Digital competence for global citizens: Defining its impacts on occupation suitability within the economics field in Ho Chi Minh City. Economic Science Conference 2022. Organizers: Center of Science and Technology Development for Youth & Ho Chi Minh City Open University. Companion: Ho Chi Minh City Department of Science and Technology, April 2022. Internal circulation.

2022: Dinh Tien Minh et al., Improve user awareness for plastic packaging products through research on plastic identification code system. City-level Scientific Conference: Vietnam's Foreign Trade 4.0 era. Ho Chi Minh City University of Technology (HUTECH) – University of Economics and Finance (UEF) – University of Finance and Marketing (UFM) – Ho Chi Minh City University of Food Industry (HUF), January 2022. ISBN: 978-604-79-3060-9 (Financial Publishing House).

2021: Dinh Tien Minh and Vo Ha Quang Dinh. Develop course outlines according to the blended learning method. National Conference 2021: Blended Learning - Modern teaching methods for economics subjects. International School of Business (ISB), University of Economics Ho Chi Minh City, December 2021. ISBN: 978-604-80-6126-5 (Information and Communication Publishing House).

2021: Dinh Tien Minh and Pham Thi Truc Ly. Evaluation of online learning activities: Which method is effective for UEH university? National Conference 2021: Blended Learning - Modern teaching methods for economics subjects. International School of Business (ISB), University of Economics Ho Chi Minh City, December



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2021. ISBN: 978-604-80-6126-5 (Information and Communication Publishing House).

2021: Dinh Tien Minh and Le Hong Tran, 2021. Study of Thailand's linked tourism experience and recommendations for the four provinces of Phu Yen, Binh Dinh, Dak Lak and Gia Lai. Workshop on Digital Transformation Revolution and Challenges for Tourism Enterprises. Institute of Tourism, University of Economics Ho Chi Minh City, July 2021. ISBN: 978-604-922-987-9 (Ho Chi Minh City Economic Publishing House)

2021: Dinh Tien Minh and Le Phuong Vy, Le Nhat Quyen, Nguyen Viet Hoang, Tran Thi Tuyet Nhung, Phan Tran Ngoc Khanh, 2021. AI – Education Revolution: Speaking to ELSA. City-level Science Conference: Marketing in the 4.0 era. Ho Chi Minh City University of Technology (HUTECH) – University of Economics and Finance (UEF) – Banking School – University of Marketing Finance – Ho Chi Minh City University of Food Technology, July, 2021. ISBN: 978-604-79-2799-9 (Financial Publishing House).

2021: Dinh Tien Minh and Tran Vy Dung, Le Thi My Duyen, Nguyen Tran Nguyet Minh, Nguyen Thi Anh Thu, Nguyen Hoang Thai, 2021. Information leaks and user reactions: a review of the Facebook platform. City-level Science Conference: Marketing in the 4.0 era. Ho Chi Minh City University of Technology (HUTECH) – University of Economics and Finance (UEF) – Banking School – University of Marketing Finance – Ho Chi Minh City University of Food Technology, July, 2021. ISBN: 978-604-79-2799-9 (Financial Publishing House).

2021: Dinh Tien Minh and Doi Thi My Duyen, Vo Huynh Hong Ngoc, Ngo Khanh Nguyen, Nguyen Tran Mai Trinh, 2021. Understanding of product composition and generation's decision-making process for buying skin care products Z. City-level Science Conference: Marketing 4.0 era. Ho Chi Minh City University of Technology (HUTECH) – University of Economics and Finance (UEF) – Banking School – University of Marketing Finance – Ho Chi Minh City University of Food Technology, July, 2021. ISBN: 978-604-79-2799-9 (Financial Publishing House).

2020: Dinh Tien Minh and Le Thi Hong Van, 2020. Deciding on the choice of online distribution on e-commerce exchanges: Research on personal care and beauty products. Scientific Conference: The Digital Transformation of Vietnam's Economy: Technology, Markets and Policy at the University of Economics Ho Chi Minh City, November 2020. ISBN: 978-604-922-919- 0.

2020: Dinh Tien Minh, 2020. Online Teaching and Learning: Difficult but not discouraged. Science Seminar: Teaching and Learning in the 4.0 Revolution Era at the University of Economics Ho Chi Minh City, May 2020. ISBN: 978-604-804-681-1.



2019: Dinh Tien Minh, 2019. Innovating Teaching and Learning in the context of digital technology: opportunities and challenges for training units: “Non Stop Highway”. Science Seminar: Strengthening innovation in teaching and learning in the context of digital technology at the University of Economics Ho Chi Minh City. Trade Union of Ho Chi Minh City University of Economics, October 2019. ISBN: 978-604-922-769-1.

2017: Pham Thanh Thuy Vy and Dinh Tien Minh, 2017. The round started a viral wave in the digital era and the situation of the electronics industry in Vietnam. Annual Conference on Trade: Trade Interaction between Vietnam and the World. Faculty of International Business – Marketing, University of Economics Ho Chi Minh City, November 2017.

2017: Dinh Tien Minh and Le Hong Tran, 2017. Research on search behavior and travel choice: A look at the case of people in Da Nang city. Scientific conference: Information technology application in tourism: Trends and solutions to anticipate the integration of Vietnam's tourism industry, HCMC, May 26, 2017. Tourism Institute, University of Economics Ho Chi Minh City.

2017: Dinh Tien Minh, 2017. Status of English teaching and solutions to improve English ability for UEH students. Scientific conference: Teaching methods and assessment of international advanced program subjects at University of Economics Ho Chi Minh City. Faculty of International Business – Marketing, University of Economics Ho Chi Minh City, April 2017.

2016: Dinh Tien Minh, 2016. Development of online retail trade in Ho Chi Minh City in the period of international economic integration. Scientific conference: Developing online retail trade in Ho Chi Minh City. University of Economics Ho Chi Minh City, November 2016.

2016: Dinh Tien Minh et al., 2016. Research on consumer attitudes in Ho Chi Minh City towards online advertising on the social network Facebook. Scientific conference: Developing online retail trade in Ho Chi Minh City. University of Economics Ho Chi Minh City, November 2016.

2016: Dinh Tien Minh, 2016. Impacts of joining AEC and TPP on Vietnam's insurance market. Scientific conference: Joining AEC, TPP: Opportunities and challenges for Vietnam's insurance market. University of Economics Ho Chi Minh City, May 2016.

2014: Dinh Tien Minh, 2014. Challenges of Vietnam's retail market in the ASEAN Economic Community. Scientific Conference: Vietnam in the ASEAN Economic Community since 2015. University of Economics Ho Chi Minh City, October 2014.

2014: Dinh Tien Minh, 2014. Japan's experience in developing supporting industries. Scientific conference: Current situation, orientation, and solutions for the development of Vietnam's

	<p>supporting industry. Central Economic Commission and University of Economics Ho Chi Minh City, July 2014.</p> <p>2014: Dinh Tien Minh, 2014. Assessment of the current situation, potential and development needs of Vietnam's supporting industry. Scientific Conference: Situation, Orientation and Solutions for Supporting Industry Development in Vietnam. Central Economic Commission and University of University of Economics Ho Chi Minh City, July 2014.</p> <p>2013: Dinh Tien Minh, 2013. Understanding Scientific Research and the status of Scientific Research activities of Universities in Vietnam. The second Conference to summarize the Scientific Activities of Students and Young Lecturers of the Universities of Economics and Business Administration, University of Economics Ho Chi Minh City.</p> <p>2012: Dinh Tien Minh, 2012. High quality university training program. One-year preliminary conference on the implementation of a high-quality bachelor's program. University of Economics Ho Chi Minh City.</p> <p>2010: Dinh Tien Minh, 2010. Solutions to improve the quality of graduate thesis guidance. Scientific Conference, Faculty of International Business - Marketing, University of Economics Ho Chi Minh City.</p> <p>2007: Dinh Tien Minh, 2007. Reform of university teaching methods. Scientific seminar: Innovating training activities to meet the requirements of learners and employers. University of Economics Ho Chi Minh City.</p>
<b>Memberships:</b>	2017: Member of Science Board, School of International Business and Marketing, College of Business, UEH University.
<b>International experience in:</b>	
- <b>Corporate Management</b>	2011: Participated in a Supply Chain Research project with lecturers from the Faculty of International Business - Marketing, University of Economics Ho Chi Minh City, sponsored by the World Bank.
- <b>Academic Activities</b>	<p>1995-1996: Scholarship Francophonie. Bachelor, University of Orleans, France</p> <p>1999-2000: Scholarship AUF. Master, University of Lyon, France.</p>



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**Personal  
Background/  
Experience**

01/2011 – 01/2012: Head of Customer Service Department, Rong Viet Securities Joint Stock Company.

January 2009 – December 2010: Head of Business Development Department, Rong Viet Securities Joint Stock Company.

06/2008 – 12/2008: Head of Public Relations Department, Rong Viet Securities Joint Stock Company.

01/2004 – 05/2008: Head of Sales and Marketing Department for all of Vietnam, Representative Office of Legrand Group - French Republic.

09/2000 - 12/2003: Head of Sales and Marketing Department for Central, Southeast and Southwest regions, Representative Office of Legrand Group - French Republic.

01/1998 - 08/2000: Sales Supervisor for the South region, Representative Office of Legrand Group - French Republic.

07/1996 - 12/1997: Market Development Officer for the South region, Representative Office of Legrand Group - French Republic.

**Other:**

2023: TOP 3 Lecturers of 2022 at University of Economics Ho Chi Minh City (UEH) (Link).

2023: Lecturers with excellent achievements in guiding students' scientific research in the period of 2020-2022 (Decision No. 367/QĐ-ĐHKT-QTNNL dated February, 23, 2023) (Link).

2022: Minister of Education and Training of Vietnam Nguyen Kim Son awarded the Certificate of Merit for excellently completing working tasks from 2020-2021 (Decision No. 942/QĐ-BGDĐT dated April 6, 2022).

2022: First Prize of the 2022 Economics Science Conference: 'Green growth, sustainable development, financial development, and human capital to promote post-COVID-19 economic recovery' (Decision No. 05-QDKT/KHCNT, dated April, 08, 2022).

2022: Lecturers guide students in scientific research to achieve high achievements in 2021 (Decision No. 970/QĐ-ĐHKT-QTNNL dated April 14, 2022).

2022: Certificate: Guided students to complete a research project that won First Prize, the Science and Technology Award for students in universities in 2022 of Department of Science, Technology, and Environment (Decision No. 4273/QĐ-BGDĐT, dated February, 14, 2022).

2022: Certificate: Guided students to complete a research project that won Third Prize, the Science and Technology Award for students in universities in 2022 of Department of Science,



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	<p>Technology, and Environment (Decision No. 4273/QĐ-BGDĐT, dated February, 14, 2022).</p> <p>2021: Outstanding Lecturer of the Year 2020-2021 at UEH (Decision No. 1680/QĐ-ĐHKT-QTNNL dated June 11, 2021).</p> <p>2021: Lecturers guide students in scientific research to achieve high achievements in 2020 (Decision No. 1262/QĐ-ĐHKT-QTNNL dated April 26, 2021).</p> <p>2020: Top 10 Lecturer of the Year 2020 at University of Economics Ho Chi Minh City.</p> <p>2020: Second Prize in Ministerial Science Research Project: Truong Thanh Vy, Nguyen Ngoc Bao Chau, Tran Thu Phuong, Tran Phuoc Kim Ngan, Duong Doan Quynh Anh (2020). Study About Changes In Consumer Perception In FMCG When Interacting With Augmented Reality Advertisements. Scientific research at Ministerial level.</p> <p>2016: Minister of Education and Training of Vietnam Phung Xuan Nha awarded the Certificate of Merit for excellently completing working tasks from 2014-2015 to 2015-2016.</p> <p>2014: Vietnam's Minister of Education and Training Pham Vu Luan awarded the Medal for the Cause of Education, having contributed to the education and training cause of the country.</p> <p>2006: Minister of Education and Training of Vietnam Nguyen Thien Nhan awarded the Certificate of Merit for guiding students to carry out the project that won the national first prize "Student Award for Scientific Research in Economics".</p>
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