

## Curriculum Vitae

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| <b>Surname:</b>                                | DO  |
| <b>First Name:</b>                             | <b>Thi Hai Ninh</b>   |
| <b>Date of Birth:</b>                          | 18/10/1987  |
| <b>Academic Qualification:</b>                 | Doctor of Philosophy in Business  |
| <b>Venia Legendi (qualification to teach):</b> | - Award Certificate in Teaching in Higher Education (2018).<br><i>Accredited by HCMC University of Social Sciences &amp; Humanities, Vietnam.</i>   |
| <b>Further Qualifications:</b>                 | - Award Certificate in Data Analysis with STATA (beginning level) (2018).<br><i>Accredited by the University of Economics Ho Chi Minh city.</i><br>- Award Certificate in Writing Case Study for Teaching Purpose (2018).<br><i>Accredited by Center for Excellence in Management Development (CEMD).</i><br>- Award Certificate in ERP in Supply Chain Management (2019).<br><i>Accredited by the University of Economics Ho Chi Minh city.</i><br>- Award Certificate in Teacher Maker Camp in Asia (2019)<br><i>Accredited by National Kaohsiung University of Science and Technology, Taiwan.</i><br>- Award Certificate in Blended learning and teaching (2021)<br><i>Accredited by University of Economics HCMC, Vietnam.</i> |

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| <b>At the Higher Education Institution (to be accredited) since:</b>          | 2018   |
| <b>Level of Employment (part-time or full-time):</b>                          | Full-time  |
| <b>Teaching Focus:</b>  | Marketing  |
| <b>Interdisciplinary Aspects:</b>   | Marketing, E-commerce  |
| <b>Activities in the Areas:</b>   | Teach, Research & Consultant   |
| - <b>Further Education</b>  |  |
| - <b>Research</b>   | Participated in various academic and applied research projects funded by the University and the State. Research area:<br>- Multi-level Marketing<br>- E-commerce<br>- Digital transformation in business<br>- Consumer behavior<br>- Educational studies |
| - <b>Consultancy</b>  | Consulted various SMEs in HCMC to develop marketing activities (e.g. Saigon Co-op mart ...)  |
| <b>How are personal research activities reflected in teaching activities?</b> | - Students are usually asked me to be their research supervisors, while guide them and teach them to do research, I also have a  |



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|  | <p>chance to update new information, knowledge which help me to applied the new one to my teaching.</p> <ul style="list-style-type: none"><li>- For teaching, my class usually have a discussion or case study to discuss and debate each other, then student can applied their knowledge to learn in my class.</li></ul> |
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| <b>Work experience:</b>           |  |
| - <b>General</b>                  | <ul style="list-style-type: none"><li>- Hotel Secretary – Fortuna Hotel, Hanoi, Vietnam (2009-2010)</li><li>- Lecturer at SIBM, University of Economics HCMC (2018 – now)</li><li>- Education and Relation Manager, UII, University of Economics HCMC (2019 – now)</li></ul> |
| - <b>Activities as an Expert:</b> | Member of Active Citizen group (Bristish council funded to train the trainer – from 2018 to now)   |

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| <b>Publications:</b> | <b>Conference paper:</b> <ul style="list-style-type: none"><li>- Nhu-Y Ngoc Hoang, <b>Hai-Ninh Do</b> (2021), How Tiktok Conquer The Young Generation, International Conference on Business and Finance 2021, Ho Chi Minh City, Vietnam.</li><li>- <b>Do Thi Hai Ninh</b>, Trinh Ngoc Linh Tran, Huynh Gia Bao, Dinh Thi Tuyet Mai, Pham Nhu Ngoc, Tran Phuong Quynh Nga (2021), The Impact of Covid-19 On Repurchase Behavior: Case Study of Green Products In Ho Chi Minh Consumer. International Conference on Business and Finance 2021, Ho Chi Minh City, Vietnam.</li><li>- <b>Hai-Ninh Do</b> (2021), The Impact Of Learning Environment On Student Performance From Case Of Business Student. International Conference on Business and Finance 2021, Ho Chi Minh City, Vietnam.</li><li>- Luong Thi Thuy Vy, Phan Ngoc Anh Thu, Le Dang Trung Duc, Nguyen Thanh Huyen, Ly Thi Phuong Khanh, <b>Hai-Ninh Do</b>. (2021). Influencing Factors Of Tiktok Commercial Videos On Consumer Purchasing Intention. International Conference on Business and Finance 2021, Ho Chi Minh City, Vietnam.</li><li>- Nguyen Kim Thao, <b>Do Thi Hai Ninh</b>, Pham Thanh Thuy Vy, Nguyen Thi Minh Hieu, Tran Thu Trang (2020), Barriers to Promote Stakeholder Collaboration in the Social Enterprise Ecosystem in Vietnam, International Conference on Innovation and Entrepreneurship for Sustainable Development Goals: A Journey of 5 Years and the Path ahead, Hanoi, Vietnam.</li><li>- Nguyen Kim Thao, <b>Do Thi Hai Ninh</b>, Pham Thanh Thuy Vy, Nguyen Thi Minh Hieu, Tran Thu Trang (2020), The</li></ul> |
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|  | <p>Role of Teacher in Promoting Student Social Interest in Social Innovation and Social Entrepreneurship Education, International Social Innovation Research Conference 2020, England</p> <ul style="list-style-type: none"><li>- <b>Hai-Ninh Do</b>, Y Hoang Ngoc Nhu (2020), A Study of Generation Z technology acceptance and use: E-wallet Case Study. International Conference on Business and Finance 2020, Ho Chi Minh City, Vietnam.</li><li>- <b>Do Thi Hai Ninh</b>, Wu Rong Shih (2019), The Effects of Augmented Reality Apps on Impulse Buying Behavior: An Experiment of Tourists, International Conference on Business, Big-data, and Decision Sciences, Tokyo City, Japan</li><li>- <b>Do Thi Hai Ninh</b>, Wu Rong Shih (2016), A Bibliometric Analysis of Tourism Research. The 12th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.</li><li>- <b>Do Thi Hai Ninh</b>, Wu Rong Shih (2015), The Economic Impact of Tourism in Vietnam from Foreign Direct Investment. The 11th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.</li><li>- <b>Do Thi Hai Ninh</b>, Wu Rong Shih, Feng-huirh Huarng (2014), Online Hotel Booking User Acceptance of Information Technology: Integration between the Unified Theory of Acceptance and Use of Technology with Information System Success Model, The 20th Asia Pacific Tourism Association Conference, Ho Chi Minh City, Vietnam.</li></ul> <p><b>Book chapter:</b></p> <ul style="list-style-type: none"><li>- Bùi Thanh Tráng, Hoàng Thu Hằng, Đỗ Thị Hải Ninh, Dương Ngọc Hồng, Hoàng Ngọc Như Ý (2021). VIETNAM RETAIL E-COMMERCE IN PRE AND 2021 POST THE COVID-19: STATUS AND SOLUTIONS.</li></ul> <p><b>Project:</b></p> <ul style="list-style-type: none"><li>- Research leader: Impact of Constructivist Learning Environment Design on Student learning strategy for Entrepreneur and Innovation course: The mediating effect model. – Funded by UEH (2021)</li><li>- Research member of the project sponsored by The Department of Industry and Trades (Vietnam) to promote e-commerce in Ho Chi Minh City for the 2025 - 2030</li></ul> |
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period.

- Investigator of the project sponsored by SSEC Vietnam to collect Portfolio of Social Enterprises in the Southern Vietnam (2019 - 2020)
- Research member: The moderating effect of economic benefit factor on the Intention to Use of Food Delivery Apps among Gen Z: The extended UTAUT model – Funded by UEH
- Research member: The study on social entrepreneurship research and teaching landscape in Vietnam Project – Funded by British Council

**Journal paper:**

- Thuy-Vy Pham, Nhu-Y Hoang Ngoc, **Hai-Ninh Do** (2021). The “E-Wallet Generation”: How barrier and promoting factors influence the intention to use. The Review of Socionetwork Strategy. <https://doi.org/10.1007/s12626-021-00088-3>
- **Hai-Ninh Do**, Wurong Shih, Quang-An Ha (2020). The Effects of Augmented Reality Apps on Impulse Buying Behavior: An Experiment of Tourists. Heliyon, 6, 8. <https://doi.org/10.1016/j.heliyon.2020.e04667>
- Ngoc Bich Do, **Hai-Ninh Do**, (2020) An investigation of Generation Z’s Intention to use Electronic Wallet in Vietnam, Journal of Distribution Science 18-10.
- **Hai-Ninh Do** (2020) The role of perceived usefulness on student satisfaction of learning management system - case study of business students. Vietnam Journal of Education, 16/2020.
- **Hai-Ninh Do**, Ngoc Bich Do (2020) Theoretical research on the relationship of technology transfer between universities and enterprises in Vietnam in the industrial revolution 4.0. Vietnam trade and industry review. 16/2020
- Shih, W. and **Do, N.** (2016) Impact of Tourism on Long-Run Economic Growth of Vietnam. Modern Economy, 7, 371-376. doi: 10.4236/me.2016.73040.
- **Do, T.** and Shih, W. (2016) Destination Decision-Making Process Based on a Hybrid MCDM Model Combining DEMATEL and ANP: The Case of Vietnam as a Destination. Modern Economy, 7, 966-983. doi: 10.4236/me.2016.79099.
- **Do, T.** and Shih, W. (2016) The Integration between the UTAUT with IS success model in case of Online hotel



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|  | <p>booking user acceptance. Research Journal of Commerce &amp; Behavioral Science, 5(10).</p>  |
| <b>Memberships:</b>                      | -  |
| <b>International experience through:</b> | Research cooperated with Indonesia researcher  |
| - <b>Management Activities</b>           | -  |
| - <b>Academic Activities</b>             | <ul style="list-style-type: none"> <li>- Organizer and Facilitator of SEED (Swiss-ASEAN) social entrepreneurial programme since 2021</li> <li>- Researcher of British Council Report (2020) Education &amp; Inclusive Communities Social innovation and Higher Education landscape Country report -Vietnam</li> </ul>  |
| - <b>Personal Background/ Experience</b> | <p><b>Education</b></p> <ul style="list-style-type: none"> <li>- Ph.D, College of Business, Southern Taiwan University, Tainan City, Taiwan, R.O.C.</li> <li>- M.S, IMBA, National Cheng Kung University, Tainan city, Taiwan, R.O.C., anticipated 2011.</li> </ul> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Education and Relations Manager - UEH – Institute of Innovation since 2020</li> <li>- Program Design: Undergraduate course, short course for Industries.</li> <li>- Relations: discuss and work with other university, research center in different countries to do research and teaching innovation.</li> <li>- Teaching innovation courses: Design Thinking, Critical Thinking, Service Innovation</li> <li>• Lecturer of Marketing - E-Commerce UEH - School of International Business and Marketing Since 2018</li> <li>- Teaching undergraduate marketing courses: CRM, Marketing Management, Services Marketing, Digital Marketing, International Marketing, Marketing Research (in English and Vietnamese)</li> <li>- Supervising undergraduate dissertations &amp; research</li> <li>- Course design, integrating E-learning, Case-Based, Project-Based Learning.</li> </ul> |
| <b>Other:</b>                            |  |



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