

Curriculum Vitae

Surname:	LE
First Name:	MINH
Date of Birth:	06/06/1983
Academic Qualification:	Doctor of Philosophy
Venia Legendi (qualification to teach):	Fellow of Higher Academy Education, UK
Further Qualifications:	

At the Higher Education Institution (to be accredited) since:	2019, Queensland University of Technology, Australia
Level of Employment (part-time or full-time):	Full time
Teaching Focus:	Consumer Behavior, Brand Management, Market Research, Digital Marketing
Interdisciplinary Aspects:	Marketing
Activities in the Areas:	
- Further Education	Supervising both Post-graduate and Under graduate students Supervising students to conduct research activities Building and Adjusting both bachelor and master curriculum
- Research	Conducting both quantitative and qualitative research activities
- Consultancy	Consulting Scientific committees relating Marketing Projects
How are personal research activities reflected in teaching activities?	I have published journals, conferences, and a scientific monograph book relating the teaching units.

Work experience:	Lecturer, Researcher
- General	Teaching and researching
- Activities as an Expert:	Consumer Behavior, Brand Management, Market Research
Publications:	<p>Le, M. T. (2021). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. <i>Spanish Journal of Marketing-ESIC, Scopus Q1</i>.</p> <p>Le, M. T. (2021). Compulsive buying of brands, its antecedents, and the mediating role of brand love: insights from Vietnam. <i>Current Psychology, 1-12, SSCI Q1</i>.</p> <p>Le, M. T. (2021). Examining factors that boost intention and loyalty to use Fintech post-COVID-19 lockdown as a new normal behavior. <i>Heliyon, 7(8), e07821, Scopus Q1</i>.</p> <p>Le, M. T. (2020). Social comparison effects on brand addiction: A mediating role of materialism. <i>Heliyon, 6(11), e05460, Scopus Q1</i>.</p> <p>Minh T.H. Le, Green marketing affects green brand attitudes – Accepted - Anzmac 2021</p> <p>Minh Le, <i>Relationships of related constructs of brand love</i>, Australian and New Zealand Marketing Academy (ANZMAC) 2018-232 –,</p>



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	presented, 2018 ANZMAC Conference, Adelaide, Australia. Further published papers, please take a look at the google scholar link: https://scholar.google.com/citations?user=ze1VFA0AAAAJ&hl=en
Memberships:	Fellow of Higher Academy Education, UK https://www.advance-he.ac.uk/fellowship/fellowship
International experience through:	<ul style="list-style-type: none"> • Tutor at <i>School of Advertising, Marketing, and Public Relations, QUT Business school, Australia</i> • Research Assistant at <i>School of Economics and Finance, QUT Business school, QUT, Australia</i> • Reviewer of <i>QUT Academy of Learning and Teaching, Learning and Teaching Unit (QALT), Chancellery, Australia</i> • Reviewing the applications of Associate Fellow. • Marketing executive at <i>OzSeals Company, QLD, Australia</i>
- Management Activities	Vice Dean of Faculty, Head of Department since 2012-2014
- Academic Activities	Reviewer of Journal and International Conferences: Journal of Marketing Analytics, Heliyon, Journal of Brand Management
- Personal Background/ Experience	Working through variety cultures.

Other:	<p>Teaching development activities</p> <ul style="list-style-type: none"> • Fellow of the Higher Education Academy (FHEA)- December 2017 – UK • IZ001 Principles and Practices of University Learning and Teaching – July 2018 – QUT • Teaching in Australian Context - QUT Academic Development 2018, QUT • Foundation of Learning and Teaching Module – April 2018 – QUT • Teaching Advantage – November 2016 – QUT, Australia • Senior Teaching Certificate – July 2021-Vietnam <p>Others development activities</p> <ul style="list-style-type: none"> • Entrepreneurship – e-Grad school, June 2017, Australia • Global sustainability – e-Grad school, June 2017, Australia • Critical and Creative thinking – e-Grad school, Nov 2016, Australia • Project Management – e-Grad school, Nov 2016, Australia • Google Analytics – June 2017 - Google • The online marketing fundamentals - April 2017 – Google
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