

### Curriculum Vitae

<b>Surname:</b>	NGUYEN THANH
<b>First Name:</b>	MINH
<b>Date of Birth:</b>	17 Oct 1976
<b>Academic Qualification:</b>	<p>2016. Western Sydney University, Australia, Doctor of Business Administration (DBA)</p> <p>2003. Woosong University, Korea, Master of Business Administration (International Commerce)</p> <p>1998. University of Economics Hochiminh city, Bachelor of Arts (Business Administration (Marketing))</p> <p>1998. University of Economics Hochiminh city, Bachelor of Arts (Accounting and Auditing)</p>
<b>Venia Legendi (qualification to teach):</b>	22 year-experiences in teaching, researching.
<b>Further Qualifications:</b>	

<b>At the Higher Education Institution (to be accredited) since:</b>	2004
<b>Level of Employment (part-time or full-time):</b>	Permanent
<b>Teaching Focus:</b>	Marketing, Retailing, Marketing Channel
<b>Interdisciplinary Aspects:</b>	All the aspects are strongly related in Marketing and Business Administration.
<b>Activities in the Areas:</b>	
- <b>Further Education</b>	
- <b>Research</b>	Marketing, Retailing, Marketing Channel
- <b>Consultancy</b>	Marketing and Retailing
<b>How are personal research activities reflected in teaching activities?</b>	All the personal research have been done for the purpose of teaching and researching.

<b>Work experience:</b>	
- <b>General</b>	Lecturer at UEH from 1999: undergraduate level
- <b>Activities as an Expert:</b>	Consulting in Marketing management in Tan Thanh Mechanical Corporation since 2017.
<b>Publications:</b>	<p>2016. F Evangelista, BK Low, MT Nguyen , How shopping motives, store attributes and demographic factors influence store format choice in Vietnam: A logistic regression analysis, Asia Pacific Journal of Marketing and Logistics 32 (1), 149-168</p> <p>2016. NT Minh, NC Dũng, Lê Anh Trâm, Thuộc tính bán lẻ của cửa hàng tiện lợi ở các thị trường có nền kinh tế chuyển đổi: Nghiên cứu Ở Việt Nam, Tạp Chí Khoa Học Đại Học Mở Thành Phố Hồ Chí Minh, 5 (14), 141</p>



FIBAA

	<p>2016. NT Minh, Hiệu chỉnh thang đo động cơ mua sắm chức năng và tiêu khiển của người tiêu dùng Việt Nam, Tạp Chí Khoa Học Đại Học Đồng Tháp, 48-54</p> <p>2016. NT Minh, Supermarket attributes, International conference - Vietnam's retail industry in global integration - Faculty of International Business – Marketing, UEH University.</p> <p>2023. NT Minh, RETAIL ATTRIBUTES OF ONLINE RETAILING CHANNELS SUCH AS FORUMS AND SOCIAL NETWORKS: A STUDY IN VIETNAM, The Mystique of Luxury Brands Conference 2023, Ho Chi Minh, Vietnam</p> <p>2024. NT Minh, Thuộc tính bán lẻ của kênh bán lẻ online: Nghiên cứu ở Việt Nam, Tạp Chí Khoa Học Đại Học Mở Thành Phố Hồ Chí Minh, 19 (2),</p>
<b>Memberships:</b>	
<b>International experience through:</b>	
- <b>Management Activities</b>	
- <b>Academic Activities</b>	<p>2001-2003. Scholarship - Woosong University, Korea, Master of Business Administration (International Commerce).</p> <p>2001-2003. Teaching Vietnamese language at Woosong University, Korea.</p>
- <b>Personal Background/ Experience</b>	
<b>Other:</b>	