

Curriculum Vitae

Surname:	Do
First Name:	Ngoc Bich
Date of Birth:	07/05/1992
Academic Qualification:	2022 Ph.D. in Business Administration - Vietnam National University Hanoi 2015 Master in Marketing - Brunel University London 2013 Bachelor in Business Administration - University of the West of England
Venia Legendi (qualification to teach):	
Further Qualifications:	

At the Higher Education Institution (to be accredited) since:	University of Economics Hochiminh city since 8.2019
Level of Employment (part-time or full-time):	Full time
Teaching Focus:	Strategic management, international business and brand management
Interdisciplinary Aspects:	Marketing
Activities in the Areas:	
- Further Education	
- Research	
- Consultancy	
How are personal research activities reflected in teaching activities?	

Work experience:	
- General	- 9.2019- present Full time Lecturer, School of International Business and Marketing, University of Economics Hochiminh city Course: International Business Management, Global Strategic management, Strategic management - 2016- 2019 Full time Lecturer, International School, Vietnam National University Course: Marketing principles, Marketing communication, Strategic management, Marketing strategy, international business management, marketing management.
- Activities as an Expert:	Research Interest: Brand management, brand crisis management, consumer behavior and organizational innovation

	Consultant in Marketing contest – AMARACE 2019 (held by VNU-IS and VP Bank)
Publications:	<p>Do, B. N., Nguyen, V. D., Hong Le, M. T., Do, H. N., & Pham, T. T. L. (2023). Firm’s innovation activities across ASEAN countries: Examining the impacts of management experience, management practices and the moderating role of female CEOs. <i>Cogent Business & Management</i>, 10(1), 2170519.</p> <p>Bich, D.N. and Tuan N.P. (2021) Brand crisis response strategies: a Typologies continuum. <i>Business: Theory and Practice</i>, 22 (1), 146 – 158. (Scopus – Q2)</p> <p>Bich, D.N and Ninh-Hai Do (2020) An investigation of Generation Z's Intention to use Electronic Wallet in Vietnam. <i>Journal of Distribution Science</i>, 18(10), 89-99 (Scopus – Q4)</p> <p>Bich, D.N. and Tuan N. P. (2019) An investigation the main internal brand crisis antecedent. <i>Business: Theory and Practice</i>, Vol. 20, 234-247. (SCOPUS- Q2)</p> <p>Bich, DN and Lien, P.T (2017) An investigation of antecedents and consequences of consumers' attitude towards product movie series on social media: case of Ostar Story. <i>International Journal of Knowledge Engineering and Data Mining</i>, 6 (2), 187-206</p> <p>CONFERENCE PROCEEDINGS</p> <p>Bich Ngoc Do (2018) Factors influence student’s information adoption about higher education from social network sites and online discussion forums in Vietnam. 1st International Conference on Contemporary Issues in Economics, Management and Business (CIEMB), National Economics University Hanoi.</p> <p>- Bich Ngoc Do (2019) Factors of E-WOM affecting information adoption. The 16th international conference on knowledge based economy and global management Taiwan</p>
Memberships:	
International experience through:	
- Management Activities	
- Academic Activities	
- Personal Background/ Experience	
Other:	