

Curriculum Vitae

Surname:	HOANG
First Name:	Hang Thu
Date of Birth:	07/07/1988
Academic Qualification:	Master of Science (International Marketing)
Venia Legendi (qualification to teach):	<ul style="list-style-type: none"> - Award Certificate in Teaching in Higher Education (2017) <i>Accredited by Sai Gon University, Vietnam.</i> - Award Certificate in Teaching in Higher Education (2014) <i>Accredited by HCMC University of Social Sciences & Humanities, Vietnam.</i> - Certificate in Active Teaching methods (Advanced level) (2014) <i>Accredited by HCMC University of Science, Vietnam.</i> - Award Certificate in Teaching Adults (City & Guilds) (2013) <i>Accredited by The City Literary Institute, London, United Kingdom.</i>
Further Qualifications:	<ul style="list-style-type: none"> - Certificate in EMI Skills (English as a Medium of Instruction) (2016) <i>Accredited by Cambridge English Language Assessment, University of Cambridge, United Kingdom.</i>

At the Higher Education Institution (to be accredited) since:	2013
Level of Employment (part-time or full-time):	Full-time
Teaching Focus:	International Business
Interdisciplinary Aspects:	Supply chain management, Marketing
Activities in the Areas:	Teach, Research & Consult
- Further Education	PhD Candidate (2nd year)
- Research	Participated in various academic and applied research projects funded by the University and the State. Topics included: <ul style="list-style-type: none"> - Franchising - Multi-level Marketing - E-commerce - Digital transformation in business
- Consultancy	Consulted various SMEs in HCMC to develop marketing activities (e.g. Happy Young House, Sanh, Mr.F Coffee & Flowers ...)
How are personal research activities reflected in teaching activities?	<ul style="list-style-type: none"> - Students are often invited to join my research team, or to participate in research seminars, to practice their skills and knowledge. - While doing research, I also have a chance to update new readings, create new assignments, rearrange the classroom,



	<p>design new tests/projects, and so forth to create a better learning environment.</p> <ul style="list-style-type: none"> - Instead of lecturing on the topic, I usually turn class into a small group assignment, a discussion or a question and answer session on specific business cases that I've been working on. Students always think of new ideas or perspectives, even if I do not agree with them, and that can stimulate my own thinking about the content.
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Work experience:	
- General	<ul style="list-style-type: none"> - General Manager – VietEat, Holborn, UK (2013) - General Manager – Cay Tre Soho branch, Vietnamese Kitchen Ltd., UK (2011-2013)
- Activities as an Expert:	Member of Logistics Development Expert board for the HoChiMinh City People's Committee 2021-2025
Publications:	<p>2020. Sharing Economy in Practice: Intrinsic Motivation towards the Intention to Participate with Empirical Evidence from Vietnam, 32nd Eurasia Business and Economics Society (EBES) Conference, Istanbul, Turkey (ISBN: 978-605-80042-2-1).</p> <p>2019. Factors Affecting Youth Entrepreneurial Intention & Suggestions for Policymaking: The Case of Vinh Long Province, International Conference on Business and Finance - ICBF 2019 1 (1), 161.</p> <p>2018. Promoting the purchase of textbooks in the Vietnamese higher education sector, Publishing Research Quarterly 34 (1), 89-95.</p>
Memberships:	<ul style="list-style-type: none"> - Vietnam Supply Chain Association since 2014 - Viet Nam Association for Logistics Manpower Development (VALOMA) since 2021
International experience through:	
- Management Activities	<ul style="list-style-type: none"> - General Manager – VietEat, Holborn, UK (2013) - General Manager – Cay Tre Soho branch, Vietnamese Kitchen Ltd., UK (2011-2013)
- Academic Activities	- Organizer and Facilitator of SEED (Swiss-ASEAN) social entrepreneurial programme since 2018
- Personal Background/ Experience	<ul style="list-style-type: none"> - Vietnamese Teacher – Worked as a tutor teaching Vietnamese to an English businessman. Involved in translating and preparing own teaching content. <p><i>Liverpool International Language Academy (Liverpool, UK)</i></p> <ul style="list-style-type: none"> - Project Assistant – Worked as a team leader for AMCO to organize a meeting between Castle College Nottingham and potential students in HCMC. Responsible for leading the presentation, assisting students and parents about study-abroad issues, preparing brochures and slides of content using Word



FIBAA

and Power Point.

AMCO Vietnam (HCMC, Vietnam)

- Market Researcher – Giving out questionnaires and conducting a focus group for University of Nottingham students for Unite student accommodation.

West Bridgford Research (Nottingham, UK)

Other: