

Surname:	Dao Hoai
First Name:	Nam
Date of Birth:	13 Feb 1971
Academic Qualification:	2005. French Vietnamese Center of Management (CFVG) Master in Business Administration 1994. University of Economics Hochiminh City, Bc in Business Administration
Venia Legendi (qualification to teach):	26 year-experiences in teaching, researching, consulting.
Further Qualifications:	1998. Mini-MBA, United Nations Development Programme, University of Quebec at Montreal 2000. Graduate Dilopma in Business Administration, Swiss- AIT- Vietnam (SAV) Management Development Programme
At the Higher Education Institution (to be accredited) since:	1990
Level of Employment (part-time or full-time):	Permanent
Teaching Focus:	Marketing, Marketing Research and Brand Management.
Interdisciplinary Aspects:	Statistic and data science applied to teaching marketing research
Activities in the Areas:	
- Further Education	
- Research	Consumer behaviour, Brand evaluation
- Consultancy	Marketing and Brand management
How are personal research activities reflected in teaching activities?	Participating and leading many projects in market research projects in Vietnam since 1994 and brand management since 2010. Now a lot of practical experience in the field of

	Market research and brand management are applied and illustrated in the lecture
Work experience:	
- General	Lecturer at UEH from 1994: undergraduate and graduate level
- Activities as an Expert:	<p>Consulting in</p> <ul style="list-style-type: none"> - Marketing research and data processing Center for Research & Application of Economic, University of Economics Hochiminh City (UEH) from 1994 to 1999 - Marketing manager (Saigon Cosmetic Company) from 1999 to 2000 - Brand consultant director (Lantabrand) from 2003 to 2008 - Business consultant leader in Institute of Development Economics, University of Economics Hochiminh City (UEH)
Publications:	
Memberships:	
International experience through:	
- Management Activities	
- Academic Activities	
- Personal Background/ Experience	
Other:	