

Curriculum Vitae

Surname:	PHAM
First Name:	Thanh Thuy Vy
Date of Birth:	14th July, 1986
Academic Qualification:	<p>2015 – University of Stirling, UK - MSc. Media and Communications Management</p> <p>2009 – University of Economics, Ho Chi Minh City, Vietnam – BA. Business Management (in Marketing)</p>
Venia Legendi (qualification to teach):	13 years (since 2010) experienced in teaching, researching, consulting
Further Qualifications:	<p>Relevant Social Innovation and Social Enterprise</p> <ul style="list-style-type: none"> - Aug-2018: British Council (UK), Certificate of recognition in the “Active Citizens Social Enterprise - Regional Facilitator Development Workshop” - Mar-2018: CSIE and University of Northampton, Certificate of participation at the “Mentoring Social Impact Business Programme” & “Training on Social Impact Measurement” - Nov-2017: Saigon Innovation Hub and Swedish University Outreach, Completion of “Innovation Management & Innovation Systems - The Swedish Model” - Apr-2012: British Council (UK) and National Economics University (NEU), Completion of “Training for Trainer for Social Enterprise” <p>Relevant Research Skill</p> <ul style="list-style-type: none"> - 2021: Completion of “Machine Learning & Python” – University of Economics in Ho Chi Minh City (UEH) - 2021: Completion of “Advance Qualitative Research with NVivo” Course – Social Life Institution - 2020: Microsoft Innovative Educator (MIE). Completion of 72 hours trained on MIE platform. Training and Supporting Lecturers in Faculty in E-learning transformation activities. - 2019: Completion of “Data Analysis with R Workshop”, UEH and University of FHNW School of Business (Switzerland) - 2019: Completion of Workshop “How to write a research proposal”, UEH and University of FHNW School of Business (Switzerland) - 2018: Certificate of Writing Case Study for Higher Education Teaching Short-course, University of Economics in Ho Chi Minh City (UEH) <p>Relevant Education Qualification</p> <ul style="list-style-type: none"> - 2010 - 2015: Short-course certifications in Education field, including: Writing and Teaching by Case Study, Writing Syllabus Skill,... (UEH in-house training)

At the Higher Education Institution (to be accredited) since:	2010
Level of Employment (part-time or full-time):	Full time
Teaching Focus:	Digital Marketing, Marketing Management, Integrated Communication Marketing
Interdisciplinary Aspects:	Business Innovation, New Product Management, Design Thinking, Creative Thinking
Activities in the Areas:	
- Further Education	Currently: PhD Candidate, Taiwan
- Research	Digital Media & Digital Behaviour, Social Innovation, Social Enterprise, Andragogy
- Consultancy	Social Marketing, Social Enterprise Business Model Strategy
How are personal research activities reflected in teaching activities?	<ul style="list-style-type: none"> - Case Study “Dichung Social Enterprise Start-up” was used for teaching in the New Product Management subject. - Knowledge from research relevated andragogy provide research-based evidence to enhance the learning effectiveness of students in the course Business Capstone, New Product Management and other courses which were designed in project-based learning mode. - As a researcher cum lecturer in social innovation field, it is an opportunity to narrow the gap between higher-education institute and practitioners. As a result, teaching and researching are linked to helps to solve more real problems, and inspire students to involve more in this solving process.

Work experience:	
- General	UEH Lecturer since 2010
- Activities as an Expert:	Consultant, skilled volunteer & pro-bono in Social Marketing, Social Enterprise Business Model
Publications:	<p>Relevant Digital Field:</p> <ul style="list-style-type: none"> - Conference Paper <ul style="list-style-type: none"> ○ Pham, V. (2019) The personal communication strategy: Media selection and usage in relationship building ○ Pham, V. (2019) How ICTs enhance the relational communication of GenZ - Journal Paper <ul style="list-style-type: none"> ○ Pham, V., Hoang, Y. & Do, N. (2021) The “E-Wallet Generation”: How barrier and promoting factors influence the intention to use https://doi.org/10.1007/s12626-021-00088-3 <p>Relevant Social Innovation:</p> <ul style="list-style-type: none"> - Conference Paper <ul style="list-style-type: none"> ○ Nguyen, T., Do, N., Pham, V., Nguyen, H. & Tran, T. (2020) Barriers to Promote Stakeholder Collaboration in the Social Enterprise Ecosystem in Vietnam

	<ul style="list-style-type: none"> ○ Nguyen, T., Tran, T., Nguyen, H., Do, N. & Pham, V. (2020) The Role of Teacher in Promoting Student Social Interest in Social Innovation & Social Entrepreneurship Edu ○ Pham, V. & Nguyen, T. (2020) Business Model Innovation in the 4th Industrial Revolution ○ Pham, V. & Dao, H., (2018) The role of Start-up Ecosystem in the relationship between Entrepreneurship and Economic Development in Vietnam, Conference “The model of economic development base on Science – Technology – Innovation”, Organized by University of Economics in Ho Chi Minh City ○ Nguyen, B., Dao, H., Pham, V. (2018) Science, Technology and Innovation in Vietnam – Challenges and Achievements, Conference The model of economic development base on Science – Technology – Innovation, Organized by University of Economics in Ho Chi Minh City, page 423 ○ Pham, V. & Nguyen, N. (2017) Business ecosystem of the travel transformation in digital era, Conference Tourism 4.0 - International Report ○ (2020) Social Innovation and Higher Education Landscape report in EA: Case of Vietnam British Council - Case Study: ○ Pham, V. (2017) Dichung Social Enterprise Start-up <p>Relevant Andragogy:</p> <ul style="list-style-type: none"> - Journal Paper: (in Vietnamese) ○ Do, N. & Pham, V. (2021) Impact of the constructivism on the innovation thinking of Business students, Journal of Educational Science - Conference Presentation: ○ Pham, V. (2019) Experience in E-learning Implementation and Management in University: Case of School of International Business and Marketing (UEH) ○ Pham, V. (2017) Teaching changes for improving self-learning engagement, organized by IBMS - UEH ○ Pham, V. (2017) Project-Based Learning and Service Learning, organized by IBMS - UEH
Memberships:	
International experience through:	
- Management Activities	
- Academic Activities	
- Personal Background/ Experience	<ul style="list-style-type: none"> - Facilitator in ToT Program Active Citizen in Social Enterprise (British Council and The MOET1), 2018 - Mentor in the Vietnam Youth for Social Innovation Challenge 2018 (British Council - UK2), May-Jun 2018
Other:	



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