

Curriculum Vitae

Surname:	PHAM
First Name:	Thi Truc Ly
Date of Birth:	November 26th, 1971
Academic Qualification:	Master of Business Administration
Venia Legendi (qualification to teach):	Lecturer
Further Qualifications:	

At the Higher Education Institution (to be accredited) since:	1998
Level of Employment (part-time or full-time):	Full-time
Teaching Focus:	Retailing Management, Sales Management, Operations and supply chain management,
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	Candidate of Ph.D programme in UEH (2010)
- Research	Some academic and practical research on retailing and consumer behavior.
- Consultancy	
How are personal research activities reflected in teaching activities?	Findings and implications in academic research are applied to lectures and in-class activities.

Work experience:	
- General	23 years
- Activities as an Expert:	10 years in management and supply activities in a retailing distribution chain.
Publications:	<p>Conference papers:</p> <ul style="list-style-type: none"> - Dinh Tien Minh – Pham Thi Truc Ly (2015). <i>An Emerging Marketing Technogogy: Sensory Marketing Applied in Retail Industry</i>. (The Second International Conference on The Secret of Japanese Economy - The Truth about Japanese style marketing: Keretsu retailers vs independent retailers. 21/9/2015 - Host: School of International Business and Marketing, University of Economics Ho Chi Minh City) - Dinh Tien Minh – Pham Thi Truc Ly (2015). <i>Impacts of adherence to AEC and TPP to Vietnam Insurance Market</i>. (Conference: "Adherence to AEC, TPP: Opportunities and challenges to Vietnam Insurance market" 12/05/2016 – Host: School of Finance – University of Economics Ho Chi Minh



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	<p>City.</p> <ul style="list-style-type: none">- Dinh Tien Minh – Pham Thi Truc Ly – Le Thi Hue Linh (2016). <i>The Retail Market of Mekong Delta Key Economic Region in International Integration Trend</i>. (International Conference: "Vietnam Retail Market in the Global Integration" 08/07/2016 - Host: School of International Business and Marketing, University of Economics Ho Chi Minh City- Pham Thi Truc Ly – Dinh Tien Minh (2016). <i>Factors affecting the selection trends for buying imported confectionery in supermarket system in Ho Chi Minh City</i> (The 4th IBEA 2016 International Conference of Business, Economics and Accounting, 14-16 September 2016, Seoul – Republic of Korea – Host: CAAL International Education Organizer, Training and Consulting).- Le Tan Buu – Pham Thi Truc Ly (2016). <i>Listening online, How Foody.vn's Online Listening Activities Affect Consumer Behavior in Ho Chi Minh City</i>. International Conference - Marketing in the Connected Age, MICA 2016, 15 October 2016, Danang, Vietnam.- Pham Thi Truc Ly – Le Tan Buu (2018). Factors attracting customers of private labels at supermarkets in Ho Chi Minh City. <i>Tap chi Cong Thuong No.7 (05/2018), 302-309.</i>- Pham Thi Truc Ly (2020). A study on the impacts of the private labels, shopping value and customer inspiration on the supermarket store loyalty of Vietnamese consumer living in Ho Chi Minh City. <i>Tap chi Cong Thuong No.19 (08/2020), 265-274.</i>
Memberships:	
International experience through:	
- Management Activities	
- Academic Activities	
- Personal Background/ Experience	
Other:	