

## Curriculum Vitae

<b>Surname:</b>	Hoang Cuu
<b>First Name:</b>	Long
<b>Date of Birth:</b>	April 30, 1977
<b>Academic Qualification:</b>	2019. University of Economics Ho Chi Minh City (UEH), PhD in Management and Economics. 2006. James Cook University (JCU), Australia, Master of Business Administration. 1999. University of Economics Hochiminh City (UEH), Bc in Marketing
<b>Venia Legendi (qualification to teach):</b>	15 year-experiences in teaching, researching & consulting.
<b>Further Qualifications:</b>	

<b>At the Higher Education Institution (to be accredited) since:</b>	2019
<b>Level of Employment (part-time or full-time):</b>	Full-time
<b>Teaching Focus:</b>	Management; Marketing
<b>Interdisciplinary Aspects:</b>	HR
<b>Activities in the Areas:</b>	Research; teaching
- Further Education	Marketing
- Research	Management; Marketing
- Consultancy	Management; Marketing
<b>How are personal research activities reflected in teaching activities?</b>	All my researches relate to the field of marketing, consumer behaviour, commerce and corporate governance. Therefore, they are suitable for subjects that contents focus on these fields.

<b>Work experience:</b>	More than 20 years
- General	More than 20 years
- Activities as an Expert:	14 years
<b>Publications:</b>	<p><a href="#"><u>The relationship among learning orientation, market orientation, entrepreneurial orientation, and firm performance of Vietnam marketing communications firms</u></a> HC Long, 2013 Philippine Management Review 20</p> <p><a href="#"><u>The impact of market orientation and corporate social responsibility on firm performance: Evidence from Vietnam</u></a> HC Long, 2015 Academy of Marketing Studies Journal 19 (1), 265</p> <p><a href="#"><u>Factors influencing consumers' attitudes towards counterfeit</u></a></p>

	<p><a href="#"><u>luxury fashion brands: Evidence from Vietnam</u></a>          HC Long, NN Vinh, 2017          Global Journal of Management and Marketing Volume 1 (2), 63-76</p> <p><a href="#"><u>The Integrations with Augmented Reality Advertisements from the Perspectives of Vietnamese Consumers</u></a>          DT Minh, HC Long, TT Vy, 2020          Journal of Hunan University Natural Sciences 47 (9)</p> <p><a href="#"><u>Corporate Social Responsibility and Firm Performance: The Moderation Mechanism of Relationship Marketing Orientation</u></a>          HC Long, DHM Quan, 2019          Central Asian Review of Economics and Policy 1 (2), 27-40</p> <p><a href="#"><u>The Controlling Effects of Cultural Dimensions on Job Burnout of Vietnamese Employees by Sexual Harassment in Workplaces</u></a>          HCL Pham Xuan Quyet, 2021          Journal of Hunan University Natural Sciences 48 (7), 37-50</p> <p><a href="#"><u>Market orientation, corporate social responsibility, and firm performance: The moderating role of relationship marketing orientation</u></a>          HCL Bui Thanh Trang, 2021          Cogent Business &amp; Management 8 (Issue 1)</p> <p><a href="#"><u>Elements influence how young people interpret an advertising message</u></a>          HCL Nguyen Hong Han, Dinh Tien Minh, 2021          Indian Journal of Economics &amp; Business 20 (Special), 965-980</p> <p><a href="#"><u>Efforts To Attract Foreign Direct Investment To HCMC</u></a>          HCUU LONG, 2007          Journal of Economic Development, 08-12</p> <p><a href="#"><u>The Impact of Market Orientation and Corporate Social Social responsibility on Firm Performance: Evidence from Vietnam</u></a>          HC Long, 2014          The Indian Economic Journal 62 (2), 936-951</p>
<b>Memberships:</b>	
<b>International experience through:</b>	
- <b>Management Activities</b>	
- <b>Academic Activities</b>	
- <b>Personal Background/ Experience</b>	<ul style="list-style-type: none"> <li>- <i>“International collaboration: the door opening to modern higher education at the University of Economics - Ho Chi Minh City”</i>, 2012, The First Forum on International Collaborative Academic Programs – FICAP-1, Vietnam National University Ho Chi Minh University of Science, 16-22.</li> <li>- <i>“Vietnam Study Program - an empirical economics perspective towards international students at the University</i></li> </ul>



FIBAA

*of Economics Ho Chi Minh City*", 2013, FICAP-2, Hangzhou, PRC.

- *"WTO expectation, entrepreneurial orientation and firm performance of Vietnam enterprises"*, 2014, Parahyangan International Conference – PIC 2014, Bandung, Indonesia.

Other: