

## Curriculum Vitae

<b>Surname:</b>	NGUYEN
<b>First Name:</b>	THI HONG NHUNG
<b>Date of Birth:</b>	June 21, 1993
<b>Academic Qualification:</b>	<p><b>2018 – At present:</b> Ph.D. in Business Administration, Department of Business Administration, College of Management, National Cheng Kung University (NCKU), Tainan, Taiwan.</p> <p><b>2016 – 2018:</b> Master in Business Administration, Department of Business Administration, Kun Shan University (KSU), Tainan, Taiwan.</p> <p><b>2011 – 2015:</b> Bachelor in Business Administration, Faculty of Tourism and Management, Hanoi University (HANU), Hanoi, Vietnam.</p>
<b>Venia Legendi (qualification to teach):</b>	Lecturer
<b>Further Qualifications:</b>	

<b>At the Higher Education Institution (to be accredited) since:</b>	University of Economics Ho Chi Minh City (UEH) since September 2021
<b>Level of Employment (part-time or full-time):</b>	Part-time
<b>Teaching Focus:</b>	Business & Entrepreneurship
<b>Interdisciplinary Aspects:</b>	Marketing Management, Consumer Behaviors, Corporate Social Responsibility, and Human Decisions.
<b>Activities in the Areas:</b>	
- <b>Further Education</b>	
- <b>Research</b>	<p>- Conducting research on Human Behavior on Enterprise Social Network Sites (ESNs)</p> <p>- Conducting research on Online shopping: Brand - Consumer Relationship.</p>
- <b>Consultancy</b>	
<b>How are personal research activities reflected in teaching</b>	Personal research activities have been substantially reflected and transferred into teaching activities:



<b>activities?</b>	<p>- Research results and research experiences are used for teaching in CSR-related Issues; in Decision Making Sciences; in Organizational Culture &amp; Leadership, Team Learning...etc.</p> <p>-Some theoretical models are used as learning and reading materials for higher education students.</p> <p>-Some examples of lectures are timely referenced from some research findings.</p>
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<b>Work experience:</b>	
- <b>General</b>	
- <b>Activities as an Expert:</b>	
<b>Publications:</b>	<p><b>2021.</b> Thi Hong Nhung Nguyen*, Yeh, Quey-Jen, Huang Ching-Ying _“<i>Understanding Consumer’s Switching Intention Toward Traceable Agricultural Products: A Perspective of the Push-Pull-Mooring Model</i>”- International Journal of Consumer Studies. <a href="https://doi.org/10.1111/ijcs.12733">https://doi.org/10.1111/ijcs.12733</a></p> <p><b>2021.</b> Thi Hong Nhung Nguyen*, Yeh, Quey-Jen _“<i>Enhancing Employee’s Work Ethics and Social Responsibility Awareness in Chinese Organizations: The Roles of Confucian Diligence Tradition, Western Values and Participative Leadership</i>” International Journal of Business Governance and Ethics.</p> <p><b>2020.</b> Thi Hong Nhung Nguyen*, Huang Ching-Ying _“<i>Antecedences of Impulsive Donation Behavior on Social Media: Perspectives of Campaign Characteristics and Social Capital</i>”- Decision Sciences Institute (DSI) 51st Annual Conference, USA. <a href="https://decisionssciences.org/wp-content/uploads/2020/11/2020-DSI-Proceedings.pdf">https://decisionssciences.org/wp-content/uploads/2020/11/2020-DSI-Proceedings.pdf</a></p> <p><b>2019.</b> Yeh, Quey-Jen and Thi Hong Nhung Nguyen* _“<i>Exploring The Mediating Effect Of Price On The Link Between CSR-Driven Perception, Moral Obligation, And Purchase Intention</i>” - Decision Sciences Institute (DSI) 50th Annual Conference, New Orleans, Louisiana, USA. <a href="https://decisionssciences.org/wp-content/uploads/2020/05/DSI-2019-Proceedings.pdf">https://decisionssciences.org/wp-content/uploads/2020/05/DSI-2019-Proceedings.pdf</a></p> <p><b>2018.</b> Lin Chin Lin, Thi Hong Nhung Nguyen*, Pi-Chuan Shen _“<i>The Relationship Between Servant Leadership Perceived Organizational Climate And Knowledge Sharing Quality In The Public Sector: The Moderating Effect Of Enjoyment Sharing Knowledge.</i>” - International Conference on Entrepreneurship and Business Management (ICEBM) 7th Annual Meeting, Bali - Indonesia.</p>



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	<p><a href="http://doi.org/10.5220/0008489801570162">http://doi.org/10.5220/0008489801570162</a></p> <p><b>2017.</b> Lin Chin Lin, Thi Hong Nhung Nguyen*, Tsai Wan-Chin “<i>The Impact Of Personal Motivations And Organizational Climate On Knowledge Sharing: The Moderator Of Servant Leadership</i>”. International Conference on Entrepreneurship and Business Management (ICEBM) 6th Annual Meeting, Hanoi – Vietnam.</p> <p>Note: *<i>Corresponding author</i></p>
<b>Memberships:</b>	- Decision Science Institute (DSI)
<b>International experience through:</b>	
- <b>Management Activities</b>	<b>2019:</b> Project Assistant for “Summer Innovation Week” Project held by Department of Business Administration, College of Management, National Cheng Kung University and Chinese University of Hong Kong.
- <b>Academic Activities</b>	<b>2018 – At present:</b> Distinguished Student Scholarship for Ph.D. in Business Administration, Department of Business Administration, College of Management, National Cheng Kung University (NCKU), Tainan, Taiwan. <b>2016 – 2018:</b> University President Broad’s Full Scholarship for Master in Business Administration, Department of Business Administration, Kun Shan University (KSU), Tainan, Taiwan.
- <b>Personal Background/ Experience</b>	<b>2018 – 2020:</b> Research Assistant for Professor Yeh, Quey-Jen in conducting 2 research projects sponsored by Ministry of Science and Technology (MOST) – Taiwan. <b>2019:</b> Teaching Assistant in Operation Management lectures.
<b>Other:</b>	