

Curriculum Vitae

Surname:	Nguyen Van
First Name:	Tam
Date of Birth:	05 August 1977
Academic Qualification:	2007. University of Economics Ho Chi Minh City, Vietnam, Master of Business Administration. 2000. Van Lang University, Ho Chi Minh City, Vietnam, Bachelor in Commercial Business.
Venia Legendi (qualification to teach):	15 year-experiences in teaching, researching, consulting.
Further Qualifications:	

At the Higher Education Institution (to be accredited) since:	1996
Level of Employment (part-time or full-time):	Part-time
Teaching Focus:	Marketing Management, Marketing Communication, Brand Management
Interdisciplinary Aspects:	Marketing, E-Commerce, Digital marketing, CRM
Activities in the Areas:	
- Further Education	
- Research	Branding, Customer behavior, Marketing Communication
- Consultancy	Marketing Communication, Branding
How are personal research activities reflected in teaching activities?	Branding process for Vietnamese Enterprises, Brand positioning, The impact of social media on brand equity was used in the lecture.

Work experience:	
- General	Lecturer at Van Lang University form 2007 and UEH from 2020: undergraduate level
- Activities as an Expert:	Consulting in Marketing management in SME from 2005 (S.A.G Company).
Publications:	<ul style="list-style-type: none"> - 2021. Van Tam Nguyen, The impact of social media on lazada's brand equity, Viet Nam Trade and Industry Review (1), 124 – 132, ISSS 0866 – 7756. - 2020. Van Tam Nguyen, Branding process for Vietnamese Enterprises, Viet Nam Trade and Industry Review (4), 204 – 211, ISSN 0866 – 7756. - 2018. Van Tam Nguyen, Brand positioning - the battle for customer's minds: an empirical study of toothpaste brands, Scientific Journal of Van Lang University (11), 137-143, ISSN 2525 – 2429.



FIBAA

	<ul style="list-style-type: none">- 2018. Van Tam Nguyen & associates, The Impacts of Electronic Word of Mouth on Brand Equity in The Context of Social Media – Samsung Mobile Case, Scientific Journal of Van Lang University (9), 96-107, ISSN 2525 – 2429.- 2018. Thi Bich Nguyen Nguyen, Van Tam Nguyen, The satisfaction of the last year students about the training programs at the Faculty of Commerce – Van Lang University, Scientific Journal of Van Lang University (8), 129-139, ISSN 2525 – 2429.- 2017. Van Tam Nguyen, Thi Bich Nguyen Nguyen, The impact of marketing communication on motobike’s brand equity: the case of Honda, Scientific Journal of Van Lang University (3), 116-125, ISSN 2525 – 2429.
Memberships:	None
International experience through:	None
- Management Activities	
- Academic Activities	
- Personal Background/ Experience	
Other:	