

Curriculum Vitae

Surname:	Le Vu Lan
First Name:	Oanh
Date of Birth:	Dec 1st, 1993
Academic Qualification:	2020 Solvay Brussels School - Université libre de bruxelles, Marketing Management & Communications. 2015 University of Economics Hochiminh City, Marketing major.
Venia Legendi (qualification to teach):	2 year-experiences in teaching, researching. 5 year-experiences work in Marketing agency & client.
Further Qualifications:	Oanh, L. V. L., & Minh, D. T. (2021). Opportunities for sustainable fashion: student segment in Ho Chi Minh city. <i>Proceedings of the International Conference on Logistics and Industrial Engineering 2021</i> . Oanh, L. V. L., Nhi, N. H. Y., Nhu, N. T. N., Trang, T. T., & Van, B. D. K. (2021). The green consumption propensity: how internal factors affect consumers' green consumption behaviors. Conference proceeding, International Conference on Business and Finance 2021, University of Economics Ho Chi Minh City, Vietnam Minh, D. T., & Oanh, L. V. L. (2021). Segmentation of customers shopping based on attributes of shopping centers in Ho Chi Minh City. . <i>Industry and Trade Journal – Ministry of Industry and Trade, 1</i> , 64-71.

At the Higher Education Institution (to be accredited) since:	2020
Level of Employment (part-time or full-time):	Full-time at Van Lang University Part-time at University of economics of HCMC, Hutech, UEF.
Teaching Focus:	Principles of marketing, Intergrated marketing communication, advertising, creative thinking in IMC, marketing management, marketing research.
Interdisciplinary Aspects:	Human resource in event management;
Activities in the Areas:	
- Further Education	Business Commerce
- Research	Sustainable marketing; social listening;
- Consultancy	Marketing management
How are personal research activities reflected in teaching activities?	Research activities are often implemented in collaboration with subjects in the form of a project.

Work experience:	
- General	Lecturer at UEH since 2000: undergraduate.



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- Activities as an Expert:	None
Publications:	<p>Minh, D. T., Oanh, L. V. L. et al., (2023). Research on Online Entrepreneurship Activities of University Students in Vietnam. Scientific research at Ministerial level. Organization in charge of the task: Ho Chi Minh City University of Economics, sponsored by the Ministry of Education and Training under project code B2021-KSA-02 (Decision to establish Council No. 1010/QD-BGDDT dated April 11 year 2023).</p> <p>Minh, D. T., Oanh, L. V. L., Quynh N.D., (2023). How gamification affects online shopping behavior: An approach with youngsters (aged 16 – 30). <i>Cogent Business & Management</i>, Vol. 10, Issue 03 (SCOPUS Q2). Online publication, ISSN: 2331-1975. DOI: 10.1080/23311975.2023.2256076.</p> <p>Oanh, L. V. L., & Minh, D. T. (2021). Opportunities for sustainable fashion: student segment in Ho Chi Minh city. <i>Proceedings of the International Conference on Logistics and Industrial Engineering 2021</i>.</p> <p>Oanh, L. V. L., Nhi, N. H. Y., Nhu, N. T. N., Trang, T. T., & Van, B. D. K. (2021). The green consumption propensity: how internal factors affect consumers' green consumption behaviors. Conference proceeding, International Conference on Business and Finance 2021, University of Economics Ho Chi Minh City, Vietnam</p> <p>Minh, D. T., & Oanh, L. V. L. (2021). Segmentation of customers shopping based on attributes of shopping centers in Ho Chi Minh City. . <i>Industry and Trade Journal – Ministry of Industry and Trade</i>, 1, 64-71.</p>
Memberships:	None
International experience through:	None
- Management Activities	None
- Academic Activities	None
- Personal Background/ Experience	None
Other:	None