

## Curriculum Vitae

<b>Surname:</b>	Nguyen Tran Cam
<b>First Name:</b>	Linh
<b>Date of Birth:</b>	31/08/1984
<b>Academic Qualification:</b>	Master in Business Administration
<b>Venia Legendi (qualification to teach):</b>	Lecturer
<b>Further Qualifications:</b>	Graduate Certificate in Business Administration of Southern Taiwan University (2008)

<b>At the Higher Education Institution since:</b>	2002
<b>Level of Employment:</b>	Lecturer
<b>Teaching Focus:</b>	Services Marketing, Marketing Research methods
<b>Interdisciplinary Aspects:</b>	Interdisciplinary research in basic marketing, services marketing, market research
<b>Activities in the Areas:</b>	Education, manufacturing industry
- <b>Further Education</b>	<b>Visiting Lecturer:</b> The University of Economics and Law (UEL) - a member of Vietnam National University in HCM City (VNU-HCM) (2019 – now) University of Economics HCMC, Open University in HCMC (2/2009 – now) Houston Community College (HCC) Partnership Agreement with Saigon Institute of Technology (SaigonTech) (2017 – now)
- <b>Research</b>	<b>Research Interests:</b> Services marketing, consumer behaviour, firm resources
- <b>Consultancy</b>	<b>Consulting:</b> working as consultant for Peopleone company for 6 months (06/2016 – 12/2016)
<b>How are personal research activities reflected in teaching activities?</b>	Research activities are conducted with team trainers Department of Business Administration, Open University in HCMC

<b>Work experience:</b>	
- <b>General</b>	<b>Academic:</b> Lecturer, Open University in HCMC: 02/2009 – now
<b>Activities as an Expert:</b>	<b>Industry:</b>



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	<p>Marketing Executive, PMT Viet Nam: 06/2008 – 08/2009</p> <p>Marketing Manager, Counseling Center training and development of Human Resources, Hufflit University in HCMC: 05/2010 – 12/2011</p> <p>Student Counselor, Nuffic Neso Vietnam: 09/2009 – 02/2012</p> <p>Consultant, Peopleone Company: 06/2016 – 12/2016</p> <p>Marketing Director, Hoa Lam cashew nut manufacturing company: 2017 – now</p>
<b>Publications:</b>	<p><b><u>Published books:</u></b></p> <p>Marketing services, HCM City Open University, 2015, documents for internal circulation.</p> <p>Study skills, along with team trainers Department of Business Administration, University of Open City. HCM, 2010, Statistics Publishing House.</p> <p><b><u>The scientific articles:</u></b></p> <p>F. Huarng and Nguyen Tran Cam Linh. (2007). <i>ISO 9000 Implementation of the Companies in Vietnam</i>. Proceedings of International Conference on Knowledge-based Economy and Global Management, p. 112-120.</p> <p>Nguyen Tran Cam Linh and Pham Ngoc Thuy, <i>Different paths from service personal values to customer loyalty - A study of retail banking services</i>. World Business and Social Science Research Conference, 978-0-9808279-4-1.</p> <p>Nguyen Tran Cam Linh. (2013). <i>The rating of individual customers on enterprise resource</i>. Journal of Economics - Engineering, ISSN: 0866- 7802 - 4, 2013, p. 41-48.</p> <p>Nguyen Tran Cam Linh and Do Nhu Thao. (2014). <i>The role of sales policy and the quality of staff in self-service stores - case of supermarket and convenient store in Vietnam</i>. The tenth international conference on knowledge-based economy and global management. Southern Taiwan University of Science and Technology, ISBN: 978-986-6975-73-8; 2014, p. 353 – 359.</p> <p>Pham Ngoc Thuy, Nguyen Tran Cam Linh, Nguyen Tien Dung, Le Nguyen Hau, Pham Tien Minh. (2015). <i>Firm's Operant resources and service value - A customer perspective - a study of healthcare service</i>. Pacific basin finance, economics, accounting and management international conference. This research funded by VNU HCMC (Grant number B2014-20-02).</p> <p>Pham Ngoc Thuy, Nguyen Tran Cam Linh, Nguyen Tien Dung, Pham Tien Minh. (2016). <i>Resource Interactive's enterprise service value in view of the customers who use health services</i>. Journal of Science and Technology, ISSN 1859-0128, vol 19, 1-</p>



2016, p. 127-140.

Nguyen Tran Cam Linh and Vu Quoc Chinh. (2015). *Discovering the Relationships Among Brand Experience, Brand Personality and customer loyalty: A study of Vietnam Luxury Hotel market, Corporate Social Responsibility and Sustainable International business development conference*, ISBN 978-604-73-3756 -9, 2015, p.221-230.

Trinh Thuy Anh, Nguyen Tran Cam Linh, Nguyen Thi Thuy, Le Thanh Huyen Tho (2017). *From internal to external service and performance of hotel industry. 8th scientific Conference on Sustainable Tourism*. Marketing of tourism products, businesses and the protection of ecosystems: Issues and Challenges?

Nguyen Tran Cam Linh, Duong Quynh Nga, Do Thi Thanh Xuan (2017). *Exploring the impact of traditional and electronic word of mouth on travel intention. 8th scientific Conference on Sustainable Tourism*. Marketing of tourism products, businesses and the protection of ecosystems: Issues and Challenges?

Trinh Thuy Anh, Nguyen Tran Cam Linh, Nguyen Thi Thuy (2017). *Internal service quality, performance and customer satisfaction in hotel industry*, International Conference: Business & Management: Framing Compliance and Dynamics. ISBN: 978-604-946-327-3, p. 597-612.

Pham Ngoc Thuy, Nguyen Tran Cam Linh (2017). *Second order constructs of firm's operant resources and linkage to service personal value, customer perceive value and loyalty*. The international conference on business: Leading and innovating sustainable business development. ISBN: 978-604-73-5585-3, p. 48-76.

Nguyen Tran Cam Linh, Duong Quynh Nga, Phan Thi Ngoc Tam, Vuong Minh Khoa (2017). *Developing social capital and enhancing central resources: The method of increasing customer loyalty in the context of services at English centers*. The international conference on business: Leading and innovating sustainable business development. ISBN: 978-604-73-5585-3, p. 413-438

Trinh Thuy Anh, Nguyen Tran Cam Linh, Nguyen Thi Thuy (2017). *From employee satisfaction to customer satisfaction and performance in Luxurious hotels in Vietnam*. The international conference on business: Leading and innovating sustainable business development. ISBN: 978-604-73-5585-3, p. 597-617

Nguyen Tran Cam Linh., Anh, T. T., Moslehpour, M., & Thanh, X. D. T. (2019, February). *Exploring the Impact of Traditional and Electronic Word of Mouth on Travel intention*.



	<p>In Proceedings of the 2019 5th International Conference on E-Business and Applications (pp. 83-87). ACM.</p> <p>Nguyen Tran Cam Linh., Nga, D. Q., &amp; Tianrunpaisal, T. (2019, February). <i>Brand Personality and Its Moderating Impact on Brand Loyalty: The Empirical Research of Cafes in Vietnam</i>. In Proceedings of the 2019 5th International Conference on E-Business and Applications (pp. 60-64). ACM.</p> <p>Nguyen Tran Cam Linh., Anh, T. T., Moslehpour, M., &amp; Thanh, X. D. T. (2019, February). Exploring the Impact of Traditional and Electronic Word of Mouth on Travel intention. In Proceedings of the 2019 5th International Conference on EBusiness and Applications (pp. 83-87). ACM.</p> <p>Cam, L. N. T., Nga, D. Q., &amp; Tianrunpaisal, T. (2019, February). Brand Personality and Its Moderating Impact on Brand Loyalty: The Empirical Research of Cafes in Vietnam. In Proceedings of the 2019 5th International Conference on E-Business and Applications (pp. 60-64).</p> <p>Linh, N. T. C., Nga, D. Q., &amp; Trang, P. N. T. (2019). Evaluating the Ability to Achieve Efficiency in Providing Services of the Freight Forwarding Firms in Viet Nam. <i>Int. J Sup. Chain. Mgt</i>, 8(6).</p> <p>DOAN, T. T. T., NGUYEN, L. C. T., &amp; NGUYEN, T. D. N. (2020). Emotional Intelligence and Project Success: The Roles of Transformational Leadership and Organizational Commitment. <i>The Journal of Asian Finance, Economics and Business (JAFEB)</i>, 7(3), 223-233.</p>
<p><b>Memberships:</b></p>	<p>Member of Nature Preparedness Association in the Project “Strengthening the Public-Private Partnership in Disaster Risk Management and Community Resilience in Vietnam“, funded by USAID, is implemented by The Asia Foundation (TAF) in collaboration with Vietnam Chamber of Commerce and Industry (VCCI) and Center for Education and Development (CED) from March 2011 to March 2013</p>
<p><b>International experience in:</b></p> <ul style="list-style-type: none"> <li>- <b>Corporate Management</b></li> <li>- <b>Academic Activities</b></li> <li>- <b>Personal</b></li> </ul>	<p>2018 – now: Project member of The EC-Asia Research Network on Integration of Global and Local Agri-Food Supply Chains Towards Sustainable Food Security (GOLF)</p> <p><b>International Project:</b> 2017 – 2019: Project member of Project KNOTS (Fostering multi-lateral knowledge networks of transdisciplinary studies to tackle global challenges)</p> <p>Transdisciplinary research, market research, service excellent</p>



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**Background/  
Experience**

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