

Curriculum Vitae

Surname:	Ho Xuan
First Name:	Huong
Date of Birth:	26 th November 1987
Academic Qualification:	2021. University of Economics Ho-Chi-Minh City, Vietnam, PhD candidate in Commercial Business. 2012. Nha Trang University, Vietnam, Master in Business Administration. 2009. Nha Trang University, Vietnam, Bachelor in Business Administration.
Venia Legendi (qualification to teach):	Ten year-experiences in teaching, research, and public services.
Further Qualifications:	2011. "Climate Change Impacts, Vulnerability Assessments, Economic and Policy Analysis of Adaptation Strategies in Selected Coastal Areas in Vietnam", Funded by EEPSEA. Research Assistant for Assoc. Prof. Anh Thi Kim Nguyen (Nha Trang University, Vietnam). 2019. "The Project for Promoting Gender-Responsive Financial Inclusion through Vietnam Women's Union." (Japan International Cooperation Agency). Qualitative Researcher.

At the Higher Education Institution (to be accredited) since:	2005
Level of Employment (part-time or full-time):	- Permanent job at Quy Nhon University, Vietnam - Visiting lecturer at University of Economics Ho-Chi-Minh City, Vietnam
Teaching Focus:	Research Methodology, Marketing Research, Strategic Brand Management; Principle of Marketing
Interdisciplinary Aspects:	Business and Marketing
Activities in the Areas:	
- Further Education	
- Research	<ul style="list-style-type: none"> ● Main research orientation: Internet Marketing, Social Marketing, Branding, Smart Retailing, Applying Advanced Technologies (AR, VR, MIX, AI) in Marketing



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<p>Consultancy</p>	<ul style="list-style-type: none"> • List of research projects: <ol style="list-style-type: none"> 1. “Immersion and presence as a focal in the era of technological advancement.” It is funded by Vietnam National Foundation for Science and Technology Development (NAFOSTED). Scientific Secretary. 2. “Research on online startup activities of university students in Vietnam.” It is funded by the Vietnam Ministry of Education and Training. Key member. 3. “Research on human resource development solutions in Vietnamese universities according to the corporate governance model at universities”. It is funded by the Vietnam Ministry of Education and Training. Key member. 4. “Application of SOR model to develop and manage tourism destination brand in Vietnam”. It is funded by the Vietnam Ministry of Education and Training. Key member. 5. “Research on communication strategy to develop Binh Dinh tourism brand to 2025, orientation to 2030”. It is funded by Binh Dinh Province People’s Committee. Key member. 6. “Research and develop specialized tourism products of Binh Dinh province in the period 2016-2030”. It is funded by Binh Dinh Province People’s Committee. Scientific Secretary. 7. “Influence of brand awareness and tourist destination resources on tourists' perceived value and intention to return in Vietnam ”. It is funded by Quy Nhon University. Principal Investigator. 8. “Research on factors affecting export results of export wood processing enterprises in Binh Dinh ”. It is funded by Quy Nhon University. Principal Investigator.
	<p>Branding and communication for tourism destination</p>
<p>How are personal research activities reflected in teaching activities?</p>	<p>My research activities contribute to the knowledge dissemination and teaching activities by presenting scientific works in domestic and international workshops and illustrating in my lectures as well as by publishing international conference papers, journal articles, and monographs.</p>

<p>Work experience:</p>	
<p>General</p>	<ul style="list-style-type: none"> - Planning officer at Department of Agriculture and Rural Development, Khanh Hoa Province from 2009 to September 2012 - Lecturer at Quy Nhon University from October 2012 until now: graduate level - Visiting lecturer at University of Economics Ho-Chi-Minh City from 2019 until now: graduate level - Teaching assistant at University of Economics Ho-Chi-Minh City



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	from January 2020 until now: postgraduate level
Activities as an Expert:	Qualitative Researcher for “The Project for Promoting Gender-Responsive Financial Inclusion through Vietnam Women’s Union.” (Japan International Cooperation Agency).
Publications:	<p>1. Le, A. N. H., & Ho, H. X. (2020). The behavioral consequences of regret, anger, and frustration in service settings. <i>Journal of Global Marketing</i>, 33(2), 84-102. https://www.tandfonline.com/doi/abs/10.1080/08911762.2019.1628330</p> <p>2. Tam, L. T., Ho, H. X., Nguyen, D. P., Elias, A., & Le, A. N. H. (2021). Receptivity of governmental communication and its effectiveness during COVID-19 pandemic emergency in Vietnam: A qualitative study. <i>Global Journal of Flexible Systems Management</i>, 22(1), 45-64. https://link.springer.com/article/10.1007/s40171-021-00269-7</p> <p>3. Ho, H. X., & Le, A. N. H. (2020). Investigating the relationship between benevolent leadership and the organizational citizenship behaviour of academic staff: The mediating role of leader-member exchange. <i>Management in Education</i>, https://doi.org/10.1177/0892020620980000</p> <p>4. Phong Dong Nguyen, Luc Tan Phan, Huong Xuan Ho, Angelina Nhat Hanh Le (2021). Human resource management practices in higher education: a literature review using co-word analysis. <i>Int. J. Management in Education</i> (Forthcoming article).</p>
Memberships:	
International experience through:	
Management Activities	
Academic Activities	<p>2011. “Climate Change Impacts, Vulnerability Assessments, Economic and Policy Analysis of Adaptation Strategies in Selected Coastal Areas in Vietnam”, Funded by EEPSEA. Research Assistant for Assoc. Prof. Anh Thi Kim Nguyen (Nha Trang University, Vietnam).</p> <p>2019. “The Project for Promoting Gender-Responsive Financial Inclusion through Vietnam Women’s Union.” (Japan International Cooperation Agency). Qualitative Researcher.</p>
Personal Background / Experience	<ul style="list-style-type: none"> - Vietnam National Foundation for Science and Technology Development (NAFOSTED). - Japan International Cooperation Agency
Other:	



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