**Academic CV (AQD009)**

|  |  |
| --- | --- |
| Name:  | BAO TRUNG |
| Current Position | Lecturer |
| Academic Qualifications | *- October 2005 to November 2009:* University of Economics Hochiminh City, PhD in Economics, Specialization in Business Administration*- October 1996 to November 1999:* University of Technology – Vietnam National University Hochiminh City, Master of Business Administration*- October 1994 to September 1997:* Hanoi Foreign Language CollegeBachelor of English *- October 1987 to September 1991:* University of Economics Hochiminh City, Bachelor of Economics |
| Academic Career |
| * Management in higher education
* January 2001 to December 2015: College of Management for Agriculture and Rural Development No.2, Ministry of Agriculture and Rural Development.
 |
| Teaching Experience (UG & PG) (6 Years) |
| * Lecturer in Universities and Training centers
* January 2016 to present: University of Finance – Marketing (6 years)
* Marketing management expertise
* Operations management expertise
* Business research expertise
 |
| Administrative, Management, Development, Policy & Leadership Roles |
| * Application of corporate governance for improving performance for Dau Tieng Rubber Company.
* Strategic Planning of Eahleo Rubber Company.
* Application of corporate governance for improving performance for EaHleo Rubber Company.
* The Re-structure of Corporation No.15
 |
| Other Relevant External Experience: e.g. external examining; membership of professional body; governing bodies; editorial boards etc: |
| * Corporate Management: Ajinomoto, Curacao Trading Company Holland, Tetra Pak
 |
| Research Interests |
| * Marketing places strategy for attracting investors and tourists to Daknong Province, Provincial Level Research, year of 2018-2020.
* Research on policies and solutions to develop linkages between production and consumption of livestock products in Vietnam, Ministry Level Research, Ministry of Agricultural and Rural Development, year of 2015-2018.
* Research on improving financial policies to promote the linkage of production - consumption of agricultural products in Vietnam, Ministry Level Research, Ministry of Finance, in 2016.
* Research on mechanisms and policies linking production – consumption in sugar cane and cashew in Vietnam, Ministry Level Research, Ministry of Agricultural and Rural Development, year of 2011-2013.
* Analysing and evaluating the consumption of agricultural products through contract farming according to the Prime Minister's Decision 80/2002 / QD-TTg dated June 24, 2002 on encouraging agricultural product consumption through the contracts. Ministry Level Research Ministry of Agricultural and Rural Development, year of 2010-2011.
* Research on the Institution of agricultural trade Ministry Level Research Ministry of Agricultural and Rural Development, year of 2006-2008.
 |
| Publications |
| * Perceived risk by customers toward intention to use bank credit cards, *Review of Finance, Issue 1, March 2021 (748).*
* Social Entrepreneurship Intention of the students of Sai Gon University, *Asia – Pacific Economic Review No, 580, 2021*
* Organizational Citizenship Behaviours in A Dong Paint Corporation, *Asia – Pacific Economic Review No, 581, 2021*
* Perceived service quality affecting to university brand performance: a case study of university of finance – marketing, *International Conference on Business and Finance 2020 (ICBF 2020)*
* Service quality of Higher education based on IPA in UFM, *The Journal of Finance – Marketing, No.57, 2020*
* Outbound service quality at Wan Hai lines, *The Journal of Asian Finance, Economics and Business. Vol.6 No.1 pp.177-185, 2020*
* Perceived Justice affecting to satisfaction of UFM students, *The Journal of Finance – Marketing, 2018*
* B2B Brand equity – Case study of Saigon Glass Company, *The Journal of Science -Technology, Industrial University, Hochiminh City, 2018*
* Entrepreneurship intention of Students – Case study of Ninh Thuan College, Economic – Technical Journal, *Binhduong Economic – Technical University, 2018*
 |