**Academic CV (AQD009)**

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| 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 College  Bachelor 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* | |