Academic CV (AQD009)

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| Name: | HOANG LE CHI |
| Current Position | ***Lecturer*** |
| Academic Qualifications | *(September 2009 to September 2015)*  University of Economic Ho Chi Minh City   * Docter of Philosophy in Management   *(January 1995 to January 1997)*  Open University of Ho Chi Minh City and University of Brussels- Solvay Brussels School, Belgium   * Master of Management   *(September 1979 to July 1984)*  Moscow Technical University of Communication and Informatics (MTUCI). Russia  Engineer of Economics |
| Academic Career | |
| * Lecturer * Dean of Business Administration | |
| Teaching Experience (UG & PG) (X Years) | |
| * Lecturer in Universities (PTIT, UEH, SGU, BUH, NTTU) and Training centers, SME training. | |
| Administrative, Management, Development, Policy & Leadership Roles | |
| * Faculty management | |
| Other Relevant External Experience: e.g. external examining; membership of professional body; governing bodies; editorial boards etc: | |
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| Research Interests | |
| * Impact of Utilitarian value in oline Information search on purchage intention – Case of consumer market in HCMC, 2019. Sponsored by PTIT * Explore Antecedants influence Electronics Words of Mounth in the open market context and relation between this antecedants, 2018.Sponsored by PTIT. | |
| Publications | |
| 1. Hoang Le Chi (2020). Factors affecting mobile commerce in Ho Chi Minh City. *Journal of Asia Pacific Economics Review, vol. 575, 90-93* 2. Catherine Langlois, Sandra J. Milberg, Andrres Cuneo, Chi Hoang L., Dung Ho T. (2019). Leading Brand Manufacturers supply private label brands to retailers: The trade-off between manufacturer brand and the amount of profit. *International Journal of Technology Marketing. Vol.9, Iss. 4. 58-68* 3. Hoang Le Chi, Ho Tien Dung. (2019). Influence of social responsibility on customer loyalty of eximbank service users. *Journal of Economics and Forcast Review. Vol. 21, 135-138* | |