

CURRICULUM VITAE

PERSONAL DETAILS

Name : Liem Viet Ngo
Title : Senior Lecturer in Marketing
Postal Address : School of Marketing, Australian School of Business,
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ACADEMIC QUALIFICATIONS

- **Doctor of Philosophy**, The University of Newcastle, Australia 2003 to 2007
- **Master of Business Administration**, Asian Institute of Technology, Thailand 1995 to 1997
- **Bachelor of Engineering**, HoChiMinh City University of Technology, Vietnam 1989 to 1994

FULL-TIME ACADEMIC APPOINTMENTS

Feb 2010 to present: Senior Lecturer, School of Marketing, Australian School of Business,
The University of New South Wales.
Promoted to Senior Lecturer, July 2011.
Postgraduate Coursework Coordinator, July 2010 to December 2013.

Oct 2007 to Feb 2010: Lecturer, Newcastle Business School, Faculty of Business and Law,
The University of Newcastle.
Program Convenor of Master of Marketing, Oct 2007 to Feb 2010.

PUBLICATIONS

Book chapters and cases

- Ngo, L.V. and O'Cass, A. (2011), "Achieving competitive advantage via value creation", in Jain, S.C, Haley, G.T., Voola, R. and Wickham, M., *Marketing Planning and Strategy*, Asia-Pacific Edition, Cengage Learning.
- Ngo, L.V. and O'Cass, A. (2009), "Managing innovation capability and co-creative interaction with customers to achieve superior firm performance", *Advances in Technology and Innovation in Marketing*, Rajat Gera (Ed.), pp. 455-463, MacMillan: New Delhi, India.

Refereed journal articles

1. Achieving new product success via the synchronization of exploration and exploitation across multiple levels and functional areas, *Industrial Marketing Management* (accepted 06 January 2014).
2. Exploring the roles of marketing and selling capabilities in delivering critical customer centric performance and brand performance outcomes for B2B firms, *Journal of Strategic Marketing*, (accepted 18 November 2013).
3. Marketing resource-capability complementarity and firm performance in B2B firms, *Journal of Business & Industrial Marketing* (accepted 23 July 2013).
4. New insights into the climate-attitudes-outcome framework: Empirical evidence from Australian service industries, *Australian Journal of Management* (accepted 11 March 2013).
5. Diagnosing the supplementary services model: empirical validation, advancement and implementation, *Journal of Marketing Management*, (accepted 23 October 2012).
6. Bucic, T. and Ngo, L.V. (2013). Achieving alliance innovation via alliance learning: an empirical study, *International Journal of Innovation Management*, Vol. 17, No. 4, pp. 1330013-1-1330013-17.
7. Ngo, L.V. and O'Cass, A. (2013). Innovation and business success: the mediation role of customer participation, *Journal of Business Research*, Vol. 66, No. 8, pp. 1134-1142.
8. Heirati, N., O'Cass, A. and Ngo, L.V. (2013). The contingent value of marketing and social networking capabilities in firm performance, *Journal of Strategic Marketing*, Vol. 21, No. 1, pp. 82-98.
9. Ngo, L.V. and O'Cass, A. (2012). In search of innovation and customer-related performance superiority: the role of market orientation, marketing capability and innovation capability interactions, *Journal of Product Innovation Management*, Vol. 29, No. 5, pp. 861–877.
10. O'Cass, A. and Ngo, L.V. (2012). Creating superior customer value for B2B firms through supplier firm capabilities, *Industrial Marketing Management*, Vol. 41, No. 1, pp. 125-135.
11. O'Cass, A., Ngo, L.V. and Siahtiri, V. (2012). Examining the marketing planning – marketing capability interface and customer-centric performance in SMEs, *Journal of Strategic Marketing*, Vol. 20, No. 6, pp. 463-481.
12. Ngo, L.V. and O'Cass, A. (2012). Explaining firm performance differentials via market orientation, marketing resources and marketing capabilities, *Journal of Marketing Management*, Vol. 28, No. 1/2, pp. 173-187.
13. O'Cass, A., Ngo, L.V. and Heirati, N. (2012). Examining market entry mode strategies via resource-based and institutional influences: Empirical evidence from a region-within-country economy context, *Australasian Marketing Journal*, Vol. 20, No. 3, pp. 224–233.
14. Le, H.N. and Ngo, L.V. (2012). Relationship marketing in Vietnam: an empirical study, *Asia Pacific Journal of Marketing and Logistics*, Vol. 24, No. 2, pp. 222-235.
15. Bucic, T. and Ngo, L.V. (2012). Examining drivers of collaborative inbound open innovation: empirical evidence from Australian firms, *International Journal of Innovation Management*, Vol. 16, No. 4, pp. 1250017-1 - 1250017-24.
16. O'Cass, A. and Ngo, L.V. (2011). Winning through innovation and marketing: lessons from Australia and Vietnam, *Industrial Marketing Management*, Vol. 40, pp. 1319-1329.
17. Ngo, L.V. and O'Cass, A. (2011). The relationship between business orientations and brand performance: a cross-national perspective, *Asia Pacific Journal of Marketing and Logistics*, Vol. 23, No. 5, pp. 684-713.

18. O'Cass, A. and Ngo, L.V. (2011). Achieving customer satisfaction in services firms via branding capability and customer empowerment, *Journal of Services Marketing*, Vol. 25, No. 7, pp. 489-496.
19. O'Cass, A. and Ngo, L.V. (2011). Examining the firms' value creation process: a managerial perspective of the firms' value offering strategy and performance, *British Journal of Management*, Vol 22, No. 4, pp. 646-671.
20. Ngo, L.V. and O'Cass, A. (2010). Value creation architecture and engineering: a business model encompassing the firm-customer dyad, *European Business Review*, Vol. 22 No. 5, pp. 496-514.
21. Ngo, L.V. and O'Cass, A. (2009). Creating value offerings via operant resource-based capabilities, *Industrial Marketing Management*, Vol. 38 No. 1, pp. 45-59.
22. O'Cass, A. and Ngo, L.V. (2007). Market orientation versus innovative culture: two routes to superior brand performance, *European Journal of Marketing*, Vol. 41 No. 7/8, pp. 868-887.
23. O'Cass, A. and Ngo, L.V. (2007). Balancing external adaptation and internal effectiveness: achieving better brand performance, *Journal of Business Research*, Vol. 60 No. 1, pp. 11-20.

Refereed Conference Proceedings

1. Luu N, Cadeaux J, Ngo L, Key determinants of relationship value gap: a conceptual framework, ANZMAC 2013.
2. An J, Ngo L, Enhancing customers intrinsic and prosocial motivations in professional services context, ANZMAC 2013.
3. Northey G, Chylinski M, Ngo L, What Colour Do You Feel? Cross-Modal Interactions Between Colour and Food Texture, ANZMAC 2013.
4. Fernando, V. and Ngo, L.V. 2012. Enhancing customer perceived value via customer empowerment and customer-brand identification, ANZMAC 2012.
5. Nguyen, L., Lu, V.N., Hill, S.R. and Ngo, L.V. 2012. Driving brand citizenship behaviour: the mediating role of brand knowledge, ANZMAC 2012.
6. Ngo, L.V. and Bucic, T. 2011. The mediating role of alliance learning on alliance innovation: an empirical study, Proceedings of the Australian and New Zealand Management Academy Conference, Marketing in the Age of Consumerism: Jekyll or Hyde?, Perth, Australia.
7. O'Cass, A. and Ngo, L.V. 2011. Delving further into service branding: exploring the synergistic roles of service brand innovation and service brand marketing capabilities in service firms, Proceedings of the Australian and New Zealand Management Academy Conference, Marketing in the Age of Consumerism: Jekyll or Hyde?, Perth, Australia.
8. Frow, P., Payne, A., and Ngo, L.V. 2011. Diagnosing the supplementary services model, Proceedings of Academy of Marketing Conference, Marketing Field Forever, UK.
9. Ngo, L.V., and Mathies, C. 2010. Job satisfaction as a mediator of the effects of psychological climate perceptions on job performance in service firms, Proceedings of the Australian and New Zealand Management Academy Conference, Doing More with Less, Christchurch, New Zealand.
10. Ngo, L.V., Le, H.N. and Lee, J.J. 2010. Relationship marketing orientation and customer satisfaction: evidence from Vietnam, Proceedings of the Australian and New Zealand Management Academy Conference, Doing More with Less, Christchurch, New Zealand.
11. Ngo, L.V. and O'Cass, A. 2009. Exploring performance differentials via resource possession and firm capabilities, Proceedings of the Australian and New Zealand Management Academy Conference, Sustainable Management and Marketing, Melbourne, Australia.
12. Ngo, L.V. and O'Cass, A. 2009. Exploring marketing effectiveness via market orientation, resource possession and marketing capability. Proceedings of the Australian and New Zealand

Management Academy Conference, Sustainable Management and Marketing, Melbourne, Australia.

13. O'Cass, A. and Ngo, L.V. 2009. Achieving customer satisfaction via market orientation, brand orientation, and customer empowerment: Evidence from Australia, Proceedings of the Australian and New Zealand Management Academy Conference, Sustainable Management and Marketing, Melbourne, Australia.
14. Ngo, L.V. and O'Cass, A. 2008. Explaining brand performance differentials between firms via innovation and marketing, ANZMAC.
15. O'Cass, A. and Ngo, L.V. 2008. International market entry mode strategy: a region-within-country perspective, ANZMAC.
16. Ngo, L.V. and O'Cass, A. 2007. Building brand success via marketing orientation and marketing-based capability: an inside-out approach, ANZMAC.
17. Ngo, L.V. and O'Cass, A. 2007. Operant resource-based capabilities as antecedents to firm performance, AMS World Marketing Congress, Marketing Theory and Practice in an Inter-functional World, Verona, Italia.
18. Ngo, L.V. and O'Cass, A. 2006. Firm capabilities and customer value creation, ANZMAC, Advancing Theory, Maintaining Relevance, December.
19. O'Cass, A and Ngo, L.V. 2005. Industry forces, strategic typologies, firm characteristics and brand performance: the balance between external and internal, ANZMAC, Broadening the Boundaries, Sharon Purchase (Ed), 83-89.
20. O'Cass, A, Ngo, L.V, Budiman, A and Brown, U. 2005. Studying the effect of market orientation and organizational culture on a brand's performance, ANZMAC, Broadening the Boundaries, Sharon Purchase (Ed), 72-79.
21. O'Cass, A and Ngo, L.V. 2005. Behaviours versus culture: examining the impact of market orientation and organizational culture on brand performance, Society for Marketing Advances (2005 San Antonio USA), Advances in Marketing: Managerial, Pedagogical, Theoretical, William J. Kehoe and Linda K. Whitten (Eds), 217-221.
22. O'Cass, A, Ngo, L.V. and Terwatanavong, C. 2004. Market orientation versus organizational culture: the impact of behaviours and culture on brand performance, Proceedings of ANZMAC 2004, Marketing Accountabilities and Responsibilities, 1-8.

KEYNOTE SPEECH

- "Business growth for well-being: a research agenda", Keynote speaker at the 13th Conference of Science and Technology, HoChiMinh City University of Technology, Vietnam National University-HCMC.

GUEST LECTURES

- "Advances Topics in PLS-SEM", presented to HRD students, School of Marketing, UNSW, May 2013.
- "Structural Equation Modeling with PLS", presented to HRD students, Australian School of Business, UNSW, October 2012.
- "Branding and Social Media", presented to Master of Commerce students, Australian School of Business, UNSW, 2012.
- "Contemporary Brand Communication Practices", presented to Master of Commerce, Australian School of Business, UNSW, 2011.

- "Building Strong Brands via Cultural Branding", presented to marketing executives at 2010 Chief Marketing Officers' Forum, Liquid Learning, Sydney, 2010.

MEDIA COVERAGE

- "Interact and engage: social media marketing and the future of advertising", *Knowledge@Australian School of Business*, 21/05/2013.
- "Taking on the troll", *The Australian*, 20/04/2012.
- "Digital age etiquette: how to handle negative comments online", *Knowledge@Australian School of Business*, 11/06/2012.

TEACHING

- *Brand Management*, undergraduate program: 2010, 2011, 2012, 2013
- *Marketing Communication and Promotion*, postgraduate program: 2010, 2011, 2012, 2013
- *E-Marketing*, postgraduate program: 2011, 2012, 2013
- *Foundations of Marketing Theory*, postgraduate program: 2007, 2008, 2009
- *Marketing Research*, postgraduate program: 2007, 2008, 2009

HONOURS AND AWARDS

- 2011 Non-professorial Research Achievement Award, Australian School of Business, the University of New South Wales
- Highly commended award winner of 2008 Emerald/EFMD Outstanding Doctoral Research Award
- Australian Development Scholarship (ADS) 2003-2006 – PhD Program
- Swiss – AIT – Vietnam Management Development Programme Scholarship 1995-1997 - MBA Program

RESEARCH GRANTS

- *2012 Australian School of Business Research Grant*
\$12,000 granted by the University of New South Wales
- *ARC Discovery Grant 2011-2012, Project ID: DP110102197*

\$145,000 granted by Australian Research Council administered by the University of Newcastle

Project title: Examining the role of service innovation and service branding capabilities in services firms value creation and appropriation: a multi-level study

Project team: Prof Dr Aron O'Cass, Dr Liem V Ngo, A/Prof Debra A Grace, Dr Jay Weerawardena, Prof Dr Michael Song
- *2010 Australian School of Business, Special Research Grant*
\$10,000 granted by the University of New South Wales

- *Conference Funding for 2009*
\$3,880 granted by the University of Newcastle
- *Once-Off Funding for 2009 DEEWR Publications*
\$500 granted by the University of Newcastle
- *Once-Off Funding for 2008 DEEWR Publications*
\$3,200 granted by the University of Newcastle
- *Brand orientation and brand management in international business: A study in Australia, China, India and Vietnam (2008)*
\$15,000 granted by the University of Newcastle
- *2007 Research Development Fellowship*
\$8,000 granted by the University of Newcastle

JOURNAL SERVICE

Guest Editor

Guest editor of Special Issue "The role of creativity and innovation in business growth and sustainability", *Australian Journal of Management*

Editorial Board

International Journal of Business & Management: 2012-present

Ad Hoc Reviewing

Journal of the Academy of Marketing Science
European Journal of Marketing
Journal of Business Research
Industrial Marketing Management
Journal of World Business
Journal of Marketing Management
Journal of Strategic Marketing
Journal of Services Marketing
Australian Journal of Management
Asia Pacific Journal of Marketing and Logistics
Canadian Journal of Administrative Sciences
International Journal of Nonprofit and Voluntary Sector Marketing
European Business Review

Conference-related Reviewing

Australian and New Zealand Academy of Marketing (2005-present)
Australia New Zealand International Business Association

MEMBERSHIP

Australian Marketing Institute (AMI)
 Australian and New Zealand Marketing Academy (ANZMAC)
 Australian and New Zealand Management Academy (ANZAM)

UNIVERSITY SERVICE: UNIVERSITY OF NEW SOUTH WALES

Administrative Appointments

- Program Coordinator, Master of Commerce, Marketing, July 2010 to December 2013.

Faculty Committees

- Postgraduate Coursework Education Committee, July 2010 to December 2013.

UNIVERSITY SERVICE: UNIVERSITY OF NEWCASTLE

Administrative Appointments

- Program Convenor, Master of Marketing Program, 2007 to 2010.

