

Nga N. Ho-Dac

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Education

Ph.D., Marketing, August 2012
David Eccles School of Business, University of Utah

M.B.A., International Business Management, April 2001
Asian Institute of Technology, Thailand

B.E., Civil Engineering, April 1998
Ho Chi Minh City University of Technology, Vietnam National University

Professional positions and ranks held

Assistant professor of marketing, San Francisco State University, 08/2014-present.

Doing research, teaching students, and providing services to the university, the profession, and the communities.

Assistant professor of marketing, Dalton State College, 08/2012-05/2014.

Doing research, teaching students, and providing services to the college, the profession, and the communities.

Lecturer, Ho Chi Minh City University of Technology, 2001-2007.

Doing research, teaching students, and providing services to the university, the profession, and the communities.

Assistant instructor (Executive MBA program), Maastricht School of Management, 2002-2006.

Visiting instructor (executive training), Asian Institute of Technology, 2006.

External consultant, International Finance Corporation, World Bank, 2003-2006.

Visiting instructor (executive training), Royal Melbourne Institute of Technology, 2003.

Honors and awards

Presidential award, San Francisco State University, 2016.

Top ten articles (ranked the fifth) in 2014, Marketing Science Institute.

University of Utah Graduate Fellowship, 2007-2012.

Grant, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, 2010.

Robert Mittelstaedt Doctoral Symposium Fellow, University of Nebraska–Lincoln, 2010.

Grant, The Emergence and Impact of User-generated Content Conference, University of Pennsylvania, 2009.

Six continuous Excellent Teaching Awards, Ho Chi Minh City University of Technology, 2001-2007.

Four Highest GPA Awards granted by the Swiss-AIT-Vietnam Management Development Program, M.B.A. program, Asian Institute of Technology, 1999-2000.

M.B.A. scholarship (full tuition and stipend) funded by the Government of Switzerland, Asian Institute of Technology, 1999-2001.

Graduation Silver Medal, Ho Chi Minh City University of Technology, 1998.

Shing's Fund award, Ho Chi Minh City University of Technology, 1997.

Teaching experience

Digital Marketing, San Francisco State University, Fall 2014 to present.

Internet and Social Media Marketing, Dalton State College, Spring 2014, 2013.

Consumer Behavior and CRM, Dalton State College, Spring 2014, 2013.

Marketing Research and Analysis, Dalton State College, Fall 2013, 2012.

Sustainable Business Marketing, Dalton State College, Fall 2013, 2012.

Retail Marketing, Dalton State College, Fall 2012.

Marketing Research, University of Utah, Summer 2010.

Principals of Marketing, Pre-MBA, Ho Chi Minh City University of Technology, 2003-2007.

Marketing Research, Ho Chi Minh City University of Technology, 2002-2007.

Business-to-Business Marketing, Ho Chi Minh City University of Technology, 2001-2007.

Marketing Management, Ho Chi Minh City University of Technology, 2002-2007.

Business Communication, Ho Chi Minh City University of Technology, 2005-2007.

International Marketing, Ho Chi Minh City University of Technology, 2004.

Marketing Management, University of Social Science and Humanity, 2003.

Management for Engineers, Ho Chi Minh City University of Technology, 2001-2003.

Undergraduate thesis advising (about 10 students per year), Ho Chi Minh City University of Technology, 2001-2007.

Professional achievement and growth

Peer-reviewed journal publications

Ho-Dac, Nga N., Stephen J. Carson, and William L. Moore (2013), "The Effects of Positive and Negative Online Customer Reviews: Do Brand Strength and Category Maturity Matter?" *Journal of Marketing*, 77 (November), 37-53. (Principal author)

Ho-Dac, Nga N. (2005), "Executive Training: Expectation and Buying Process of Companies in the South of Vietnam," *Journal of Science and Technology Development*, 8, 90-96.

Ho-Dac, Nga N. (2005), "Two-Factor Model: A Proposed Model for Service Quality Management," *Economic Development Review*, 125, 20-23.

Ho-Dac, Nga N., Thanh D. Tran, and Hanh M. Tran (2004), "Supermarket Quality Attributes: Survey in Co-op Mart Cong Quynh," *Journal of Science and Technology Development*, 7, 28-32. (Principal author)

Edited book

Vo, Khoi D. and Nga N. Ho-Dac (2006), *Business Negotiation: Competition or Cooperation*, The Youth Publisher, Vietnam. (Authors contributed equally)

Book chapter

Do, Khang B. and Nga N. Ho-Dac (2001), "Service Quality Management: Co-op Mart Nguyen Dinh Chieu" in Truong, Quang, *Vietnam: Gearing up for Integration*, SAV - SOM joint publishing, Thailand. (Editor reviewed)

Peer-reviewed proceedings and presentations

Ho-Dac, Nga N. (2013), "Online User Generated Content and Product Development," *American Marketing Association Summer Educators' Conference*, Boston, MA.

Ho-Dac, Nga N., Stephen J. Carson, and William L. Moore (2012), "The Role of Online User Generated Content and the Interrelationship between Product Development and Product Adoption," *34th ISMS Marketing Science Conference*, Boston, MA. (Principal author)

Ho-Dac, Nga N., Stephen J. Carson, and William L. Moore (2011), "Online Customer Reviews and Product Sales: The Role of Brand Equity," *American Marketing Association Winter Educators' Conference*, Austin, TX. (Principal author)

Ho-Dac, Nga N., Stephen J. Carson, and William L. Moore (2011), "The Role of Brand Equity in Shaping Reaction to Online Customer Reviews," *U-Y Marketing Symposium*, Salt Lake City, UT. (Principal author)

Ho-Dac, Nga N. (2003), "A Proposed Two-Factor Model in the Comparison with Servqual Model," *The 8th International Conference on Marketing and Development*, Bangkok, Thailand.

Ho-Dac, Nga N. et al. (2003), "Executive Training: Expectation and Buying Process of Companies in the South of Vietnam," *The 2nd International Conference on Management Education for the 21st Century*, Hanoi, Vietnam. (Principal author)

Ho-Dac, Nga N. (2002), "Interactive Model: Expectation – Perceived Quality – Satisfaction," *The 8th Conference on Science and Technology*, Ho Chi Minh City University of Technology, Vietnam.

Do, Khang B. and Nga N. Ho-Dac (2001), "The Two-factor Model for Service Quality Management: The Conceptual Development," *International Conference on Management Education for the 21st Century*, Ho Chi Minh City, Vietnam. (Principal author)

Invited presentations

Ho-Dac, Nga N. (2015), "How Product Development Activities Affect Product Adoption," *Hoa Sen Research Seminar*, Ho Chi Minh City, Vietnam.

Ho-Dac, Nga N., William L. Moore, and Stephen J. Carson (2014), "Online User Generated Content and Product Development," *Hoa Sen Research Seminar*, Ho Chi Minh City, Vietnam. (Principal author)

Ho-Dac, Nga N., Stephen J. Carson, and William L. Moore (2013), "Do Online Customer Reviews Affect Strong and Weak Brands Differently?" *Hoa Sen Research Seminar*, Ho Chi Minh City, Vietnam. (Principal author)

Works in progress

Ho-Dac, Nga N., William L. Moore, and Stephen J. Carson, "Online User Generated Content and Product Development." Status: manuscript writing.

Ho-Dac, Nga N., "Product Development Activities as Signals: Impact on Product Adoption." Status: data analysis.

Ho-Dac, Nga N. and Kristiina Herold, "Self-Disclosure, Risk Perception, and Protection Behaviors on Social Media." Status: literature review.

Selected grants and contracts

Business Edge Program (editing training workbooks, developing training materials, and training trainers to develop private enterprises in Vietnam, Laos, and Cambodia), funded by International Finance Corporation, World Bank, 2003-2006. (Co-investigator)

Assessing Biotechnology Research Projects in the South of Vietnam, funded by the Biotech Center of Ho Chi Minh City, 2005-2006. (Principal investigator)

Assessing Biotechnology Applications in Ho Chi Minh City, funded by the Department of Science and Technology of Ho Chi Minh City, 2005-2006. (Co-investigator)

Determining the Factors Affecting the Competitiveness of Enterprises in Vietnam's Foodstuff Processing Industry in the Process of Integration, funded by the International Development Research Centre (a Canadian Crown corporation), 2003-2005. (Co-investigator)

The Consulting Market in Ho Chi Minh City, funded by the Department of Science and Technology of Ho Chi Minh City, 2004. (Co-investigator)

Holcim Employee Satisfaction, funded by Holcim Vietnam, 2004. (Co-investigator)

Contributions to campus and community

Campus

Member, All-university teacher education committee, Fall 2015.

Organizer, Brown bag seminars, department of marketing, Fall 2015.

Participant, Business analytics meeting, Spring 2015.

Profession

Ad hoc reviewer, Journal of Interactive Marketing.

Reviewer, American Marketing Association Summer Educators' Conference, Chicago, IL, 2012.

Session chair, American Marketing Association Winter Educators' Conference, Austin, TX, 2011.

Volunteer, Product and Service Innovation Conference, Park City, UT, 2008, 2009, 2010, 2011.

Coordinating review process, Product Development & Management Association Research Forum, 2008.

Organizer, the 15th Conference on Pacific Basin Finance, Economics, Accounting, and Management, Ho Chi Minh City, Vietnam, 2007.

Organizer, the 8th Conference on Science and Technology, Ho Chi Minh City University of Technology, Vietnam, 2002.

Organizer, International Conference on Management Education for the 21st Century, Ho Chi Minh City, Vietnam, 2001.

Assistant editor, *Vietnam: Gearing up for Integration*, SAV-SOM joint publishing, Thailand, 2001.

Community

Advising students on marketing projects to promote businesses and community causes: Henry's House of Coffee, SF Bucket List, California Drought, FoodFlash, Good morning SFSU, My SF Calendar, Picture This, Healthier You, The American Grilled Cheese Kitchen, Healthy Living, Instant Insights, Mind Body and Soul SF, Mia SF, and FIT FAM. Spring 2015.

Presenter, "How to Do In-Bound Marketing in Healthcare" seminar, Vietnam, 08/05/2015.

Presenter, "In-bound Marketing in Healthcare: What and Why?" seminar, Vietnam, 07/26/2015.

Presenter, "How Digitalization Changes Marketing" seminar, Vietnam, 07/18/ 2015.

Presenter, "How the Internet and Digitalization change the way we do Business" seminar, Vietnam, 01/19/ 2015.

Presenter, "How the Internet and Digitalization change the way we do Marketing" seminar, Vietnam, 01/11/ 2015.

Advising students on marketing projects to promote businesses and community causes: Keep the Peace & Clean the Beach, Sick4plays, Healthy diet, Prisma Guitars, Like if you love to sleep, SFSU startup community, Oishii moment, Fight the bookstore power, Rack-N-Cue Games Room, What the Quake!, SFSU explore, California drought, State Paws, Bay to Breakers 2015, and Electric state of mind. Fall 2014.

Television talk show, "Online Branding," FBNC channel, 2014:

<https://www.youtube.com/watch?v=CegZ6ihdrug>

<https://www.youtube.com/watch?v=VZIIVRiG4jY>

<https://www.youtube.com/watch?v=AOh9JS3gVVM>