Curriculum Vitae

Name: Bui Thi Lan Huong
Tel: 00 98 355 2409
Email: lanhuong@cfvg.org

AREAS OF EXPERTISE

- Economics, International Economics, Economic Integration, Development Economics and Welfare
- Consumer behavior, Market research, International Marketing, Tourism, Retail Industry
- International Business

EDUCATION

December 2004-June 2005: Post-doc Fellow, Johns Hopkins University, School of Advanced International Studies, Washington DC, USA, Fulbright Visiting Scholar

October 1998- December 2002: PhD in Economics, University of Aix-Marseille II, Center for International Economics and Finance, France

October 1996-November 1997: DEA (Equivalent MA) in International and Industrial Economics, University of Aix-Marseille II, Center for International Economics and Finance, France

September 1994- July 1996: MBA, Concentration in Marketing, French-Vietnamese Center for Management Education, University of Economics Hochiminh city, Vietnam.

September 1973- July 1977: BS in Physical Chemistry, University of Saigon, Vietnam

TEACHING EXPERIENCE

Since December 2015, teaching "Retailing; Asian consumer and implication on international marketing strategy" in Master in Management at IAE d'Aix-en-Provence Business School, France.

Since March 2015: teaching "Asian consumer and implication on international marketing strategy" in International Week at KEDGE Marseille Business School, Master in Management, Lumini, Marseille, France.

Since January 2013: Teaching International Marketing, MBA, Open University, HCMC

Since 2010 to present: Teaching in PhD program in English, CFVG, University of Economics Hochiminh city, Vietnam; Full time, tenure track; Course taught: Critical thinking and introduction to academic research.

August 1st, 2009-May 30, 2010: Full time faculty member, Fulbright-in-Residence Program, School of Business Administration and Public Management, University of Guam, USA; Courses taught: CO327: Advertising in the Mass Media, BA460: International Marketing, BA341: International Business Environment, BA710: Advanced topics in International Business, PMBA.

2008-2009: Visiting faculty, Licence Délocalisée de l'Université Lumière, Lyon 2, France, delivering in French (localized BBA program delivered by University Lumière, Lyon 2, France), The Royal University of Law and Economics, Faculty of Economics, Phnom Penh, Cambodia; Course taught: Marketing management.

Since 2006 to present: Visiting faculty, International MBA program delivered in English, The Royal University of Law and Economics, Phnom Penh, Cambodia; Courses taught: Managerial Economics, and Marketing Management.

Since 2006 to present: Teaching focus hours of the modules "Marketing Management" and "Retailing", "Advertising and Promotion", Master of Marketing, Sales, and Services (MMSS) delivered in English, Université Paris 1 and ESCP Europe, Joint Program.

Since 2006 to present: Teaching focus hours of the module "Emerging countries in the globalization process", Master of Economics, Banking and Finance (MEBF) delivered in English, Université Paris Dauphine and ESCP Europe, Joint Program.

2006-2008: Visiting faculty, teaching Marketing of Services course, Master of Tourism in cooperation with University of Perpignan, France, Van Lang University.

2005-2007: Visiting faculty, International MBA program delivering in English, NOSPA, Vientiane, Lao PDR; Course taught: International Economics.

Since 1997 to present: Teaching in the MBA program delivered in French and English, French-Vietnamese Center for Management Education (CFVG), University of Economics Ho Chi Minh city; Courses taught: International Trade, International Economics, Managerial

Economics, Marketing management, Bank marketing, Retailing and Store Management, Sector analysis, and Business Games courses (Manual, Computerized).

ADMINISTRATIVE EXPERIENCE

Since June 1st, 2010 to Present: Academic Director of PhD Program, CFVG, University of Economics Hochiminh city, Vietnam

June 2nd, 2005 to July 30th, 2009: Director of Academic Affairs, CFVG-HCM, University of Economics of Hochiminh city, Vietnam

January 1st, 2002 to November 30th, 2004: Director of Studies, International MBA program delivering in English, French-Vietnamese Centre for Management Education, University of Economics Hochiminh city, Vietnam.

RESEARCH EXPERIENCE

April 29, 2015: Chairwoman at the PhD Dissertation defense of the PhD candidate Tran Ngoc Dung of ESCP Europe, Paris, France
Topic: "Market research utilization and marketing performance in emerging economies: A study of Fast moving consumer goods companies in Vietnam".

Since March 2009 to Present: Editorial Board member of Sangrahana, an International Bi-Annual refereed Journal of Management, Department of Management Studies, July-Dec 2009, Vol. 1, Issue 1, ISSN 09757724, Dayananda Sagar College of Engineering & Technology, Shavige Malleshwara Hills, Kumaraswany Layout, Bangalore- 560078, India,

Since May 2008 to present: Reviewing Board, IIMA International Conference on Marketing Paradigms for Emerging Economies, every two years, organized by Indian Institute of Management Ahmedabad, India

Since September 2008 to present: Reviewing Board, *International Vision*, Labor Publishing House, French Embassy in Vietnam, and CFVG

December 2004-June 2005: Visiting scholar, Johns Hopkins University, School of Advanced International Studies, South East Asia program, Washington DC, USA.

October 2003: Visiting scholar, Faculty of Economics, Osaka Sangyo University, Osaka, Japan, Seminars on "*Regionalism in the Asia-Pacific Rim*" and "*The privatisation process in Vietnam"*

June 1997-December 1998: Translating, adapting and editing the Manual *"How to approach banks"*, International Project financed by the International Trade Centre, WTO

Since November 1997 to 2009: Supervising MBA thesis, internships and delivering the module "Research methodology"

October 15th, 1977 to September 30th, 1994: Scientific researcher, National Center for Scientific Research, Hochiminh Branch, Vietnam

OTHER PROFESSIONAL ACTIVITIES

Case studies written to teach different topics in Marketing in undergraduate and graduate programs in Vietnam and abroad

Bui T. L. H. (2013) «Starbucks in Vietnam»

Bui, T. L. H., Chaumont T. (2012), *«Himawari Hotel Appartment in Cambodia»*

Bui, T. L. H. (2008), *«ANZ Royal», «Hello 015 and 016 TMCI Cambodia», «Roman Tiles SC», «Marketing strategy of Ipod»*

Bui, T. L. H. (2006), *«Kinh Do Bakery»*

Bui, T. L. H., Tran, N. T., (2006), *«Understanding consumers to boost sales and to grow market share: The case of mattress company Lien A»*

Bui, T.L.H., Lemaire, J.P (2005). *"Big C in Vietnam"*, Case Study taught at the ESCP Europe, France, Royal University of Law and Economics, Cambodia, and CFVG, University of Economics Hochiminh city, National University of Economics in Hanoi, Vietnam

Bui, T.L.H., Lemaire J.P (2005*). "Vietnam: WTO challenges"*, Case Study taught at ESCP Europe, France, Indian Institute of Management, Ahmedabad, India and CFVG, University of Economics Hochiminh city, National University of Economics in Hanoi, Vietnam

Training officer in Business Management, Strategic Management, Marketing, Customer relationship management for local and multinational corporations (AUF, KAO, PROCONCO, HP, LIEN BAO, LIEN THANH, CT TAI CHINH DAU KHI, B.BRAUN, BIG C, VIETCOMBANK, RMA Cambodia…), Sales skills in inter and intra-enterprises (KAO VN, PROCONCO, LIEN BAO, LIEN THANH,…)

EXTERNAL ACTIVITIES

- Independent consultant in Corporate and Marketing strategies and market research
- Freelance translater: International projects (ITC, ADB, SOFRECO), books, training courses in management into French, English and Vietnamese
- Organized inbound study trips for Master students: Master in Marketing, ESCP Europe, January 2008; PMBA, SBPA, UOG, April 2011
- Short story writer: Selected short story published: *"Nguoi dan ba o Aix-en-Provence"* (A woman in Aix-en-Provence*)* Nguoi Lao Dong, June 2003; "*Le Hoi Hoa Anh Dao o Whashington D.C"* (Cherry Blossom Festival in Washington D.C.), Vietnamnet, March 2006, *"Mot ngay mua xuan o Washington D.C*." (A spring day in Washington DC), *"Khi mot ngay moi bat dau tren dao Guam"* (When a new day begins in Guam),

Nhip Cau Dau Tu, so Xuan Ky Suu, 2009, "*Khúc Chiều Xuân vùng Caribean*" (Spring sonata in the Caribean), Nhip Cau Dau Tu, so Xuan Canh Dần, 2010; "*Mùa Xuân bất tận ở Aix-en-Provence*" (Long lasting spring in Aix-en-Provence), So Xuan Tan Mao, 2011,...

INTERNATIONAL CONFERENCE

Peer-reviewed Conference Proceedings Publications

Bui, T.L.H. (2014), "*Global light coffee image versus local coffee culture: Starbucks in Vietnam"*, Paper presented at the "International Conference on Business, Economics, and Information Technology - Doing business in the global economy: economic, political, social and cultural environments", ICBEIT 2014 March 17-18, 2014, Tapei, Penn State Altoona, Division of Business and Engineering (Pennsylvania), University of Guam, School of Business and Public Administration (Guam).

Bui, T.L.H. (2013), "*Shopping mall image and loyalty: A comparative study of Vietnam and Cambodia"*, 3ème Conférence annuelle d'ATLAS/AFMI Association Francophone de Management International, Ancrages culturels et dynamiques du management International. HEC Montreal, Montreal Juillet 8-9, 2013.

Bui, T.L.H. (2012), *«Exploring entrepreneurial intention among business students: A comparative study of Cambodia and Vietnam"*, Paper presented at the "International Conference on Business, Economics, and Information Technology - Doing business in the global economy: economic, political, social and cultural environments", UEH, HCMC, Vietnam, March 19-20, 2012, Penn State Altoona, Division of Business and Engineering (Pennsylvania), University of Guam, School of Business and Public Administration (Guam)

Bui, T.L.H., Tran, D. H. (2012), *«Destination image of Mui Ne bay perceived by Russian tourists»*, Paper presented at the "International Conference on Business, Economics, and Information Technology - Doing business in the global economy: economic, political, social and cultural environments", UEH, HCMC, Vietnam, March 19-20, 2012, Penn State Altoona, Division of Business and Engineering (Pennsylvania), University of Guam, School of Business and Public Administration (Guam)

Bui, T.L.H. (2012), "*Open regionalism in the Asia-Pacific rim: The case of Vietnam during the 1990s»*, Paper presented at Asia-Pacific Economic and Business History Conference (APEBH 2012), Australian National University, Canberra, Australia, February 16-18, 2012

Bui, T.L.H., Nguyen, H.T. (2011), "*The penetration of private labels in Vietnam*", Paper presented at the 9th Workshop 2011, The Society of Asian retailing and Distribution (SARD), "Managing Retailing Growth: Systems, Technology, and Innovation", Remnin University, Beijing, China, November 24-26, 2011

Bui, T. L. H., Prime, N. (2011), "*Retail modernization and store image in Vietnam: Exploring attributes from consumers and managers perspectives*", 1er Colloque International ATLAS, ESCP-Europe, 26 -27 May, 2011

Bui, T.L.H. (2011), *"Congruency between the projected and perceived tourism destination image of Vietnam"*, paper presented at the "International Conference on Business, Economics, and Information Technology - Doing business in the global economy: economic, political, social and cultural environments", Guam, Feb 28- March 1, 2011, Penn State Altoona, Division of Business and Engineering (Pennsylvania)**,** University of Guam, School of Business and Public Administration (Guam)

Bui, T.L.H., Prime N., Tran T.T.T. (2011), *"Retail modernization and store image in Vietnam: Identifying key attributes"*, The Fourth IIMA Conference on Marketing Paradigms for Emerging Economies, 2011, January 5-7, 2011 organized by Indian Institute of Management Ahmedabad, Ahmedabad, India

Bui, T.L.H., Nguyen, H.T. (2010), "*Retail modernization in Vietnam: The competitive Dynamics between global and local retailers*", presented at the 8th Workshop, The Society of Asian retailing and Distribution (SARD), "Interaction between International retailers and Local retailers in Emerging markets: Retrospect and Prospects for the future, University of Kobe, Japan, Oct 26-28, 2010

Bui, T.L.H., Perez, G.S.A. (2010), *"Destination Branding: The Comparative Case Study of Guam and Vietnam*", paper presented at the "International Conference on Business, Economics, and Information Technology - Doing business in the global economy: economic, political, social and cultural environments", Seoul, March 1, 2, 2010, Seoul Women's University, Department of Business Administration (Korea), Penn State Altoona, Division of Business and Engineering (Pennsylvania)**,** University of Guam, School of Business and Public Administration (Guam)

Bui, T.L.H. (2010), "*The Vietnamese consumer perception on corporate social responsibility*", paper presented at the "International Conference on Business, Economics, and Information Technology - Doing business in the global economy: economic, political, social and cultural environments", Seoul, March 1, 2, 2010, Seoul Women's University, Department of Business Administration (Korea), Penn State Altoona, Division of Business and Engineering (Pennsylvania)**,** University of Guam, School of Business and Public Administration (Guam)

Bui, T.L.H., Nguyen, H.T. (2009), *"Impact of the global economic crisis on the modern retail industry in emerging markets:* The case of Vietnam", paper presented at The 7th Workshop, The Society of Asian Retailing and Distribution (SARD), Chung-Ang University, Seoul, November 20-2, 2009

Bui, T.L.H., Prime N. (2009), *"Retail modernization in Vietnam: Dynamics of consumer behaviour"*, The Third IIMA Conference on Marketing Paradigms for Emerging Economies, 2009, January 8-9, 2009 organized by Indian Institute of Management Ahmedabad, Ahmedabad, India

Bui, T.L.H. (2008), "*The new shopper in Asian transitional markets*", paper presented at "The 2008 Guam International Forum on Accounting, Economics, Business and Government", September 2 and 3, 2008, University of Guam, School of Business and Public Administration, Guam

Bui, T.L.H. (2008), «*Regional integration and economic growth in the long run: a comparative case study of Vietnam and Mexico in the Asia-Pacific region"*, paper presented at the workshop "Doing Business In The Global Economy: Economic, Political, Social and Cultural Environments", organised and sponsored by Penn State, Altoona, and HSB, March 10 and 11, 2008, Ha Noi

Bui, T.L.H. (2006), *«Le comportement d'achat» envers le service d'éducation du supérieur au Vietnam»*, Paper presented at the International Workshop on « Education et Formation : La Recherche de la Qualité», Hochiminh city, April 18-21, 2006

Bui, T.L.H., Lemaire, J.P (2005), *"Big C in Vietnam, retail challenges at corporate and country level"*, Paper presented at the international conference: New Marketing Paradigms in Emerging Economies", January, 12-13, 2005, Indian Institute of Management AHMEDABAD, India

Bui T.L.H., Doan, H.M., Vu T.D., Schlosser, A.M. (2003), *«Impact of the foreign big distribution on the local market»*, Workshop «Management and implantation of foreign enterprises in emergent countries», Ha Noi, February, 24th - 26th 2003

Bui, T.L.H., Bassino, J.P. (2000*), "Estimates of Indochina's and Vietnam's international trade and balance of payments (1890-1946)"*, Asian Historical Statistics Project (AHSTAT-COE Project), Workshop on the Quantitative Economic History of Vietnam, 18-19 June 1999, Tokyo, Japan

Other conferences

Bui T.L.H. (2010), «*Is there specific marketing in South-East Asia*», Keynote speaker in the conference held by the French Cooperation, Royal University of Law and Economics, Phnom Penh, Cambodia

Bui T.L.H. (2008), «*The Cambodian consumer's behavior towards supermarkets*», paper presented at the conference held by the French Cooperation, Royal University of Law and Economics, Phnom Penh, Cambodia

Bui, T.L.H. (2006), *«From traditional to modern market: the dynamic Vietnamese consumers' behavior and its implication on the development strategy of modern retailers"*, Paper presented at the workshop on the modern distribution in Vietnam organized by CFVG-Ha Noi, March 24, 2006, interviewed by Hanoi Television.

SELECTED PUBLICATIONS

Peer-reviewed, doubled-blind journal publications

Bui, T.L.H. (2011), "Entrepreneurial intention among Vietnamese business students: Identifying key factors influencing their intention of new venture formation", *International Vision*, No. 15. pp. 19-41

Bui, T.L.H. (2011), "Congruency between the projected and perceived tourism destination image of Vietnam", *Journal of International Business Research*, Volume 10, Special Issue, No. 2, pp. 1-13.

Bui, T. L.H., Ngo, V. B. (2011), "Branding Dalat wine: The case of LADOFOODS", *International Vision, Management case studies in Vietnam*, No. 14, Dec 2010, pp. 91-104

Bui, T. L. H., Perez, G. (2010). *Destination branding: the comparative case study of Guam and Viet Nam*, Journal of International Business Research, Vol. 9, p. 95-111

Bui, T.L.H., Perez, K. (2010), "Entrepreneurship: Spirit Inherited", *International Journal of Entrepreneurship*, Vol. 14, Special Issue, 2010, pp. 5-9

Bui, T.L.H., Perez, K. (2010), "Closing doors and opening windows, opportunities for entrepreneurship in an emerging Asian country for a seasoned woman professional", *International Journal of Entrepreneurship*, Vol. 14, Special Issue, 2010, pp. 45-49
Bui, T.L.H. (2010), "The Vietnamese consumer perception on corporate social responsibility", *Journal of International Business Research*, Volume 19, Special Issue, 2010, No. 2, pp. 75-87

Bui, T.L.H. (2008), «Regional integration and economic growth in the long run: a comparative case study of Vietnam and Mexico in the Asia-Pacific region", *Journal of International Business Research*, ISSN 1544-0222, Volume 7, Special Issue 3, 2008

Bui, T.L.H. (2008), «The perspective on corporate social responsibility in emerging countries: The case of Vietnam", *International Vision*, No. 12, June 2008, pp. 57-74

Bui, T.L.H. (2007), «From traditional to modern market: the dynamics of Vietnamese consumer behavior and its implications on the development strategy of modern retailers", *International Vision*, No. 11, October 2007, CFVG, pp. 49-67

Bui, T.L.H., Doan, H.M., Vu, T.D., Schlosser, A.M. (2003), «Impact of the foreign big distribution on the local market», No. 8, *Ouverture économique*, November 2003

Bui, T.L.H., Bassino, J.P. (2000), *«Estimates of Indochina's and Vietnam's International Trade (1890-1946)»*, Quantitative Economic History of Vietnam, an International Workshop, Institute of Economic Research, Hitotsubashi University, Tokyo, Editors: Bassino J.P., Giacometti J.D., Odaka K., pp. 293-324.

FELLOWSHIPS, SCHOLARSHIPS, ACADEMIC HONORS, CERTIFICATES

August 2009 - June 2010: Fulbright-in-Residence Award, US government award, School of Business Administration and Public Management, University of Guam, USA

December 2004 - June 2005: Fulbright Visiting Scholar, US government award, Johns Hopkins University, School of Advanced International Studies, Washington DC, USA

October 2003: Visiting faculty and researcher at Osaka Sanyo University, Osaka Sangyo University scholarship, Japan

From May to August 2000: Scholarship for the Doctoral program from the French government, France

From May to July 1999: Scholarship for the Doctoral program from the Agence Universitaire de la Francophonie AUF, France

October 1996 - November 1997: Scholarship from the French government, DEA, Université d'Aix-Marseille 2, France

September 1994-September 1996: Scholarship from the French Embassy, MBA program, CFVG, Vietnam

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UNIVERSITY AND COMMUNITY SERVICES

May 11-14, 2015: Organization member, International Conference, ATLAS/AFMI, May 11-14, Hanoi, Vietnam

May 28-June 3, 2014: organized Study trip in Vietnam for UOG's Entrepreneur Society members

Oct 2013: Co-organizer CFVG-HCM Integration day, MBA 22, Green Club, Dong Nai

Oct 2012: Co-organizer, CFVG-HCM Integration day, MBA 21, Green Club, Dong Nai

Mai 2-16, 2012: Accompanied CFVG students in Master of Economics, Banking and Finance program to a study trip at ESCP Europe, Paris, France

March 2012: Co-organizer, International Conference on Business, Economics, and Information Technology - Doing business in the global economy: economic, political, social and cultural environments", UEH, HCMC, Vietnam, March 19-20, 2012, Penn State Altoona, Division of Business and Engineering (Pennsylvania), University of Guam, School of Business and Public Administration (Guam)

Oct 2011: Co-organizer CFVG-HCM Integration day, MBA 20, Mekong delta

June 3, 2011: Speaker at The Chamber of Industry and Commerce of Vietnam about *"Corporate Social Responsibility perceived by Vietnamese consumers"*, interviewed by HTV9

May 18, 2011: Keynote speaker for the May 2011 SBPA Speakers Series, "*International Tourism and marketing Considerations for Diversifying and Growing Guam's Economy"*

May 15, 2011: Observed presentations by PMBA students for capstone projects (as a result of their observations at the first International Engagement Project in Vietnam), and provided oral and written assessments of each

April 4-17, 2011: Organized Study trip for PMBA UOG students in Vietnam
Visit DHL Vietnam, Saigon Cosmetics, FTA Market research, Snake farm and fish farm in Mekong Delta, Lotte mart and Big C hypermarkets, Orchid farm in Cu Chi

April 10, 2010: Keynote speaker *"How can I become the first Fulbright scholar at UOG?"* at Guam Council of Women's Clubs

October 20-26, 2010: Lectures on International Marketing at University of Sacred Heart, San Juan, Puerto Rico, under Occasional Lecture Program, Fulbright Program

September 2009-May 2010: Participated to American Marketing Association, Guam Chapter

May 9-21, 2009: Accompanied CFVG students in Master of Marketing, Sales and Services program to a study trip at ESCP Europe, Paris, France

July 20-August 10, 2008: Accompanied CFVG students in MBA program to a study trip in Europe

1999-2003: Vice-President of CFVG Alumni Association

FOREIGN LANGUAGES

French, English: Written, spoken fluently
Russian: Written, spoken at average level
Japanese: Beginning