

Curriculum Vitae (2016)

VIET V.HOANG

Lecturer, School of Economics, University of Economics HCM City, Vietnam

CONTACT INFORMATION

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RESEARCH & TEACHING INTEREST

Agri-food value chain; Agricultural competitiveness; Agribusiness; Farmlinkage & cooperative; Consumer choice theory; Behavioral economics; International economics.

EDUCATION

- PhD Student in Development Economics, University of Economics Ho Chi Minh City
- Master in Business & Marketing Management, Université Libre de Bruxelles & Ho Chi Minh City Open University, 2007
- Bachelor of Agricultural Economics, University of Economics Ho Chi Minh City, 2004
- Computer & Analysis: MS office, Stata, Eview, SPSS, Language: English

RESEARCH PROFILE

1. Funded projects

Khai Tran & Viet Hoang (2016), “*Comparative Advantages of Alternative Crops: A Comparison Study in Ben Tre Province, Vietnam*”, Research Grant, University of Economics HCM City.

Matthew Gorton, Khai Tran & Viet Hoang et al. (2016), “*Adding Value to the Vietnamese Agri-food Sector*”, Newton Institutional Links, British Council.

Matthew Gorton & Viet Hoang et al. (2016), *Strength2Food Project*, Horizon 2020 Framework Programme, European Commission.

Viet Hoang et al. (2016), *Determinants of agricultural linkages: A literature review and case study in Vietnam*, Research Project, Ministry of Education & Training.

Viet Hoang (2015), *Assessing the comparative advantage of agricultural exports in Vietnam*, Research Grant, University of Economics HCM City.

Viet Hoang et al. (2015), *Da Xanh pomelo market development strategy and fruit demand analysis by discrete choice model*, Research Project, Ben Tre Province.

Viet Hoang (2013), *Ben Tre Da Xanh Pomelo Value Chain Analysis*, Research Grant, University of Economics HCM City.

Tran Khai & Viet Hoang et al (2011), *Ben Tre coconut value chain analysis for the poor*, IFAD and Ben Tre Province Government Poverty Reduction Program.

2. Publications

- Viet Hoang (2015), “Value chain analysis and competitiveness assessment of Da Xanh Pomelo Sector in Ben Tre, Vietnam”, *Asian Social Science*, Vol.11, No. 2, p. 8-19.
- Viet Hoang (2014), “Agribusiness cluster and supporting industry for competitiveness”, *UEH Supporting Industry Academic Conference 2014*, p39-60 (Vietnamese).
- Viet Hoang (2014), “Analyzing financial benefits of the value chain of Ben Tre Da Xanh Pomelo sector”, *Journal of Science*, No. 2 (35), p39 (Vietnamese).
- Viet Hoang (2014), “Diversifying export markets for Ben Tre Da Xanh Pomelo sector”, *Journal of Development and Integration*, No. 16 (26), p83 (Vietnamese).
- Tran Khai & Viet Hoang et al (2013), “Estimate of Financial Benefits from Value Chain of Ben Tre Coconut”, *Journal of Economic Development*, No. 215, p147 (Vietnamese).
- Viet Hoang (2007), *Factors of fast food consuming decision & business strategy: A case study of HOME*, Master Thesis, Université Libre de Bruxelles & Open University.
- Viet Hoang (2004), *Food efficient distribution value chain: A case study of Co-opMart*, Bachelor Thesis, University of Economics Ho Chi Minh city.

WORKING EXPERIENCE

1. Ho Chi Minh City University of Economics, 2011 - Currently

Position: Lecturer & Researcher

Job description:

- Delivering lectures, seminars and tutorials for Agribusiness Management, Agricultural Economics and International Economics subjects;
- Undertaking personal research projects and actively contributing to institution's research;
- Writing up proposal, research and preparing it for publication;
- Developing and implementing new methods of teaching to reflect changes in research;
- Designing, preparing and developing teaching materials and textbook;
- Assessing students' performance, setting and scoring examinations;
- Supervising students' research activities;
- Supporting students through a pastoral/advisory role;
- Completing professional development and participating in staff training activities;
- Carrying out administrative tasks related to the department, such as student admissions, program introduction and involvement in committees and boards;
- Representing my university at professional conferences and seminars, and contributing to these as necessary;
- Establishing collaborative links outside the university with agricultural, industrial, commercial and public organizations.

2. Duc Khai Group, 2009-2010

Position: Sales & Marketing Director

Job description:

- Being in charge of 5 business fields related to: Air Conditioner; Home Appliance; Commercial Vehicle; Construction Material and Real Estate within Duc Khai Group,
- Making general research and Assisting BOM of business vision and general strategy for all business fields of company,

- Setting up and being responsible to BOM the sales targets, profit target; sales strategy and plan of business fields,
- Preparing and trainer for soft and hard skill courses for sales & marketing staffs,
- Working with local and international partners for business issues such as: annual sales target, A & P strategy and plan, price support and so on,
- Developing sales distribution system in Vietnam; focusing on new and weak fields,
- Building up sales policies, promotions to increase sales and market share,
- Setting up customer data, CRM (customer relationship management) system,
- Being representative for Duc Khai to work with partners outside or public relationship,
- Cooperating with other departments to set up performance progress and forms.

3. Saigon-Rita (Kohler Vietnam), 2008-2009

Position: Vice Sales & Marketing Manager

Job description:

- Building and fulfilling general sales and marketing strategy, plans and activities,
- Achieving company sales target and increasing profit and market share,
- Restructuring and developing national sales network and market,
- Market researching and analyzing to build up market and customers database,
- Building professional and effective training programs and delivering soft skills training
- Managing and supporting project sales to work with key customers in important cases: problem solving, presentation, setting up long-term relationship, contract negotiation,
- Assisting Board of Owners to build up company general mission and strategy.

4. TOTO Vietnam, 2004-2008

Position: Sales team leader

Job description:

- Planning and be responsible for the target of the sales team,
- Making and developing customer relationships and network,
- Organizing events and marketing programs to promote brand name and sales,
- Training and supporting sales people to increase sales skill and sales result,
- Directly being in charge of important project customers,
- Checking information and analyze main competitors,
- Managing and supporting project sales group activities and following up market,
- Building sales and promotion program to increase project sales turnover,
- Developing sales dealers & showrooms distribution,
- Working as assistant to business director and doing other works.

5. Other Working Experience

- Asian Social Science Journal, Canadian Center of Science and Education: Editorial Board Member, 2014 - 2015
- ILO& VCCI: Trainer and Enterprise relationship management consultant, 2011- 2015
- SAM: Consultant and Coordinator for agricultural projects, 2011– 2012
- ITD: Trainer, Training development and business manager, 2010 – 2012