

## NGUYEN Hoang Linh

12 / 03 / 1988 – Linhnhg@neu.edu.vn

### WORKING EXPERIENCES

10/2023 – Now	<b>National Economics University – Hanoi, Vietnam</b> <ul style="list-style-type: none"><li>- Introductory courses to Marketing &amp; Digital Marketing - Lecturer</li><li>- Digital Marketing Analytics – Module leader</li><li>- Contemporary Theory in Management Research (for PhD Student) - Tutor</li></ul>
11/2022 – 10/2023	<b>Hanoi Open University – Hanoi, Vietnam</b> <ul style="list-style-type: none"><li>- E-Tourisme – Module leader</li><li>- Quantitative Methodology – Module leader</li><li>- Entrepreneurship – Module leader</li></ul>
12/2021 – 09/2022	<b>IUT de Nîmes, Université de Montpellier – Nîmes, France</b> <ul style="list-style-type: none"><li>- Gestion de Projet (BUT-GEA) – TD</li><li>- Informatique (BUT-GEA) – TP</li><li>- Projet Personnel et Professionnel (BUT – GEA) – TP</li></ul>
09/2020 – 05/2021	<b>Skema Business School – Lille, France</b> <ul style="list-style-type: none"><li>- Méthodes Quantitative (L3) – TD</li><li>- Analyse de Big Data (L3) – TD</li></ul>

### EDUCATION

2017-2022	<b>PhD (Doctorat de Science de Gestion)</b>	Université de Lille — France
2016-2017	<b>Master Recherche</b>	IMMD – France
2013-2015	<b>Master in Management</b>	IESEG – France
2007-2011	<b>Bachelor in Business Administration (Hospitality)</b>	HOU – Vietnam

### PEER-REVIEW PUBLICATIONS

- Nguyen H.L. (2025). Let's do it again!: Gratification of transformative experience in wellness tourism. *Journal of Travel Research*. (upcoming).
- Nguyen H.L. & Nguyen T.T.M. (2025). Does transformative tourism experience lead to loyalty among Vietnamese tourists. *Anatolia*. Doi: 10.1080/13032917.2025.2451899.
- Nguyen H.L., Tran T.P. & Bui H.L. (2023). Exploring tourists' preference to visit domestic destination: a locavorism perspective. *Current issues in tourism*. Doi: 10.1080/13683500.2023.2276787.
- Nguyen T.T.M., Nguyen H. L. & Nguyen V.H. (2019). Materialistic Values and Green Apparel Purchase Intention Among Young Vietnamese Consumers. *Young Consumers*, vol. 20, no. 04, pp 246-263.
- Nguyen T.T.M., & Nguyen H. L. (2017). Antecedents of The Intention and Behavior Toward Purchase of Counterfeit Luxury Goods in An Emerging Economy: A Study of Young Vietnamese Consumers. *Organizations and Markets in Emerging Economies*, 8(2), pp 207-224.

### CONSULTING WORK

- 2023. Responsible Business and Supply Chain due diligence training courses. Commissioned by UNDP. Reference number: UNDP-VNM-00359
- 2024. Research on Migration in Mekong River and Red River Delta Regions. Commissioned by UNDP. Reference Number: UNDP-VNM-00343
- 2025. Actor mapping and analysis of activities on responsible business practice. Commissioned by UNDP. Reference number: UNDP-VNM-00928

### CONFERENCE COMMUNICATIONS

- Nguyen H.L., Nguyen H.L., and Nguyen T.T.M. (2024). *My bossy cat :The Everyday Power Relationship between the pet and its human*, Working Paper. Asia Pacific Association For Consumer Research Conference 2024, Bali, Indonesia.
- Nguyen H. L. & FOSSE-GOMEZ M.H. (2021). *Everything Seems Further Away On Smartphone: The Effect Of Mobile Attachment To The Perception Of Psychological Distance*, Working Paper. Annual Academy Of Marketing Science Conference 2021.
- Nguyen H. L. & FOSSE-GOMEZ M.H. (2021). *Climate Change On The Smartphone: The Effect Of Mobile Attachment To The Perception Of Psychological Distance*, Working Paper. Society For Consumer Psychology Annual Conference 2021.

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- Trang Mai-Mcmanus, Jessie Du, Linh Nguyen, Shweta Jha, And Yu Ding (2021). *Exposure To Xenophobic Claims Leads Asians To Prefer Self-Identity Products And Non-Asians To Adopt Cybersecurity Products*. NA - Advances In Consumer Research Volume 49, Eds. Tonya Williams Bradford, Anat Keinan, And Matthew Thomson, Duluth, MN : Association For Consumer Research, Pages: 915-915.
  - Nguyen Hoang L. (2018). *Environment Or Economy? Difference In Perception Of Sustainable Tourism Between Environment Friendly Tourists And Mass Tourists*. Macro Marketing Conference 2018, Leipzig, Germany,
  - Hota M. & Nguyen Hoang L. (2016). *Can Online Advertising Induce Impulse Purchases? The Impact Of Content Synergy And Familiarity*. CERR Conference, France. <https://sciencesconf.org/cerr/96124>
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#### **WORK IN PROGRESS**

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- Nguyen H.L, Dashper K., & Nguyen. T.T.M. (in progress). Examining the everyday power relationship between the pet and its human. (in development for International Journal of Research in Marketing, expected submission 2026).
  - Nguyen H.L. (in progress): Barriers of transformative experience in tourism. (in development for Annal of Tourism Research, expected submission 2026)
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#### **BOOKS & CHAPTERS**

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- Nguyen B.N., Nguyen T.T.M. & Nguyen H.L (upcoming). *Conspicuous and Inconspicuous Luxury Consumption in the Emerging Economy of Vietnam*. Emerald Publishing.
  - Nguyen H.L. & Nguyen P.H. (2020). Generation Z in Vietnam: The Quest for Authenticity. In Gentina Elodie & Parry Emma (Ed.), *The New Generation Z in Asia: Dynamics, Differences, Digitalisation* (pp.133-146). Emerald Publishing.
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#### **AWARDS**

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- 2019 Visiting Scholar Fellowship – Shanghai Open University, China
  - Scholarship for top performing students – CFVG, Vietnam
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#### **SOCIAL WORKS & HOBBIES**

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- Vice president of Vietnam's Cat Clubs (VFA-WCF and CAT-FFF)
  - Training workshops for cat lovers
  - Organising International Catshows in Vietnam (2022, 2023, 2024)
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