

Curriculum Vitae

Personal Information

First name/Surname **Thong Tien Nguyen**
Citizenship Viet Nam
Address Niels Borhs Vej 9, DK-6700, Esbjerg Denmark
Mobile Phone (+84) 65509379
Email ntt@sam.sdu.dk or thongtienguyen@gmail.com

Educations

2/2009-12/ 2012 **University of Southern Denmark, Denmark**
PhD in Business Administration (focusing on marketing economics)
Thesis Title: Price Formation and Consumer Preference and Choice of Seafood in Europe.

8/2005 – 7/ 2007 **University in Tromsø, Norway**
Master program in Economics and Management.
Graduated date: 6/2007
Master thesis: Attitude, motivation, and consumption of seafood in Bacninh province, Vietnam.

9/2003-3/2004 **United Nation University, Fisheries Training Program in Iceland**
Post graduated course. Graduated date: 4/2004

7/2002 – 6/2003 **Fulbright Economics Teaching Program, Vietnam**
Postgraduate program in Applied Economics for Public Policy.
Graduated date: 6/2003

9/1992-7/1997 **Nha Trang University, Vietnam**
Bachelor Program in Fisheries Economics
Graduate date: 7/1997

Working Experiences

5/2014-Present Assistant Professor in Marketing Research, Department of Environmental and Business Economics, University of Southern Denmark. Niels Borhs Vej, DK-6700, Esbjerg, Denmark

3/2013-5/2014 Lecturer and researcher in Nha Trang University, Viet Nam
Teaching courses: Marketing Research (MBA), Consumer Behaviour (MBA), and Development Finance (Master Program of Agriculture Economics)

9/1997-1/2009 Lecturer and researcher at Nha Trang University, Viet Nam
Teaching courses: Accounting, Finance, and Fisheries Economics in Bachelor Program

- 7/2007-1/2009** Research Consultant in Agriculture Development group at Investment and Development in Vietnam (IDV) Company, Hanoi, Vietnam.
- 1/2010-5/2012** Research consultant at *Enterprise Management Development (EMD) Joint Stock Company, Hanoi, Vietnam*

Research Interest

Consumer choice modeling, choice experiment, structural equation modeling, demand system analysis, hedonic price analysis, consumer perception & attitude, market segmentation, food marketing.

Publications

Peer-reviewed articles

- Thong, N.T.** (2012). Inverse Demand System for Mussel Products in Europe. *Marine Resource Economics*. 27(2): 149-164
- Thong, N.T., & Olsen, S.O.** (2012). Attitude toward and Consumption of Fish (Seafood) In Vietnam. *Journal of Food Product Marketing*. 18(2):79-95.
- Thong, N.T.** (2012). Implicit Price of Mussel Characteristics in the Auction Market. *Journal of Aquaculture International*. 20 (4):605–618.
- Thong, N.T., Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J.** Consumer Willingness to Pay for Quality Attributes of Fresh Seafood: A Labeled Latent Class Model. *Journal of Food Preference and Quality*. 41:225-236
- Thong, N.T, Nielsen, M., Roth, E., Giap, N.V., Solgaard, H.S.** The World Demand for Pangasius Catfish (*Pangasiusianodon hypophthalmus*). Under review
- Thong, N.T., Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J.** Using choice experiment to analyze competitions between seafood products. *Revising for new submission*.
- Thong, N.T., Nielsen, M., Roth, E.,** Testing governance of global value chains: The case of pangasius exported from Vietnam to be consumed in Germany. *In writing*

Book chapter

- Thong, N.T, Nguyen, D.H., Huong, L.T.M., & Bich, P.T.** Country case study: Sustainable Consumption and Production in Vietnam. SWITCH ASIAN book publication- Volume 1. *Under review*

Working papers

Thong, N.T. 2011. Experimental Design for Competitive Brand Choice Model: General Framework and Application for Food Industry. *Department of Environmental & Business Economics, University of Southern Denmark.*

Thong, N.T. 2012. Market Demand and Consumer Preference for Seafood: Literature Review. *Department of Environmental & Business Economics, University of Southern Denmark.*

Conference presentations and proceedings

Thong, N.T., & Olsen, S.O. (2008). Intention to Consume Fish (Seafood) in Vietnam. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 22-25, Nha Trang, Viet Nam.

Thong, N.T. (2010). Supply and Demand Analysis for Mussels in the EU market. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 13-16, Montpellier, France.

Thong, N.T. (2010). Hedonic price of mussel in auction market. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 13-16, Montpellier, France.

Thong, N.T. (2011). Labeled experimental choice design for estimating attribute and availability cross effects with N attributes and specific brand attribute levels. *Australia and New Zealand Marketing Academy (ANZMAC).* November, 27-30, Perth, Australia.

Thong, N.T., Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J. (2012). Demand Structure & Market Segmentation for Seafood by Stated Preference Approach. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 16-21, Dar es Salaam, Tanzania.

Thong, N.T., Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J. (2012). Valuing Seafood Attributes by Stated Choice Model. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 16-21, Dar es Salaam, Tanzania.

Project Report

1. Benjamin Boteler, Jenny Tröltzsch, Katrina Abhold, Manuel Lago (Ecologic Institute), **Thong Tien Nguyen**, Eva Roth (SDU), Erik Fridell, Hulda Winnes (IVL), Erik Ytreberg (Chalmers), Markus Quante, Volker Matthias (HZG), Jukka-Pekka Jalkanen, Lasse Johansson (FMI), Jakub Piotrow, Uszula Kowalczyk (GDA), Kaimo Vahter, and Urmas Raudsepp (MSI). *Drivers for the shipping sector. SHEBA project. Submitted Dec.2015.*

2. Thong, T.N., Lars, R.J., Villy,S., Stefan, B., Niels, V. *Cost-Benefit Analysis of P-Retention and P-Recovery Technologies- A Danish case study. In Writing.*

Teaching activities

Course in Fall: **Maintenance management**, Master program of Risk Management, joint program with Aalborg University, Esbjerg.