



Assoc. Prof, Ph. D Nguyen Quoc Thinh

I. GENERAL INFORMATION

- Date of birth: March 12th 1961
- Gender: male
- Hometown: Hai Trieu, Tien Lu, Hung Yen
- Workplace: Marketing Faculty, University of Commerce
- Current position : President of the Science council of the Institute of Brand competitiveness and strategy



II. SCIENTIFIC RESEARCHES

Published researches in 5 years

- Leading (inspected) 3 university level projects, 6 ministerial level projects about Brand and anti-counterfeiting, improving competitiveness for enterprises.
- Leading 1 State level project about brand and intellectual property development in enterprises (in Program 68 of Ministry of Science and Technology)
- Participating (inspected) 2 ministerial level projects and 1 State level project
- Writing 53 science articles for journals and national and international scientific seminar proceedings such as: Scientific journal of University of Commerce, Commercial journal, Economy and development journal, Scientific Commercial journal, Communist journal, and other national and international scientific seminar proceedings.
- Publishing 1 book: Brand with manager (2004), reprinted with supplement (2005) and reprinted with reparation and supplement (2009). The book was rewarded bronze medal for Good books in 2005
- Compiling the Brand Management textbook.