



Assoc. Prof, Ph.D
Nguyen Thi Tuyet Mai

I. GENERAL INFORMATION

II. EDUCATION

● **Date of birth:** June 30th 1962

● **Gender:** Female

● **Current position:**

Senior lecturer of Institute for Brand and Competitiveness Strategy

- **2003:** PhD in Marketing, National University of Singapore, Singapore

- **1995:** Master of Business Administration, Boise State University, Idaho, USA

- **1983:** Master of Business Administration, Boise State University, Idaho, USA

Khác:

- **November 2011:** Certificate in Knowledge-Based Management for ASEAN: "Nonaka Knowledge Forum for Global Knowledge", JICA Tokyo

- **June 2010:** Certificate in Strategic Management for Senior Managers, Vietnam – Singapore Training Center, Hanoi

- **February 2009:** Certificate in Management and Leadership Skills for Senior Managers, Vietnam – Singapore Training Center, Hanoi

- **September 2008:** Certificate in Training the Trainer: Training Methodologies, Vietnam – Singapore Training Center, Hanoi

- **October 1999:** Certificate in Class Management and Oral Communication Skills, British Council, Hanoi

- **October 1998:** Certificate in Academic Management, Durham Business school, UK

- **1994:** Train the Trainer Certificate, Poon Kam Kai Institute of Management (Hong Kong), Hanoi

II. PROFESSIONAL EXPERIENCE

- **Sep 2011 to date:** Deputy Editor-in-Chief of Journal of Economics & Development, and senior lecturer, National Economics University (NEU)

- **Nov 2010 to Sep 2011:** Director of Institute of Public Policy and Management, and senior lecturer, National Economics University (NEU)

- **Nov 2008 to Nov 2010:** Director of Vietnam-Netherlands Center for Development Economics & Public Policy, and senior lecturer, NEU

- **Oct 2006 to Nov 2008:** Vice Director of NEU Graduate School, and senior lecturer, NEU

- **November to Dec 2006; July 2011:** Visiting scholar at Chuo University (Japan) , Giving lecture at Doshisha University, and presentation at Ritsumeikan University (Japan)

- **June-July, 2009; July 2006, 2008:** Teaching Research Methodology for Vietnam-Lao PhD program and Vietnam-Lao MBA programs at National University of Lao (Lao)

- **August to Dec. 2005:** Visiting professor at Washington State University (USA)

Visiting and giving presentations at California State University SanMarcos (USA)

- **October 2004:** Visiting researcher at Swinburne University of Technology (Australia)

- **1999 to Oct 2006:** National Economics University (NEU), Business School

Head of Marketing & Operations Management Department; senior lecturer, researcher and consultant.

- **1998-1999:** NEU Business School

Deputy Head of Marketing & Operations Management Department; lecturer, researcher and consultant

- **1996 -1997;** National Economics University, Business School

Henley MBA Program Manager, a joint program between the Henley Management College, UK and National Economics University, Vietnam. Lecturer, researcher and consultant

- **1996 -1999:** National Economics University, Business School

Boise MBA Program Manager, an American MBA program under SIDA project.

Lecturer, researcher and consultant

- **1996:** Faculty fellow at PR department, Ore-Ida Foods, Inc., USA.

Visiting fellow at the College of Business and Economics, Boise State University, USA.

- **1995:** Intern at Boise Family YMCA, Idaho, USA.

- **1984 to date:** Lecturer at the NEU: Teaching both local and international doctoral and Master programs in Vietnam such as: NEU PhD program, MBM program (Belgium), the NEU MBA, Boise MBA (USA), WSU MBA (USA), HUT MBA (USA), DSU

MBA (USA), Henley MBA (UK), CFVG's MBA and PGSM's EMBA (France) programs (teaching marketing related subjects and research methodology).

Teaching undergraduate courses for the International Bachelor Degree (IBD) and Advanced Education Program (in English).

Developing curricular and delivering various training courses for companies and organizations in Vietnam including the ones in research skills, marketing strategy, selling skills, Train the Trainers (TOT), management skills, entrepreneurship and small business management, strategic management and managing change.

Conducting a number of academic research projects and consulting research projects for various institutions and organizations.