



Master *Vu Xuan Truong*

I. GENERAL INFORMATION

- **Date of birth: July 10th 1977**
- **Gender: Male**
- **Address: 28/235, Nguyen Trai, Thanh Xuan, Hanoi**
- **Current position : Member of the Science council of the Institute of Brand competitiveness and strategy**

II. SCIENTIFIC RESEARCHES

2.1. Some typical scientific topics

- Vu Xuan Truong (2014): “Studying some brand valuation methods in the world to develop a theoretical framework for brand transfer pricing”, University level scientific research topic, University of Commerce, Hanoi, Viet Nam.
- Vu Xuan Truong (2011): Solutions for promoting Netnam brand image through online contact points”, University level scientific research topic, University of Commerce, Hanoi, Viet Nam.
- Participating investigation for priority ministerial level topic, leader: Associate Professor, Doctor of Philosophy Nguyen Quoc Thinh (2006 – 2009), “Promoting brand image of Viet Nam enterprises in export into ASEAN”, Priority ministerial level scientific research topic, Ministry of Education and Training
- Participating investigation for ministerial level topic, leader: Associate Professor, Doctor of Philosophy Nguyen Quoc Thinh (2006 – 2007), “Developing packaging and promoting brand image for agricultural products”, ministerial level scientific research topic, Ministry of Education and Training.
- Pham Thu Huong, Vu Xuan Truong (2004), “Solutions to reduce poverty in Vietnam rural area nowadays”, University level scientific research topic, University of Commerce, Hanoi, Viet Nam.

2.2. Some typical scientific articles

- Vu Xuan Truong (2009), “What do enterprises need from fresh graduates?”, National seminar: “Interaction with business universities in accordance with the purpose of improving quality to meet social requirements and core competitiveness of enterprises”, University of Commerce, page 135-139
- Vu Xuan Truong (2008), “Improving awareness of defining intellectual property in universities”, National seminar “Commercial development of intellectual property activities within the framework of WTO institutions and intellectual property activities in universities, colleges”, page 475-481
- Master Lai lam Anh – Vu Xuan Truong (2007), “US’s direct investment into Viet Nam – Current situation and prospect”, Journal of World Economic and Political Issues, No 6/2007, page 60-74
- Vu Xuan Truong (2001) “Industrialization models in the world”, Commercial scientific journal, University of Commerce, page 35-38
- Phan The Cong, Vu Xuan Truong (2000) “Improving study quality of Business Administration students”, seminar Innovating the methods of training business administration bachelors, University of Commerce, page 93-99