

**SCIENCE PROFILE**  
*(For Lecturers)*

**I. BRIEF BIOGRAPHY**

Full Name: **Nguyen Van Dung** Gender: **Male**  
Date of Birth: **21/2/1978** Birthplace: **Dong Nai Province**  
Hometown: **Hung Yen Province** Ethnicity: **Kinh**  
Highest Degree: PhD Degree  
Year and Country of Degree Awarded: 2016, Philippines  
Highest Academic Title: Lecturers Year of Appointment: 2003  
Position: Head of Business Administration  
Workplace: Lac Hong University  
Home Address or Contact Address: No141/1, Quarter II, Tan Phong Ward, Bien Hoa City, Dong Nai Province  
Contact Phone Number, Workplace: 02513952252 Mobile Phone:0983113011  
Fax: Email: [nvdung@lhu.edu.vn](mailto:nvdung@lhu.edu.vn)

**II. EDUCATIONAL QUALIFICATIONS**

**1. Undergraduate:**

Type of Education: Regular degree  
Institution: Lachong University  
Field of Study: Business Administration  
Country of Education: Vietnam Year of Graduation: 2002  
Second bachelor's degree: Law Year of Graduation: 2017

**2. Postgraduate:**

- Doctor of Philosophy in: PhD of Business Administration  
- Institution: Bulacan University

**3. Foreign Languages:** 1. Proficiency Level: B1 English  
2. Proficiency Level:

**4. Postgraduate Certificates:**

- Philosophy: Yes



- University Teaching Methods: Yes
- Information Technology: Level B
- Others: ...

### III. PROFESSIONAL WORK EXPERIENCE

Duration	Place of Work	Job Responsibilities
Since 2002	Lac Hong University	Lecturers

### IV. SCIENTIFIC RESEARCH EXPERIENCE

#### 1. Scientific research projects participated in

No.:	Research Project Title	Start Year / Completion Year	Project Level (National, Ministry, Department, University)	Role in the Project
1	Solutions for developing human resources of Dong Nai province to meet integration needs	2005-2006	Lac Hong University	Partner
2	Find out the cause of failure of green Pepsi product - Pepsi Vietnam Company	2007-2008	Lac Hong University	Head
3	Solutions to support import and export activities for small and medium-sized enterprises in Vietnam	2008-2009	Lac Hong University	Head
4	Franchising in Vietnam: Current status and solutions	2010-2011	Lac Hong University	Head
5	Survey and evaluate the baby milk market in Bien Hoa city	2011-2012	Lac Hong University	Head
6	Developing the brand of Lac Hong University through the Pencils model in Marketing	2012-2013	Lac Hong University	Head

#### 2. Published Scientific Works: (title, year of publication, place of publication, etc.)

No.:	Title	Year of publication	Place of publication
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1	THE RESEARCHING OF THE BRAND DEVELOPMENT: THE CASE OF LAC HONG UNIVERSITY IN DONG NAI PROVINCE	2016	KAAB INTERNATIONAL JOURNAL OF ECONOMICS, COMMERCE & BUSINESS MANAGEMENT
2	Factors Affecting the Quality Management of Enterprises in Dong Nai Province	2016	JOURNAL OF BUSINESS MANAGEMENT AND ECONOMICS
3	Recommendations Enhancing the Brand Advertising Effectiveness of Lac Hong University	2017	JOURNAL OF BUSINESS MANAGEMENT AND ECONOMICS
4	FACTORS INFLUENCING ONLINE MARKETING DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN DONG NAI PROVINCE	2018	British Journal of Marketing Studies
5	RELIABILITY STATISTICS FOR FACTORS AFFECTING BRAND ADVERTISING EFFECTIVENESS: A CASE OF LAC HONG UNIVERSITY	2019	British Journal of Education
6	THE RELIABILITY STATISTICS OF THE ESSENTIAL FACTORS AFFECTING A SUCCESSFUL START-UP IN VIETNAM	2019	British Journal of Education
7	Determinants of Vietnam' S Economic Growth from 2010 to 2019	2020	TEST Engineering & Management
8	FACTORS AFFECTING ONLINE SHOPPING	2021	Journal of Legal, Ethical and Regulatory Issues



	BEHAVIOR BASED ON SOCIAL MEDIA ADVERTISING IN VIETNAM		
9	THE RESEARCHING OF THE BRAND DEVELOPMENT: THE CASE OF LAC HONG UNIVERSITY IN DONG NAI PROVINCE	2016	KAHV INTERNATIONAL JOURNAL OF ECONOMICS, COMMERCE & BUSINESS MANAGEMENT
10	Factors Affecting the Quality Management of Enterprises in Dong Nai Province	2016	JOURNAL OF BUSINESS MANAGEMENT AND ECONOMICS
11	Recommendations Enhancing the Brand Advertising Effectiveness of Lac Hong University	2017	JOURNAL OF BUSINESS MANAGEMENT AND ECONOMICS

*Dong Nai, date 15 month 5 year 2024*

**PRINCIPAL**

**Declarant's Signature**

*(Clearly state title, academic degree)*



**\*Lam Thanh Hien**

A blue ink signature of Nguyen Van Dung.

**Nguyen Van Dung**