

**DONG HOANG (PhD, MSc, BA.)**  
Senior Lecturer [Associate Prof.], Leeds Business School  
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## ACADEMIC QUALIFICATIONS

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- **2013:** PhD in Social & Policy Sciences, University of Bath, UK
- **2008:** MSc in Business and Community (distinction), University of Bath, UK
- **1997:** BA in English language, Hanoi University of Foreign Language Studies, Vietnam
- **1994:** BA in English Teaching, Ha Bac Pedagogy College, Vietnam

## TEACHING ACTIVITIES

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- **Sep 2015 - present: Senior Lecturer, Leeds Business School, Leeds Beckett University**
  - Research method (Master level)
  - Agile Consumer Insight (Master level)
  - Marketing research (2<sup>nd</sup> year Undergraduate)
  - Consumer Behaviour (2<sup>nd</sup> year Undergraduate)
  
- **Dec 2012 – Apr 2015: Teaching Fellow, University of Bath**
  - Global Supply Chain, Moral, Market and Politics, Development Justice (Master level)
  - Global Regimes and Ethical Trading (3<sup>rd</sup> year Undergraduate)
  - Research Method (1<sup>st</sup> and 2<sup>nd</sup> year Undergraduate)
  
- **Feb 2010 – Nov 2012: Graduate Teaching Assistant, University of Bath**
  - Research Method (1<sup>st</sup> and 2<sup>nd</sup> year Undergraduate)

## SCHOLARLY ACTIVITIES

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**Editorial:** Societies Journal, Special Issue on 'Online shopping, sustainable consumption and production' (2019)

### Peer Review of academic journals:

- Journal of Product and Brand Management (Scopus 1<sup>st</sup> quartile)
- International Journal of Retail & Distribution Management (Scopus 1<sup>st</sup> quartile)
- Sustainability (Scopus 1<sup>st</sup> quartile)
- Social Sciences (Scopus 3<sup>rd</sup> quartile)
- Societies (Emerging Sources Citation Indexed)

**Research Supervision:** PhD and Master Dissertation, Leeds Business School

**Fellowship:** Fellow of The Higher Education Academy, UK

**Research interests:** Consumer Behaviour, marketing analytics, online retailing; Sustainable consumption/production; Green marketing

**Methodology:** Quantitative (e.g. controlled experiments, digital content analysis and online surveys); Qualitative (comparative case studies, interviews and focus group).

## RESEARCH & CONSULTANCY

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### 2015-present: Academic and commercial research in UK

- **2019-2021:** Contributor, Health & nutrition claims on product label and healthy product consumption project, funded by the British Academy and Leverhulme Small Research Grant.

- **2018-2019:** Contributor, Social media and Influencer Marketing, funded by Leeds Business School.
- **2017-2018:** Principal Investigator, Marketing communication messages and product evaluation, funded by Leeds Business School.
- **2017:** Principal Investigator, Plastic packaging solution to food products, commercial project funded by the Linpac Group, UK
- **2016:** Principal Investigator, Kansei food sensory research, commercial project funded by Kraft Heinz, The Netherlands.
- **2016:** Contributor, Tactile effects on premium evaluation of cardboard packaging, commercial project funded by Sun Chemical Corporation, UK.
- **2016:** Principal Investigator, Omni-channel strategy for Kirtgate markets in Leeds city centre, funded by Leeds City Council.
- **2015-2016:** Contributor, An Integrated approach to exploring pro-environmental behaviour in the case of non-durable consumer products, funded by Leeds Beckett University.
- **2015-2016:** Principal Investigator, Product substitution in online grocery shopping, funded by Leeds Beckett University.

#### **2003-2009: Consultancy work in Vietnam**

- **2008-2009:** Portfolio Coordinator, Coconut Value Chain Project, Ben Tre Province funded by Prosperity Initiatives
- **2007:** IEC consultant, Binh Thuan Water & Sanitation Project and Tuy Hoa Waste Management Project funded by the Belgium Technical Cooperation
- **2006:** Community Enterprise Consultant, Cao Bang Irrigation Project funded by Luxembourg Development Agency.
- **2003-2006:** IEC consultant, Nam Dinh Water Project funded by Luxembourg Development Agency.

#### **SELECTED PUBLICATIONS**

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##### **A) Peer reviewed publications (journals & proceedings)**

1. **Hoang, D.**, Barnes, C., & Munroe, O., 2019. Management of traditional retail markets in the United Kingdom: comparative case studies. *International Journal of Retail & Distribution Management*. [in press, accepted 12.04.2019]
2. **Hoang, D.**, 2018. The high street retailers need to adapt to survive. In *Yorkshire Post* (Vol. Business Section 1<sup>st</sup> November 2018, pp. 6). Yorkshire: Yorkshire Post.
3. Kunamaneni, S., Jassi, S., & **Hoang, D.**, 2018. Promoting reuse behaviour: Challenges and strategies for repeat purchase, low-involvement products. *Sustainable Production and Consumption Conference*
4. **Hoang, D.**, Nath, P. & Barnes, C., 2016. The mediating role of perceived fairness in consumers' response to post-purchase 'out of stock' in an online grocery context. *Proceeding: British Academy of Management (Marketing & Retailing track)* in Newcastle University, 6-8 Sep 2016
5. **Hoang, D** & Barnes, C, 2015. *Public entrepreneurship and the management of traditional retail markets*. *Proceeding: The Oxford Retail Futures Conference 2015*, Oxford Institute for Retail Management, Sàid Business School, University of Oxford 8-9 Dec 201
6. **Hoang, D.**, and Jones, B., 2012. Why do corporate codes of conduct fail? Women workers and clothing supply chains in Vietnam. *Global Social Policy*, 12(1), 67-85.
7. **Hoang, D.**, 2010. Does Compliance with Codes of Conduct Make Workers Better off? A study at three garment factories in Vietnam. In M. Siltaoja, A-M. Lämsä and J.Kujala (eds), *Proceedings The 11<sup>th</sup> EBEN Research Conference "From Theory to Practice– How Does Business Ethics Matter?"* Tampere – Finland 14-16 June 2010, University of Jyväskylä Press, pp.86-99. Proceedings ISBN: 978-951-39-3876-5
8. Smith, N., Nguyen, M. H., Vien, K. C., **Hoang, D.**, Nguyen, T. S., Baulch, B., et al. (2009). *Coconuts in the Mekong Delta: An Assessment of Competitiveness and Industry Potential*. Hanoi: Prosperity Initiative.

#### **B) Papers currently under peer review**

9. Nath, P., Barnes, C. & **Hoang, D.**, [under review]. Touch or No Touch: The Interaction between Tactile Cues, Product Judgement, and Individual Orientations. *Journal of Retailing*.
10. **Hoang, D.**, [under review]. Labour standards in the global supply chain: workers' agency and reciprocal exchange perspective. *Societies*.

#### **ACADEMIC AWARDS & SMALL GRANTS**

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- **2019:** (co-applicant) £10,000, Small Grant Research Award by the British Academy & Leverhulme
- **2019:** (principal investigator) £2,175, International Collaboration Building Award, Leeds Beckett University
- **2018:** (principal investigator) £3,000, Small bid grant, Leeds Business School
- **2015:** (principal investigator) £6,000, Early Career Fellowship Award by Leeds Beckett University
- **2015:** (co-applicant) £30,000, Cluster Research Award by Leeds Beckett University
- **2009:** Research excellence award, University of Bath Research PhD Studentship
- **2007:** £3000, Academic excellence scholarship from University of Bath International Scholarship

#### **NEWS and MEDIA PRESENCE**

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- **26.12.2017:** *BBC News at 12.00*. Impact of online shopping on Boxing Day sale.
- **23.05.2018.** *ITV Calendar News at 18.00*: Can High Street Recover? [the aftermath of the giant UK department store House of Fraser went into administration]
- **1.11. 2018:** Expert Opinion. Business. *Yorkshire Post*

#### **BRIEF EMPLOYMENT HISTORY**

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- **May 2015- present:** Leeds Business School, Leeds Beckett University
- **Dec 2012- Apr 2015:** Part time Teaching Fellow, University of Bath
- **Sep 2009 – Nov 2012:** PhD study/ Graduate Teaching Assistant, University of Bath
- **Aug 2008 - Jun 2009:** Research consultant (based in Vietnam)
- **Sep 2007 – Aug 2008:** Study MSc Business & Community, University of Bath
- **Dec 2003 – Aug 2007:** Research consultant (based in Vietnam)
- **May 2001 – Nov 2003:** HR & Training Officer, Hanoi Tower Company, Hanoi, Vietnam