



# Xuất bản một bài nghiên cứu định tính trong lĩnh vực quản trị & kinh doanh: Một góc nhìn

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Đại học Jean Moulin Lyon 3 (Pháp)

# Một chút về bản thân



- Tiến sĩ tại Đại học Lille 2 (2016)
- PGS tại Đại học Lyon 3 (2019)
- Giám đốc chương trình thạc sĩ International Business Realities năm 1 (2022)
- Các môn dạy chính: **International Marketing** (MBA), **International Business Development** (MBA), **Qualitative Research** (MBA 1), **Music Marketing** (MBA, Lyon 2), **Strategic Marketing** (MBA)
- Các chủ đề nghiên cứu ưa thích: **Văn hoá tiêu dùng (vật chất, biểu tượng, lịch sử), Tính lưu động của thị trường, Thị trường phản-tự sản**
- Phương pháp nghiên cứu: **Lịch sử, Diễn văn, Điền giả, Hiện tượng học**

# Dự án đang triển khai

- Nguyen, A. « *The co-evolution of EMNEs and market actors' institutional works in emerging economies: The case of Korean Music Agencies in Vietnam*»  
(*Management International/International Management, V2*)

# Trải nghiệm 1:



## Toward an understanding of young consumers' daily consumption practices in post-*Doi Moi* Vietnam

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### ARTICLE INFO

**Keywords:**  
Young consumer  
Vietnam  
Self-identity  
Everyday consumption practices  
Qualitative approach

### ABSTRACT

More than 30 years have passed since *Doi Moi*, the economic and political reforms that transformed Vietnam into a lower middle-income market from one of the world's poorest markets. This transformation brought about changes in the consumption practices of Vietnamese consumers. Despite several studies focusing on these changes, the impact of the government's policies on young Vietnamese consumers' consumption practices has been largely unexamined. This study explores how young Vietnamese consumers develop and express their self-identity through their everyday consumption practices. Our findings from in-depth interviews and participatory observation indicate that consumption fosters reflexive self-awareness concerning the young consumers' competences, body sensitivities, and distinctive tastes in response to the control exerted by the government. The findings also reveal that young Vietnamese consumers use their everyday consumption practices to achieve individualization through self-emancipation, self-enrichment, and self-actualization, and to achieve socialization through self-authentication and self-cultivation. In this way, young Vietnamese consumers reject the communist identity and lifestyles promoted by the government.

- **Bản thảo 1:** Văn hoá tiêu dùng giới trẻ

- **Bản thảo 2:**
  - Văn hoá giới trẻ hậu hiện đại
  - Cấu trúc lại phân diễn giải và phân bình luận

# Trải nghiệm 2:



## Nation branding as a market-shaping strategy: A study on South Korean products in Vietnam

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### ARTICLE INFO

#### Keywords:

Nation branding  
Developmental state  
Korean wave  
South Korea  
Vietnam  
Market shaping

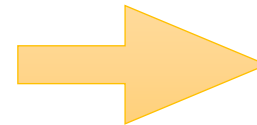
### ABSTRACT

This paper focuses on a topic that has been largely overlooked in the contemporary marketing literature: the role of the state in shaping markets. While a growing body of research offers alternative perspectives about markets from the neoclassical perspective, it ignores the degree of embeddedness of the state in markets. In view of this theoretical gap, we investigate the market-shaping activities of states in emerging economies. Our context is the creation of a Korean cultural product market in Vietnam. Based on a document analysis of the nation branding projects of Korea and Vietnam, we investigate how these states are involved in shaping Vietnamese markets for Korean cultural products through their international and national activities. The findings reveal that whereas the Korean state is mobilizing and building diplomatic ties to promote the Korea's image in Vietnam through its cultural products, the Vietnamese state profits from these products for its East Asian oriented cultural policy. Three actions are being taken by the Vietnamese state: (1) controlling the distribution of Korean cultural products, (2) framing media producers' and consumers' behaviors, and (3) creating a network of collaboration between selected Korean and Vietnamese media producers. Through their nation branding practices, the Vietnamese and Korean states act as institutional entrepreneurs in shaping the Vietnamese market for Korean cultural products.

- **Bản thảo 1 (IMR):** Làm thế nào Hàn Quốc xây dựng thương hiệu quốc gia thông qua văn hoá pop

- **Bình luận 1 (IMR):**

- Nghiên cứu định tính không có tính xác thực và tính thực tiễn
- Diễn giải rắc rối



Từ chối



## Nation branding as a market-shaping strategy: A study on South Korean products in Vietnam

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### ARTICLE INFO

**Keywords:**  
Nation branding  
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### ABSTRACT

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• **Bản thảo 2 (JBR):** Làm thế nào các hoạt động ngoại giao giữa hai quốc gia góp phần xây dựng một thị trường mới?

- Lý thuyết marketing về thương hiệu quốc gia
- Lý thuyết xã hội học kinh tế
- Lý thuyết khoa học chính trị về các loại chế độ thị trường
- Nghiên cứu tài liệu và lập chuỗi sự kiện



# Trải nghiệm 3:

JOURNAL of  
***International Marketing***

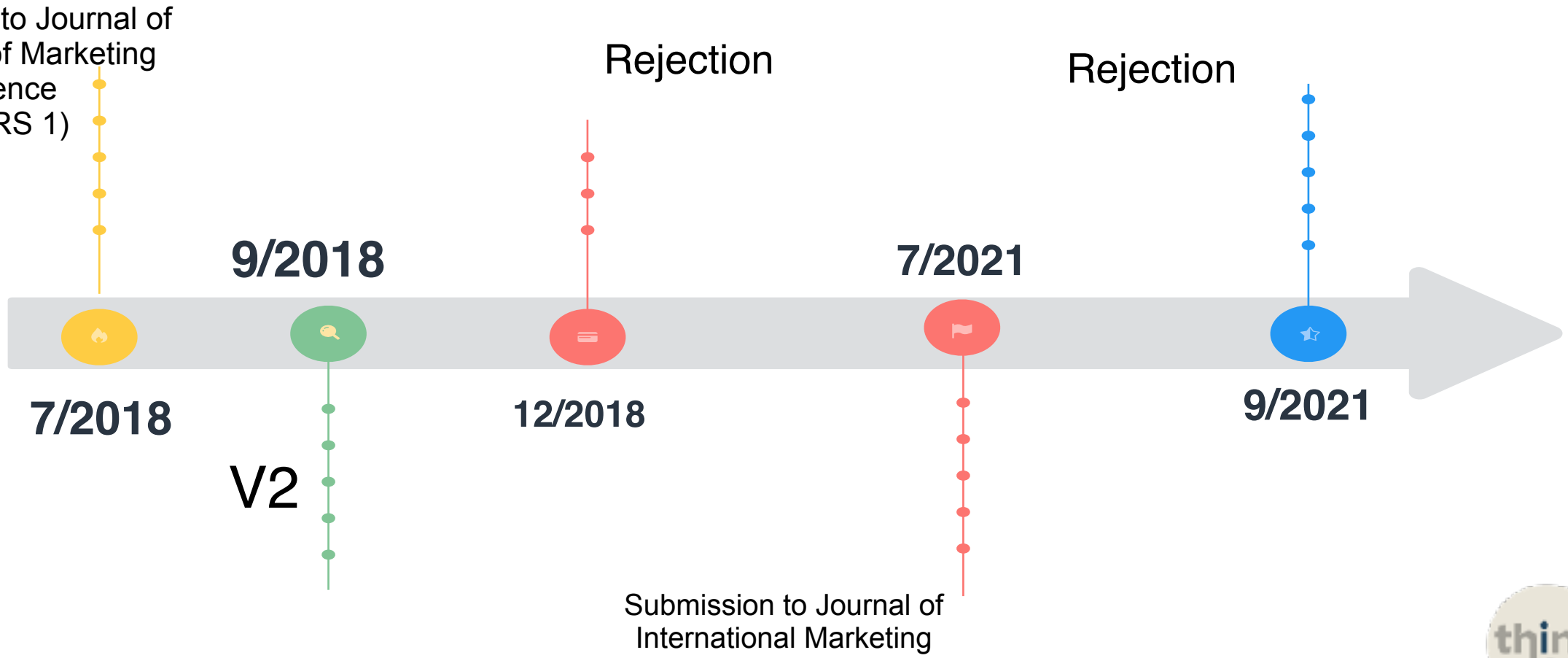
## **The Co-Evolution of Market Category and Actor Engagement in International Markets**

Journal:	<i>Journal of International Marketing</i>
Manuscript ID	Draft
Manuscript Type:	Special Issue Submission
Keywords:	Market Category, Actor Engagement, Co-Evolution, K-pop Music, Qualitative Approach



# Trải nghiệm 3:

Submission to Journal of  
Academy of Marketing  
Science  
(CNRS 1)







- **Bản thảo 1 (JAMS):** How do consumers engage with a nation brand?
  - Lý thuyết marketing về thương hiệu quốc gia
  - Lý thuyết marketing về *customer engagement*
  - Nghiên cứu điền giả + phỏng vấn chuyên sâu
  - Phân tích *hermeneutic*
- **Phản biện 1 (JAMS):**
  - K-pop không phải là thương hiệu quốc gia
  - Phân tích *hermeneutic* là gì? liệu có cần thiết cho bài viết?
  - Nghiên cứu định tính không có tính thực tiễn



- **Bản thảo 2 (JIM):** How do local market category and actor engagement co-evolve?
  - Lý thuyết international marketing về *product category*
  - Lý thuyết marketing về *actor engagement*
  - Nghiên cứu điền dã + phỏng vấn chuyên sâu + tài liệu
  - Phân tích diễn ngôn
- **Phản biện 2 (JIM):**
  - Nghiên cứu định tính không có tính thực tiễn
  - K-pop không phải là hàng hoá, mà là thương hiệu

# Một vài cảm nghĩ



- **Viết** là công đoạn quan trọng nhất trong nghiên cứu định tính
- Lý thuyết mang tính thiết yếu để xuất bản một bài nghiên cứu định tính
- Một bài nghiên cứu định tính chất lượng phải hội đủ 3 yếu tố: *Nội dung - Tính khoa học - Tính trừu tượng hoá*



# Thank you