

Curriculum Vitae

Surname:	Nguyen Hoang
First Name:	Sinh
Date of Birth:	20 January 1975
Academic Qualification:	PhD in Marketing Master in Marketing
Venia Legendi (qualification to teach):	Yes, senior lecturer
Further Qualifications:	Graduate Certificate in Tertiary Teaching

At the Higher Education Institution since:	2010
Level of Employment:	Deputy Dean, Lecturer
Teaching Focus:	Marketing
Interdisciplinary Aspects:	Interdisciplinary research in communication, marketing and behaviour
Activities in the Areas:	
- Further Education	Visiting Lecturer: University of Economics HCMC, HCMC University of Social Science and Humanities (2010 – present); HCMC University of Technology, Ton Duc Thang University (2017 – present)
- Research	Research Interests: Advertising appeals Emotional messages Pro-social and health behaviours
- Consultancy	Consulting: Working as a consultant providing services in public relations and media training for Abbott, Coca-Cola, Samsung, GuocoLand, ACCA, HSBC Bank, and among others (2007 – 2012)
How are personal research activities reflected in teaching activities?	Research activities are conducted with master students: working papers, journal articles

Work experience:	
- General	Academic: Department Head of Marketing, Faculty of Business Administration, HCMC Open University: 2019 – present Sessional Lecturer, School of Communication & Design, RMIT Vietnam: 2019 – [2022]



FIBAA

- Activities as an Expert:	Co-Director, Joint MBA Programme, HCMC Open Uni Fresenius: 2018 – present Adjunct Lecturer, Joint BCom Programme, University of Economics HCMC and Victoria University of Wellington: 2016 – present Senior Lecturer, Ho Chi Minh City Open University, Vietnam: 2010 – present Industry: Strategic Partner (PR): 2007 – 2012 PR Manager, Masan Consumer, Vietnam: 2009 – 2010 Senior Officer, External Relations, Prudential Vietnam: 2007 – 2008 Sub-editor, Saigon Times, Ho Chi Minh City, Vietnam: 2000 – 2003 Marketing Executive, Bien Hoa Confectionery, Vietnam: 1998 – 1999
Publications:	Journals: Sinh, N. H., Laufer, D., & Krisjanous, J. (2020). The Effectiveness of Guilt and Shame Appeals on Health Communications: The Moderating Role of Self-Construal and Personal Cultural Orientation. <i>Australasian Marketing Journal</i>, 28(4), 310-324. [ISI (ESCI); Scopus Q2; ABDC rank A] Sinh, N. H. & Anh, N. T. P. (2020). Push and Pull Factors Impacting Visitors' Loyalty: The Case of Saigon Zoo and Botanical Gardens. <i>Journal of Science</i>, 10(2), 120-135. [Vietnam's State Council for Professor Title: 0.75] Sinh, N. H. (2013). Người mẫu cực hấp dẫn trong quảng cáo: Điều gì gây nên hiệu ứng tiêu cực? <i>Journal of Science and Technology Development</i>, 16(Q1), 20-34. [Vietnam's State Council for Professor Title: 0.50] Sinh, N. H. (2013). Highly Attractive Models in Advertising: What Causes Negative Affect?. <i>Journal of International Business and Economy</i>, 14(1), 31-48. [ABDC rank C] Sinh, N. H. (2013). Factors Affecting Negative Affect of Advertising Using Highly Attractive Models. <i>Journal of Economic Studies</i>, 1(2), 82-101. [Vietnam's State Council for Professor Title: 0.50] Sinh, N. H. (2013). Factors Affecting Botanic Park Visitation: The Case of Saigon Zoo and Botanical Gardens. <i>Journal of Science</i>, 3(6), 112-122. [Vietnam's State Council for Professor Title: 0.75]



	Sinh, N. H. (2013). The Fall of the Marketing Mix: A FIBAA Shift Needed?. <i>Journal of Development and Integration</i>, 12(22), 83-88. [Vietnam's State Council for Professor Title: 0.50] Sinh, N. H. (2013). An Investigation of the Role of In-Store Media in the Vietnam's Retail Business. <i>Journal of Development and Integration</i>, 10(20), 42-45. [Vietnam's State Council for Professor Title: 0.50] Sinh, N. H. (2013). The Hierarchy Model of Advertising Effects: A Debate. <i>Journal of Development and Integration</i>, 8(18), 92-96. [Vietnam's State Council for Professor Title: 0.50] Sinh, N. H. (2012). Đánh giá mô hình hiệu quả truyền thông nguy cơ về sức khỏe của thông cáo dịch vụ công: Trường hợp uống rượu bia và lái xe. <i>Journal of Science</i>, 7(2), 73-82. [Vietnam's State Council for Professor Title: 0.75] Books: Loan, V. T. H., Sinh, N. H., & Thanh, N. N. D. (2019). <i>Quan hệ công chúng (Public Relations)</i>. Ho Chi Minh City: Kinh Te Publisher. [ISBN: 9786049227585] Conferences: Sinh, N. H. & Anh, N. T. P. (2019). <i>Push and Pull Factors Impacting Visitors' Loyalty: The Case of Saigon Zoo and Botanical Gardens</i>. Paper presented at The International Conference on Business 2019, HCMC Open University, Vietnam. Sinh, N. H. (2018). Guilt and Shame Appeals in Health Communications. <i>Proceedings of the Australia and New Zealand Marketing Academy 2018 Conference</i> (pp. 732-735). Adelaide, Australia: Australia and New Zealand Marketing Academy. [ISBN: 9781877040658] Sinh, N. H., Laufer, D., & Krisjanous, J. (2017). The Effectiveness of Guilt and Shame Appeals on Health Communications: The Role of Coping Response, Self-Construal and Personal Cultural Orientation. <i>Proceedings of the American Academy of Advertising 2017 Global Conference</i> (pp. 123-125). North Carolina, US: The American Academy of Advertising. [ISBN: 9780931030536] Sinh, N. H. (2017). <i>Factors in the Effectiveness of Guilt and Shame Appeals on Health Communications: The Role of Coping Response, Self-Construal and Personal Cultural</i>
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	<i>Orientation</i>. Paper presented at The Macro FIBAA Conference 2017 Doctoral Colloquium, Queenstown, New Zealand. Sinh, N. H. (2015). The Effectiveness of Guilt and Shame Appeals on Health Communications: The Role of Self-Constructual, Regulatory Focus and Culture. <i>Proceedings of the International Conference on Business 2015</i> (pp. 372-388). Ho Chi Minh City: VNU-HCMC Press. [ISBN: 9786047337569] Sinh, N. H. (2013). <i>Highly Attractive Models in Advertising: What Causes Negative Affect?</i>. Paper presented at The XII International Business and Economy Conference, Caen, France.
Memberships:	Committee Member: Graduate Studies Committee member, Graduate Faculty, HCMC Open University (2019 – present); Scientific Committee member, Faculty of Business Administration, HCMC Open University (2018 – present)
International experience in:	
- Corporate Management	
- Academic Activities	Journal and Conference Reviewer: <i>Journal of Science, HCMC Open University</i> (2019 - present); <i>The AMA Marketing and Public Policy Conference</i> (2017); <i>The ANZMAC Conference</i> (2017); <i>Journal of International Business and Economy</i> (2013) Conference Member and Organiser: Committee member, <i>The MAG Scholar Conference</i> (2020); Co-chair, <i>The International Conference on Business (ICB), HCMC Open University</i> (2019)
- Personal Background/ Experience	Scholarships: New Zealand ASEAN Scholar Awards full scholarship for studying a PhD in New Zealand (2013) Australian Development Scholarships full scholarship for studying a MA in Australia (2005) Awards: Da Nang University of Economics Rector's Award certificate for academic excellence (1997)
Other:	Research Funding: VND 75,000,000 granted by HCMC Open University (2019) Conference Funding: NZ\$ 2,500 granted by Victoria Business School (2017)