

LÝ LỊCH KHOA HỌC

1. Họ và tên: Nguyễn Phong Nguyên			
2. Năm sinh: 1979		3. Nam/Nữ: Nam	
4. Học hàm: Phó Giáo sư		Năm được phong học hàm 2021	
Học vị: Tiến sĩ		Năm đạt học vị: 2014	
5. Chức danh nghiên cứu: Phó Giáo sư – Tiến sĩ			
Chức vụ: Hiệu trưởng Trường Kinh doanh – Đại học Kinh tế TP. Hồ Chí Minh			
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6. Tổ chức - nơi làm việc của cá nhân:			
Tên tổ chức: Đại học Kinh tế Thành phố Hồ Chí Minh			
Tên người Lãnh đạo: PGS.TS. Bùi Quang Hùng			
Điện thoại người Lãnh đạo: 0944229119			
Địa chỉ tổ chức: 59C Nguyễn Đình Chiểu, Phường Xuân Hòa, TP. Hồ Chí Minh, Việt Nam			
7. Quá trình đào tạo			
Bậc đào tạo	Nơi đào tạo	Chuyên môn	Năm tốt nghiệp
Đại học	Đại học Kinh tế TP. Hồ Chí Minh	Kế toán	2001
Thạc sĩ	Đại học Kinh tế TP. Hồ Chí Minh Trường Đại học Monash, Australia	Kế toán	2006
		Kế toán	2007
Tiến sĩ	Trường Đại học Western Sydney, Australia	Quản trị Kinh doanh	2014
8. Quá trình công tác			
Thời gian	Vị trí công tác	Tổ chức công tác	Địa chỉ Tổ chức
10/2025 – nay	Hiệu trưởng Trường Kinh doanh, UEH	Đại học Kinh tế TP. Hồ Chí Minh	59C Nguyễn Đình Chiểu, Phường Xuân Hòa, TP. Hồ Chí Minh, Việt Nam
01/2024 – 10/2025	Phó Trưởng ban thường trực - Ban Nghiên cứu – Phát triển và Gắn kết Toàn cầu, UEH	Đại học Kinh tế TP. Hồ Chí Minh	59C Nguyễn Đình Chiểu, Phường Võ Thị Sáu, Quận 3, TP. Hồ Chí Minh, Việt Nam
11/2021 – 01/2024	Trưởng phòng Quản lý khoa học – Hợp tác quốc tế	Đại học Kinh tế TP. Hồ Chí Minh	59C Nguyễn Đình Chiểu, Phường Võ Thị Sáu, Quận 3, TP. Hồ Chí Minh, Việt Nam
05/2018 – 11/2021	Phó Trưởng Phòng Quản lý khoa học – Hợp tác quốc tế	Đại học Kinh tế TP. Hồ Chí Minh	59C Nguyễn Đình Chiểu, Phường Võ Thị Sáu, Quận 3, TP. Hồ Chí Minh, Việt Nam
2012 – 2015	Giám đốc Học thuật	Viện Đào tạo Quốc tế ISB, UEH	17 Phạm Ngọc Thạch, Phường 6, Quận 3, Hồ Chí Minh

2002 – Nay	Giảng viên	Khoa Kế toán, UEH	59C Nguyễn Đình Chiểu, Phường Võ Thị Sáu, Quận 3, TP. Hồ Chí Minh, Việt Nam
2001 – 2002	Kiểm toán viên	PricewaterhouseCoopers Việt Nam	

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9. Các công trình khoa học đã công bố

TT	Tên công trình (bài báo, công trình...)	Là tác giả hoặc là đồng tác giả công trình	Nơi công bố (tên tạp chí đã đăng công trình)	Năm công bố
1	International orientation and post-entry performance of international new ventures: the mediating role of decision rationality	Đồng tác giả	Thunderbird International Business Review	2025
2	Sustainability orientation and innovation speed: the moderating effects of competitive intensity and R&D agility	Đồng tác giả	<i>Business Strategy and the Environment</i>	2025
3	Gamifying e-shopping experience: how psychological needs drive impulse buying and the role of mindfulness-a moderated mediation model.	Đồng tác giả	<i>Journal for International Business and Entrepreneurship Development</i>	2025
4	The nexus of supply chain managerial competence expectation and possession in the new era: The case of Vietnam	Đồng tác giả	<i>The International Journal of Logistics Management</i>	2025



5	Influence tactics of broadcasters and consumer purchase intention on live streaming social commerce: approach-avoidance motivation theory	Đồng tác giả	<i>Asia-Pacific Journal of Business Administration</i>	2025
6	Exploring the antecedents of “deep” eWOM providing behaviour in mobile shopping: a multi-country study	Đồng tác giả	<i>Information Technology & People</i>	2025
7	Sustainability orientation and post-entry performance: The role of brand and market-oriented capabilities	Đồng tác giả	<i>Business Strategy and the Environment</i>	2024
8	Resilience and performance among Vietnamese business organizations in turbulent environments: How do digitalized management accounting systems and organizational mindfulness matter?	Đồng tác giả	<i>SAGE Open</i>	
9	Responsible entrepreneurship, social innovation, and entrepreneurial performance: Does commitment to SDGs matter?	Đồng tác giả	<i>Business Strategy and the Environment</i>	2024



10	Collaborative entrepreneurship and social innovation performance: Effects of institutional support and social legitimacy	Đồng tác giả	<i>Corporate Social Responsibility and Environmental Management</i>	2024
11	Enhancing public organizational performance in Vietnam: The role of top management support, performance measurement systems, and financial autonomy	Đồng tác giả	<i>Public Performance & Management Review</i>	2024
12	Entrepreneurial curiosity and firm innovation: Exploring the mediating role of information search in new technology ventures	Đồng tác giả	<i>Journal of Business Research</i>	2024
13	Evaluating the emergence of contactless digital payment technology for transportation	Đồng tác giả	<i>Technological Forecasting and Social Change</i>	2024
14	Empowering women agriculture entrepreneurs: banks' role in achieving sustainable development goals	Đồng tác giả	<i>International Journal of Bank Marketing</i>	2024



15	How can Vietnamese companies benefit from management accounting systems and supply chain integration under business environment uncertainty?	Đồng tác giả	<i>SAGE Open</i>	2024
16	Business environment and adoption of AI: Navigation for internationalization by new ventures in emerging markets	Đồng tác giả	<i>Thunderbird International Business Review</i>	2024
17	High street banking on the app: Branding strategies of traditionally-driven neobanks	Đồng tác giả	<i>International Journal of Bank Marketing</i>	2024
18	Green transformational leadership and green mindfulness as contributors to green innovation and environmental performance: Evidence from manufacturing firms in Vietnam	Đồng tác giả	<i>SAGE Open</i>	2024
19	Performance implication of management accounting systems in market-oriented firms: Empirical evidence from Vietnam	Đồng tác giả	<i>Cogent Business & Management</i>	2023

20	The dark side of FinTech in financial services: a qualitative enquiry into FinTech developers' perspective	Đồng tác giả	<i>International Journal of Bank Marketing</i>	2024
21	Exploring interactions between commuters with disabilities and transport service providers	Đồng tác giả	<i>Journal of Services Marketing</i>	2023
22	Tomeito or Tomahto: Exploring consumer's accent and their engagement with artificially intelligent interactive voice assistants	Đồng tác giả	<i>Journal of Consumer Behaviour</i>	2023
23	The role of organizational justice and job satisfaction in mitigating turnover intention of emotionally exhausted employees: Evidence from Vietnam	Đồng tác giả	<i>Evidence-based HRM: a Global Forum for Empirical Scholarship</i>	2023
24	Greening the Vietnamese supply chain: The influence of green logistics knowledge and intellectual capital	Đồng tác giả	<i>Heliyon</i>	2023



25	Digital approach toward environmental sustainability in supply chains: Evidence from Vietnamese firms	Đồng tác giả	<i>Sustainable Development</i>	2023
26	Accounting capacity on accrual accounting adoption in Vietnamese public sector organizations—a moderated moderation model of leadership quality and digital transformation.	Đồng tác giả	<i>International Public Management Journal,</i>	2023
27	Accounting going green: The move toward environmental sustainability in Vietnamese manufacturing firms.	Đồng tác giả	<i>Corporate Social Responsibility and Environmental Management</i>	2023
28	The base of the pyramid orientation and export performance of Vietnamese small and medium enterprises.	Đồng tác giả	<i>Journal of Business Research</i>	2023
29	Green creativity, responsible innovation, and product innovation performance: A study of entrepreneurial firms in an emerging economy.	Đồng tác giả	<i>Business Strategy and the Environment</i>	2023

30	Eco-innovation in the extractive industry: Combinative effects of social legitimacy, green management, and institutional pressures	Đồng tác giả	<i>Resources Policy</i>	2023
31	B2B Brand positioning in emerging markets: exploring positioning signals via websites and managerial tensions in top-performing African B2B service brands	Đồng tác giả	<i>Industrial Marketing Management</i>	2023
32	Performance implications of the interaction between the accountants' participation in strategic decision-making and accounting capacity	Đồng tác giả	<i>Journal of Asian Business and Economic Studies</i>	2022
33	Co-innovation behavior and sustainable innovation in competitive environments	Đồng tác giả	<i>Sustainable Development</i>	2022
34	Enhancing the work placement experience of students with disabilities	Đồng tác giả	<i>Industry and Higher Education</i>	2022



35	The dark side of mobile money: Perspectives from an emerging economy	Đồng tác giả	<i>Technological Forecasting and Social Change</i>	2022
36	Handling counterproductive behavior caused by customer misbehavior during a pandemic: Integrating personal and organizational perspectives	Đồng tác giả	<i>International Journal of Hospitality Management</i>	2022
37	Internal control systems and performance of emerging market firms: The moderating roles of leadership consistency and quality.	Đồng tác giả	<i>Sage Open</i>	2022
38	How brand innovativeness generates positive word of mouth	Đồng tác giả	<i>Australasian Marketing Journal</i>	2022
39	The impacts of digital transformation on data-based ethical decision-making and environmental performance in Vietnamese manufacturing firms: The moderating role of organizational mindfulness.	Đồng tác giả	<i>Cogent Business & Management</i>	2022

40	Transport and mobility decisions of consumers with disabilities	Đồng tác giả	<i>Journal of Consumer Behaviour</i>	2023
41	The role of perceived workplace safety practices and mindfulness in maintaining calm in employees during times of crisis	Đồng tác giả	<i>Human Resource Management</i>	2022
42	International orientation and environmental performance in Vietnamese exporting small-and medium-sized enterprises	Đồng tác giả	<i>Business Strategy and the Environment</i>	2022
43	The impact of internal control systems on the intensity of innovation and organizational performance of public sector organizations in Vietnam: The moderating role of transformational leadership	Đồng tác giả	<i>Heliyon</i>	2022
44	Managers' understanding of artificial intelligence in relation to marketing financial services: Insights from a cross-country study	Đồng tác giả	<i>International Journal of Bank Marketing</i>	2022

45	Effects of leadership and accounting capacity on accountability through the quality of financial reporting by public organisations in Vietnam	Đồng tác giả	<i>Journal of Accounting in Emerging Economies</i>	2022
46	The COVID-19 pandemic: Workplace safety management practices, job insecurity, and employees' organizational citizenship behavior	Đồng tác giả	<i>Safety Science</i>	2022
47	Stakeholder pressure for eco-friendly practices, international orientation, and eco-innovation: A study of small and medium-sized enterprises in Vietnam	Đồng tác giả	<i>Corporate Social Responsibility and Environmental Management</i>	2022
48	Emerging-Market Consumers' Interactions with Banking Chatbots	Đồng tác giả	<i>Telematics and Informatics</i>	2021
49	Transportation satisfaction of disabled passengers: Evidence from a developing country	Đồng tác giả	<i>Transportation Research Part D: Transport and Environment</i>	2021



50	Stakeholders shaping experiences of self-funded international PhD students in UK business schools	Đồng tác giả	<i>International Journal of Management Education</i>	2021
51	Financial services experience and consumption in Nigeria	Đồng tác giả	<i>Journal of Services Marketing</i>	2021
52	COVID-19, frontline hotel employees' perceived job insecurity and emotional exhaustion: Does trade union support matter?	Đồng tác giả	<i>Journal of Sustainable Tourism</i>	2021
53	Ethical leadership, corporate social responsibility, firm reputation, and firm performance: A serial mediation model	Đồng tác giả	<i>Heliyon</i>	2021
54	Intern to employee conversion via person–organization fit”,	Đồng tác giả	<i>Education + Training</i>	2021



55	How does cross-functional cooperation influence organizational performance? The mediating role of management accounting systems	Đồng tác giả	<i>Cogent Business & Management</i>	2021
56	The Personal Globe Inventory: The structure of vocational interest in Vietnam	Đồng tác giả	<i>Journal of Employment Counseling</i>	2021
57	Marketing bank services to financially vulnerable customers: Evidence from an emerging economy	Đồng tác giả	<i>International Journal of Bank Marketing</i>	2021
58	Environmental proactivity, competitive strategy and market performance: The mediating role of environmental reputation	Đồng tác giả	<i>Business Strategy and the Environment</i>	2021
59	Corporate social responsibility for women empowerment: A study of Nigerian banks	Đồng tác giả	<i>International Journal of Bank Marketing</i>	2021

60	Effects of leadership and accounting capacity on accountability through the quality of financial reporting by public organisations in Vietnam	Đồng tác giả	<i>Journal of Asia Business Studies</i>	2021
61	The role of accountability in determining the relationship between financial-reporting quality and the performance of public organizations: Evidence from Vietnam	Đồng tác giả	<i>Journal of Accounting and Public Policy</i>	2021
62	Can we brand a pandemic? Should we? The case for corona virus, COVID-19 or SARS-CoV-2	Đồng tác giả	<i>Journal of Public Affairs</i>	2020
63	How does hotel employees' satisfaction with the organization's COVID-19 responses affect job insecurity and job performance?	Đồng tác giả	<i>Journal of Sustainable Tourism</i>	2020
64	The impact of perceived accounting benefits on the enterprise resource planning success: The mediating role of effective system use	Đồng tác giả	<i>Journal of Intelligence Studies in Business</i>	2020



65	Digital transformation in financial services provision: A Nigerian perspective to the adoption of chatbot	Đồng tác giả	<i>Journal of Enterprising Communities</i>	2020
66	The impact of the performance measurement system on the organizational performance of the public sector in a transition economy: Is public accountability a missing link?	Đồng tác giả	<i>Cogent Business and Management</i>	2020
67	Politically connected firms and CSR implementation expenditure in Sub-Saharan Africa: Evidence from Ghana	Đồng tác giả	<i>Corporate Social Responsibility and Environmental Management</i>	2020
68	The impact of passion on sales performance: Is negotiation a missing link?	Đồng tác giả	<i>Australasian Marketing Journal</i>	2020
69	Interfirm collaboration and CSR expenditure in turbulent environments: The moderating role of entrepreneurial orientation	Đồng tác giả	<i>Corporate Social Responsibility and Environmental Management</i>	2020



70	The effects of organisational mindfulness on ethical behaviour and firm performance: Empirical evidence from Vietnam	Đồng tác giả	<i>Asia Pacific Business Review</i>	2020
71	Human resource slack, sustainable innovation and environmental performance of SMEs in Sub-Saharan Africa	Đồng tác giả	<i>Business Strategy and the Environment</i>	2020
72	Mindfulness and job performance: Does creativity matter?	Đồng tác giả	<i>Australasian Marketing Journal</i>	2020
73	The effects of cross-functional coordination and competition on knowledge sharing and organisational innovativeness: A qualitative study in a transition economy	Đồng tác giả	<i>Journal of Intelligence Studies in Business</i>	2020
74	The effects of cross-functional coordination and competition on knowledge sharing and organisational innovativeness: A qualitative study in a transition economy	Đồng tác giả	<i>Journal of Intelligence Studies in Business</i>	2020



75	Converting internal brand knowledge into employee performance	Đồng tác giả	<i>Journal of Product and Brand Management</i>	2020
76	Entrepreneurial intent of business students: Empirical evidence from a transitional economy	Đồng tác giả	<i>Cogent Business and Management</i>	2020
77	Respect, bullying, and public sector work outcomes in Vietnam	Đồng tác giả	<i>Public Management Review</i>	2019
78	Cross-functional knowledge sharing, coordination and firm performance: The role of cross-functional competition	Đồng tác giả	<i>Industrial Marketing Management</i>	2018
79	Psychological safety climate and workplace bullying in Vietnam's public sector	Đồng tác giả	<i>Public Management Review</i>	2017

10. Các đề tài/đề án, dự án, nhiệm vụ NCKH đã chủ trì hoặc tham gia

Tên đề tài/đề án, dự án, nhiệm vụ khác	Thời gian (bắt đầu - kết thúc)	Thuộc Chương trình (nếu có)	Tình trạng đề tài (đã nghiệm thu, chưa nghiệm thu)

Thành phố Hồ Chí Minh, ngày 02 tháng 02 năm 2026

TỔ CHỨC – NƠI LÀM VIỆC CỦA CÁ NHÂN
TL. GIÁM ĐỐC
KT. TRƯỞNG BAN NCPT-GKTC
PHÓ TRƯỞNG BAN

CÁ NHÂN KÊ KHAI
(Họ, tên và chữ ký)

