

CURRICULUM VITAE

NHAT QUANG LE

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Nhat Quang Le (26.09.1988) is an Associate Professor in Marketing at BI Norwegian Business School (Campus Bergen). Nhat Quang Le obtained a double M.Sc. degree in Marketing from BI Norwegian Business School and University of Groningen (cumlaude) in 2013. He graduated cumlaude with a Research M.Sc. degree in Marketing also from University of Groningen in 2014. He obtained his PhD in Marketing at Norwegian School of Economics (NHH) in 2019.

Research interests

Substantive topics: Customer Relationship Management | Marketing (Communication) Effectiveness | Donation behaviors | Digital Marketing | Innovation

Methodological topics: Discrete Choice Modelling | (Simulated) Maximum Likelihood Estimation | Structural Equation Modelling | Moderation and Mediation Analysis

Personal information

Position: Associate Professor in Marketing
Department of Marketing
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Academic positions

02/2021 – now Associate Professor at BI, Campus Bergen
12/2019 – 01/2021 Assistant Professor (Postdoc) at NHH
01/2019 – 11/2019 Research Fellow, SNF at NHH
10/2018 – 12/2018 Lecturer (Universitetslektor), NHH
08/2018 – 09/2018 Research Fellow, SNF at NHH
05/2010 – 05/2020 Lecturer, Foreign Trade University (Hanoi, Vietnam)

Visiting positions

09/2016 – 07/2017 Visiting Ph.D. student
School of Business and Economics, Maastricht University
The Netherlands

Academic qualifications

08/2014 – 08/2018 Ph.D. in Marketing (awarded on the 27th of June 2019)
Department of Strategy and Management
Norwegian School of Economics, Norway
Primary supervisor: Prof. Magne Supphellen
Co-supervisor: Assoc. Prof. Bram Foubert

08/2013 – 08/2014 Research Master's Degree (cumlaude)
Major: Economics and Business Research, specialized in Marketing
University of Groningen, the Netherlands

08/2011 – 07/2013 Double M. Sc. Degree
1st major: Strategic Marketing Management
BI Norwegian School of Economics, Norway
2nd major: Marketing, Intelligence profile (cumlaude)

09/2006 – 07/2010 University of Groningen, the Netherlands
Bachelor in International Business Economics (distinction)
Faculty of International Economics and Business
Foreign Trade University, Vietnam

Published work

Ruge, C. O., Le N. Q., & Supphellen, M. "When and Why Employees of Non-Profits Promote their Organizations: Determinants of Positive Staff-Word-of-Mouths." *International Journal of Nonprofit and Voluntary Sector Marketing* (2020). <https://doi.org/10.1002/nvsm.1704>

Le, N.Q., Supphellen, M. & Bagozzi, R.P. "Effects of negative social information on the willingness to support charities: the moderating role of regulatory focus." *Mark Lett* (2020). <https://doi.org/10.1007/s11002-020-09540-w>

Magelssen, M., Le, N. Q., & Supphellen, M. (2018). "Secularity, abortion, assisted dying and the future of conscientious objection: modelling the relationship between attitudes." *BMC Medical Ethics*, Vol. 20, Issue 65, 2019, pp. 1-7. <https://doi.org/10.1186/s12910-019-0408-4>

Le, Nhat Quang, Magne Supphellen (2017). "Determinants of repurchase intentions of real estate agent services: Direct and indirect effects of perceived ethicality." *Journal of Retailing and Consumer Services*, Vol. 35, March 2017, pp. 84-90. <https://doi.org/10.1016/j.jretconser.2016.12.006>

Work invited for revision and resubmit

Le, N. Q., Foubert, B., Cleeren, K., & Briers, B. (2019). Managing Contractual and Noncontractual Donors: The Role of Marketing Communication and Publicity in a Charity Context (invited to revise and resubmit at *Journal of Marketing*).

Skard, S., Pedersen, L. J. T., Jørgensen, S., Le, N. Q., & Thorbjørnsen, H. (2020). Adopting Green Innovations: A Consumer Practice – Perspective (invited to revise and resubmit at *Business & Society*).

Work in progress

Le, N. Q., Supphellen, M. (2020). Effects of Social Information and Money Reminders on Donation Behaviour

Effects of Strategic Orientation on Organizational Performance in Startup Firms (2019) – with Magne Supphellen and Siri Terjesen (to be submitted soon, target journal: *Journal of Small Business Management*)

Effects of Influencer Advertising on Consumers' Attitudes and Behavioral Intentions: The Role of Source Credibility (2019) – with Magne Supphellen (to be submitted soon, target journal: *Journal of Advertising Research*)

Determinants of Sustainability Efficacy and Performance. (2019) – with Magne Supphellen (second round of data collection)

The Interplay of Brand and Objective Taste Ability in Consumers' Choice of Beverage Products. (2019) – with Magne Supphellen and Sigurd Troye (data collected)

Performance Effects of Brand Positioning Proficiency (2019) – with Magne Supphellen (data analysis completed)

On the Helpfulness of Online Product Reviews: The Interplay of UX Elements and Self-Regulatory Focus (2019) – with Magne Supphellen (data analysis completed)

Value Propositions and Income Strategies in Non-Profit Organizations (2019) (data collected)

Effects of religious beliefs on self-control and prosocial behavior among entrepreneurs in subsistence markets. (2019) – with Magne Supphellen (data collected)

Conference proceedings

Le, N. Q., Foubert, B., Briers, B., & Cleeren, K. (2019). *Using Direct Marketing, Advertising, and Publicity to Attract Contractual Donors*. Abstract from 48th EMAC Annual Conference, Hamburg, Germany. URL: https://whova.com/embedded/session/emac_201905/604005/

Le, N. Q., Foubert, B., Briers, B., & Cleeren, K. (2017). *The Dynamic Relationship between Marketing Communication, Customer Commitment, and Customer Spending: A Study on Donation Behavior*. Abstract from Marketing Science Conference, Los Angeles, United States. URL: <https://www.abstractsonline.com/pp8/#!/4407/presentation/2850>

Jakubanecs, A., Supphellen, M., Haugen HM., Sivertstøl N., & Le, N. Q. (2016). *Patterns of Emotional Brand Experiences across Cultures: the Role of Context and Social Orientation of Emotions*. In NA – Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, Pages: 738-738. Direct URL: <http://acrwebsite.org/volumes/1022019/volumes/v44/NA-44>

Supphellen, M. & Le, N. Q. (2016). *How ethics influence consumers' repurchase intentions of professional services*. Abstract from 25th Annual Frontiers in Service 2016, NHH Bergen, Norway.

Le, N. Q. & Supphellen, M. (2016). *On the Helpfulness of Online Product Reviews: The Interplay of Anonymity and Self-Regulatory Focus*. Abstract from the EMAC 2016 Conference, BI Oslo, Norway.

Doctoral Dissertation

Le, N. Q. (2019). *Explaining Communication Effects on Donation Behavior: The Roles of Contractual Relations and Social Information*. Department of Strategy and Management, Norwegian School of Economics. URL: <https://www.nhh.no/en/nhh-bulletin/article-archive/2019/june/communication-effects-on-donation-behavior/>

Primary supervisor: Magne Supphellen, NHH, Norway.

Co-supervisor: Bram Foubert, Maastricht University, the Netherlands.

Master's Theses

Le, N. Q. (2013). *The Effects of Employee-Customer Interface on Customer Satisfaction and WOM Intentions in a Customer-Contact Center*.

Primary supervisor: Jaap Wieringa, University of Groningen, the Netherlands

Second supervisor: Maarten Gijsenberg, University of Groningen, the Netherlands

Le, N. Q. (2014). *Analyzing the Antecedents and the Effects of Employee-Customer Interface in a Customer-Contact Center*.

Primary supervisor: Jaap Wieringa, University of Groningen, the Netherlands

Second supervisor: Peter Leeflang, University of Groningen, the Netherlands

Teaching

Spring 2021	Course responsible & Lecturer at Norwegian School of Economics Master course: MBM433 Customer Analytics in a Digital World
Fall 2020	Course coordinator/Guest lecturer at Norwegian School of Economics Master course: Applied programming and data analysis for business
Spring 2020	Guest lecturer at Norwegian School of Economics Master course: MBM424 Market Communication Effectiveness
Fall 2019	Guest lecturer at Norwegian School of Economics Master course: Applied programming and data analysis for business
Spring 2019	Lecturer at Norwegian School of Economics Master course: MBM424 Market Communication Effectiveness Tasks: lecturing, evaluating term papers and conducting the final oral exam
Fall 2018	Conducting a series of seminars to instruct the department's faculties to adopt the R programming language in their research
Fall 2018	Teaching assistant/Lecturer at Norwegian School of Economics Master course: Applied programming and data analysis for business Tasks: giving several lectures about R, leading the teaching assistant group, designing questions for discussion, giving help-sessions (where solutions are given and discussed), handling complaints about final grades
Spring 2018	Lecturer at Norwegian School of Economics Master course: MBM424 Market Communication Effectiveness Tasks: being responsible for the second module of the course, inviting guest lecturer, designing exam questions, and grading students' papers
Fall 2017	Teaching assistant at Norwegian School of Economics Master course: Applied programming and data analysis for business Tasks: designing questions for discussion, giving help-sessions (where solutions are given and discussed), handling complaints about final grades
Fall 2015	Teaching assistant at Norwegian School of Economics Master course: Multivariate analysis for business economics Tasks: designing questions for term-papers, being responsible for lab sessions
5/2010 – 7/2011	Lecturer at Foreign Trade University, Vietnam Bachelor course: International Business Tasks: lecturing, designing exam questions, and grading students' papers

Grants

Oct 2020	Member of the project "The coronavirus crisis: Development of capabilities on measuring and managing its effects in the Norwegian service and food industries" (total budget: NOK 5 million, granted by The Research Council of Norway)
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Academic service

2020	Ad-hoc reviewer, Psychology & Marketing
2018-2019	Working paper reviewer, ACR conference
2017	Ad-hoc reviewer, AMA Summer Conference

Honors and awards

- 2014 One of three finalists and receiving an honorable mention for [the Leeflang thesis award \(Leeflang scriptieprijs\)](#) given once a year to the best theses at Groningen University with topics related to marketing and market research
- 2013 – 2014 [SOM Scholarship](#)
Scholarship of the Research Institute and Graduate School (SOM) of the Faculty of Economics and Business at Groningen University given to a limited number of students for studying the Research Master program, consisting of a monthly allowance and a tuition waiver
- 2011- 2013 [Quota Scholarship](#)
Scholarship provided by the Norwegian Government and administrated by the State Educational Loan Fund (Lånekassen) for studying at BI Norwegian Business School

Selected Ph.D. coursework

Marketing Theory	Advanced Consumer Choice Modelling
Marketing Thought and Theories	Advanced Market Response Modelling
Consumer Research	Data Analysis Skill
Theory and Research Evaluation	Multivariate Data Analysis
Experimental Research Design	Research Designs and Methodological Choices

Personal skills and competences

Modelling skills: R | Julia | Mplus | SPSS | Stan

Programming skills: R | Julia | Python | SQL

Languages: Vietnamese (native) | English (full professional efficiency) | Norwegian (Beginner level - A1)

References

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