

CURRICULUM VITAE

NHAT QUANG LE

LAST UPDATED: 6th September 2023

Nhat Quang Le (26.09.1988) is an Associate Professor in Marketing at NHH Norwegian School of Economics and an adjunct 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 NHH Norwegian School of Economics in 2019.

Research interests

Substantive topics: Customer (Marketing) Analytics | Customer Relationship Management | Donation behaviors | Sustainable Marketing | Influencer Marketing

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 Strategy and Management
NHH Norwegian School of Economics
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Academic positions

11/2022 – today Associate Professor at NHH (Full time)
11/2022 – 10/2024 Adjunct Associate Professor at BI, Campus Bergen (20%)
02/2021 – 10/2022 Associate Professor at BI, Campus Bergen (Full time)
02/2021 – 10/2022 Adjunct Associate Professor at NHH (20% position)
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)
 University of Groningen, the Netherlands
- 09/2006 – 07/2010 Bachelor in International Business Economics (distinction)
 Faculty of International Economics and Business
 Foreign Trade University, Vietnam

Published work

Nhat Quang Le and Magne Supphellen (2021), "Effects of Influencer Endorsement of Instagram Ads on Brand Attitudes, WOM Intentions, and Purchase Intentions", in *NA - Advances in Consumer Research* Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN : Association for Consumer Research, Pages: 414-415. https://www.acrwebsite.org/volumes/v49/acr_vol49_3000817.pdf

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) (ABS 3). <https://doi.org/10.1007/s11002-020-09540-w>.

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." *Journal of Philanthropy and Marketing* (previously *International Journal of Nonprofit and Voluntary Sector Marketing*) (2020) (ABS 1). <https://doi.org/10.1002/nvsm.1704>.

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 (ABS 2). <https://doi.org/10.1016/j.jretconser.2016.12.006>. ABS 2 level

Work under review

Le, N. Q., Foubert, B., Cleeren, K., & Briers, B. (2021). Managing Contractual and Noncontractual Donors: The Role of Marketing Communication and Publicity in a Charity Context (under review at *International Journal of Research in Marketing*).

Aanesen, M., Abe, K., & Le, N. Q. (2023). Demand for animal proteins across various phases of the COVID-19 pandemic (under review at *Appetite*)

Selected work in progress

Le, N. Q. and Supphellen, M. (2021). Effects of Influencer Endorsement of Instagram Ads on Brand Attitudes, WOM Intentions, and Purchase Intentions (target journal: *Journal of Business Research*)

Determinants of Sustainability Efficacy and Performance. (2019) – with Magne Supphellen (data collected)

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

Effects of Strategic Orientation on Organizational Performance in Startup Firms (2019) – with Magne Supphellen (target journal: *Journal of Small Business Management*)

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.

Teaching

Spring 2024 (expected)

Course responsible & Lecturer at Norwegian School of Economics
Master course: [MBM433 Customer Analytics in a Digital World](#)

Lecturer at BI Norwegian Business School, Campus Bergen
Bachelor course: [MRK3561 – Marketing Analytics](#)

Fall 2023

Course responsible & Lecturer at Norwegian School of Economics
Master course: [MBM437 Introduction to Data Science \(for Marketing\)](#)

Spring 2023

Course responsible & Lecturer at Norwegian School of Economics
Master course: [MBM433 Customer Analytics in a Digital World](#)

Lecturer at BI Norwegian Business School, Campus Bergen
Bachelor course: [MRK3561 – Marketing Analytics](#)

Fall 2022

Co-lecturer at BI Norwegian Business School, Campus Bergen
Bachelor courses: [BST3210 - Digital Markedsføring](#) and [ELE3707 Sociale Medier og Nettverk](#)

Co-lecturer at NHH Norwegian School of Economics
PhD course: <https://www.nhh.no/en/courses/front-lines-on-adoption-of-digital-and-ai-based-services/>

Spring 2022

Co-lecturer at BI Norwegian Business School, Campus Bergen

Bachelor course: [ELE3707 Sociale Medier og Nettverk](#)

Course responsible & Lecturer at Norwegian School of Economics
Master course: [MBM433 Customer Analytics in a Digital World](#)

Fall 2021 Co-lecturer at BI Norwegian Business School, Campus Bergen
Bachelor courses: [BST3210 - Digital Markedsføring](#) and [ELE3707 Sociale Medier og Nettverk](#)

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 introduce the department's faculties to the R programming language and some of its applications in 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)

June 2021 Member of the project “Business model innovation & ecosystems for seamless transactions in retail” ([BEST in retail](#)) (total budget: NOK 15 million, granted by the Research Council of Norway)

Academic service

2023 Ad-hoc reviewer, European ACR conference
2022 Ad-hoc reviewer, International Journal of Consumer Studies
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

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)