

## **LONG PHAM**

### **ADDRESS**

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College of Business  
Minot State University  
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### **EDUCATION**

- PHD Management, 2011  
Minor: Applied Statistics  
New Mexico State University
- MSc Master of Science in Applied Statistics, 2011  
New Mexico State University
- MBA Business Administration, 2003  
The University of Thai Chamber of Commerce
- Bachelor English, 2000  
Hanoi University
- Bachelor Economics, 1998  
Specialization: Banking and Finance  
National Economics University

### **EMPLOYMENT EXPERIENCE**

- 1998- present Lecturer of National Economics University, Hanoi, Vietnam
- 2003-2006 Visiting Lecturer of Hanoi Open University, Hanoi, Vietnam  
  
Visiting Lecturer of Hanoi Foreign Trade University, Hanoi, Vietnam  
  
Visiting Lecturer for Vietnam – Belgium Master Training Project

Visiting Lecturer for Training and Education Center of Vietnam National Coal - Mineral Industries Group.

Visiting Lecturer for Training Courses for Chief Accountants Organized by Ministry of Finance of Vietnam

Visiting Lecturer and Consultant on Co-operative Saving and Credit for Center for Rural Progress, Hanoi, Vietnam

Visiting Lecturer and Consultant on Banking and Finance for Banking and Finance Center of National Economics University, Hanoi, Vietnam

April 1<sup>st</sup> 2010 – April 1<sup>st</sup> 2013: Chief of Economic Department, Bank for Investment and Development of Vietnam's Finance Investment Joint Stock Company, Vietnam (Working as part-time position/consultant/online).

August 19<sup>th</sup> 2010 – May 10<sup>th</sup> 2011: Working as Research Assistant for New Mexico State University Agriculture Experiment Station Statistician.

August 20<sup>th</sup> 2011 – present: Assistant Professor of College of Business, Minot State University, USA.

## **COURSES TAUGHT**

### **Vietnam Based**

Corporate Financial Management

Commercial Bank Management

Investment Project Management

Corporate Financial Analysis

Financial Mathematics

Business Planning

*All the above courses were taught at National Economics University and Visiting Universities, Vietnam*

## International

Teaching Assistant (Management), University of Thai Chamber of Commerce, Bangkok, Thailand

Teaching Assistant (Management), New Mexico State University, Las Cruces, NM, USA

Teaching at New Mexico State University, Spring 2011

Assistant Professor (teaching Quantitative Methods for Business; Operations Management; Strategic Management; Fundamentals of Management; Fundamentals of Business; Applied Business Research, for both undergraduate and graduate students), College of Business, Minot State University.

## RESEARCH PAPERS AND PUBLICATIONS

### Refereed Journals

- Pham, L.** (2001). "Solutions to Speed up the Pace of Equitization of State Owned Enterprises in Vietnam", *Economics and Development Review*. (Published in Vietnam)
- Pham, L.** (2001). "Solving Liabilities Problems Related to Equitization of SOEs in Vietnam", *Banking Review*. (Published in Vietnam)
- Pham, L.**, and Bui, Q.D. (2001). "Securities Investment Funds in Vietnam", *Vietnam Securities Review*. (Published in Vietnam)
- Pham, L.** (2004). "Financial Solutions to Equitization of SOEs in Vietnam", *Banking Science & Training Review*. (Published in Vietnam)
- Pham, L.** (2004). "Commercial Bank Equitization", *Finance Review*. (Published in Vietnam)
- Pham, L.** (2010). "The Relationships between TQM and Financial Performance: A Conceptual Model for Vietnamese Manufacturing Companies". *Business Studies Journal*, 2(2), 35 - 45.
- Pham, L.** (2010). "A Conceptual Framework for E-Banking Service Quality in Vietnam". *Business Studies Journal*, 2(1), 81 - 95.

- Pham, L.**, Pham, N.L., & Nguyen, T.T.D. (2011). “Determinants of E-commerce Adoption in Vietnamese Small and Medium Sized Enterprises”. *International Journal of Entrepreneurship*, 15, 45 - 72.
- Pham, L.** (2011). “Impact of Applying Human Resource Management Practices on Equitized State-Owned Enterprises’ Financial Performance in Vietnam”. *Journal of International Business Research*, 10(2), 79-90.
- Pham, L.**, and Teich, J. (2011). “A Success Model for Enterprise Resource Planning Adoption to Improve Financial Performance in Vietnam’s Equitized State Owned Enterprises”. *International Journal of Enterprise Information Systems*, 7(1), 41 – 55.
- Pham, L.**, Teich, J., and Tran, T. (2011). “Theory of NegotiAuction: Conditions for Applications”. *Business Studies Journal*, 3(2), 1-22.
- Pham, L.**, Pallares-Venegas, E., and Teich, J. (2012). “Relationships between Logo Stories, Storytelling Complexity, and Customer Loyalty”. *Academy of Banking Studies Journal*, 11(1), 73-92.
- Vu, T. H., **Pham, L.**, & Pham, N. L. (2012). Strategies to promote sustainable development of industrial parks in Vietnam’s northern key economic zone. *Journal of Model Accounting and Auditing*, 8(2), 289-295.
- Bertsch, A., and **Pham, L.** (2012). A guide to multivariate analysis in cross cultural research. *Journal of International Doctoral Research*, 1(1), 97-121.
- Pham, L.**, Cao, Y. N., Nguyen, D. T., and Tran T. P. (2012). Structural models for e-banking adoption in Vietnam. Accepted to be published in *International Journal of Enterprise Information Systems*.

### **Books Published**

- Nguyen, V.N., Vuong, T.N., Nguyen, H.H., Nguyen, D.H., and **Pham, L.** “Commercial Bank Management”, Education Publishing House, Hanoi, Vietnam, 2000
- Pham, L.**, Vu, D.H., and Dam, V.H. "Corporate Financial Management: Theory and Practice", Statistics Publishing House, Hanoi, Vietnam, 2001.
- Pham, L.** Luu T.H., Vu, D.H., and Dam, V.H. “Financial Analysis for Investment Projects”, Education Publishing House, Hanoi, Vietnam, 2004.
- Pham, L.** “Corporate Financial Management: Practical Issues”, Statistics Publishing House, Hanoi, Vietnam, 2006.
- Pham, L.**, and Nghiem, V.L. “Money and Finance Theories”, Education Publishing House, Hanoi, Vietnam, 2007.
- Pham, L.**, and Nghiem V.L. “Corporate Finance”, Education Publishing House, Hanoi, Vietnam, 2007.

### **Conference Proceedings**

- Cai, S., Jun, M., and **Pham, L.** End User Computing Satisfaction and Its Key Dimensions: An Exploratory Study. *Proceedings of Southwest Decisions Sciences Institute*, San Diego, 2007
- Pham, L.** The Relationships among Organizational Learning Process, Organizational Learning Facilitators, Working Environment, and Value Creation. *Proceedings of Southwest Decisions Sciences Institute*, Oklahoma, 2009
- Pham, L.** The Intersection between Logo Stories, Storytelling Complexity, and Customer Loyalty. *Proceedings of Standing Conference for Management and Organizational Inquiry*, Orlando, 2009.
- Pham, L.**, and Gomez, C. Impact of Applying Human Resource Management Practices on Equitized State-Owned Enterprises’ Financial Performance in Vietnam. *Proceedings of 10<sup>th</sup> International Human Resource Management Conference*, Santa Fe, 2009.
- Pham, L.** The Relationships between TQM and Financial Performance: A Conceptual Model for Vietnamese Manufacturing Companies. *Proceedings of 2<sup>nd</sup> Annual General Business Conference*, Sam Houston State University, Huntsville, 2010.

- Pham, L.** A Conceptual Framework for E-Banking Service Quality in Vietnam. *Proceedings of 2<sup>nd</sup> Annual General Business Conference*, Sam Houston State University, Huntsville, 2010.
- Bui, A.T., Ngo, T.T., **Pham, L.**, and Ngo, D.A. Evaluation of Securities Companies in Vietnam for the Last 10 Years. *Proceedings of Conference on Vietnam Securities Market over the Last 10 Years and Development Tendencies towards 2020*, National Economics Universities, Hanoi, Vietnam, 2010, (in Vietnamese).
- Pham, L.**, Nguyen, T.N.D., and Pham, N.L. More Discussions on Systematic and Unsystematic Risks on Securities Markets: CAPM and APT Models. *Proceedings of Conference on Vietnam Securities Market over the Last 10 Years and Development Tendencies towards 2020*, National Economics Universities, Hanoi, Vietnam, 2010, (in Vietnamese).
- Pham, L.**, and Nguyen T.T.D. Vietnam Securities Market: Development Solutions for Coming Times. *Proceedings of Conference on Vietnam Securities Market over the Last 10 Years and Development Tendencies towards 2020*, National Economics Universities, Hanoi, Vietnam, 2010, (in Vietnamese).
- Pham, L.**, Doan, P.T., and Le, T.T. More Discussions on Discounted Rates. *Proceedings of Conference on Vietnam Securities Market over the Last 10 Years and Development Tendencies towards 2020*, National Economics Universities, Hanoi, Vietnam, 2010, (in Vietnamese).
- Pham, L.**, and Pham, N.L. Recommendations for Tactically Delaying the Equitization Process in Vietnam. *Proceedings of Conference on Vietnam Securities Market over the Last 10 Years and Development Tendencies towards 2020*, National Economics Universities, Hanoi, Vietnam, 2010, (in Vietnamese).
- Pham, L.**, Pham, N.L., and Nguyen, T.T.D. Small and Medium Sized Enterprises' E-Commerce Adoption Model in Vietnam. *Proceedings of the Fall 2010 International Conference*, Las Vegas, NV.
- Pham, L.**, and Teich, J. Investigating Negotiauctions: Negotiations or Auctions. The INFORMS Annual Meeting 2010 in Austin.
- Pham, L.**, and Teich, J. Negotiauction: A Conceptual Framework for Future Research. *Proceedings of the 2010 DSI Annual Meeting in San Diego*.
- Pham, L.**, Kieu, H.T., Tran, M.T., Tran, P.H., and Cao, Y.N. A Success Model for E-banking Adoption in Vietnam. *Proceedings of the 2010 Southeast Asia Regional Conference*, Ho Chi Minh City, Vietnam.

- Pham, L.**, Bui, A.T., To, K.N., Hoang, X.Q., and Tran, D.T. A Structural Equation Model for E-banking Service Quality in Vietnam. *Proceedings of the 2010 Southeast Asia Regional Conference, Ho Chi Minh City, Vietnam.*
- Pham, L.**, Teich, J., and Tran, T. Theory of NegotiAuction: Conditions for Application. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*
- Le, T., and **Pham, L.** Main Obstacles of Vietnamese Rural Financial Institutions' Financial Supporting Policies. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*
- Vu, H., and **Pham, L.** Strategies to Promote Sustainable Development of Industrial Parks in Vietnam's Northern Key Economic Zones. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*
- Nghiem, L., and **Pham, L.** Suggestions to Improve the Quality of Vietnamese Accounting System. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*
- Pham, L.**, and Tran, T. NegotiAuction. *Proceedings of the 2011 Academy of Business Research, New Orleans.*
- Pham, L., Cao, Y. N., Nguyen, D. T., and Tran, T. P. Alternative structural models for e-banking adoption in Vietnam. *Proceedings of the 2012 Academy of Business Research, New Orleans.*

## CONFERENCE PRESENTATIONS

- Pham, L.** Storytelling Complexity. *Conference on Storytelling and Complexity in Human Systems, Las Cruces, NM, 2006.*
- Pham, L.** The Relationships among Organizational Learning Process, Organizational Learning Facilitators, Working Environment, and Value Creation. *Proceedings of Southwest Decisions Sciences Institute, Oklahoma, 2009.*
- Pham, L.** The Intersection between Logo Stories, Storytelling Complexity, and Customer Loyalty. *Proceedings of Standing Conference for Management and Organizational Inquiry, Orlando, 2009.*
- Pham, L.**, and Gomez, C. Impact of Applying Human Resource Management Practices on Equitized State-Owned Enterprises' Financial Performance in Vietnam.

- Proceedings of 10<sup>th</sup> International Human Resource Management Conference, Santa Fe, 2009.*
- Pham, L.** The Relationships between TQM and Financial Performance: A Conceptual Model for Vietnamese Manufacturing Companies. *Proceedings of 2<sup>nd</sup> Annual General Business Conference, Sam Houston State University, Huntsville, 2010.*
- Pham, L.** A Conceptual Framework for E-Banking Service Quality in Vietnam. *Proceedings of 2<sup>nd</sup> Annual General Business Conference, Sam Houston State University, Huntsville, 2010.*
- Pham, L.,** Pham, N.L., and Nguyen, T.T.D. Small and Medium Sized Enterprises' E-Commerce Adoption Model in Vietnam. *Proceedings of the Fall 2010 International Conference, Las Vegas, NV.*
- Pham, L.,** and Teich, J. Investigating Negotiauctions: Negotiations or Auctions. The INFORMS Annual Meeting 2010 in Austin.
- Pham, L.,** and Teich, J. Negotiauction: A Conceptual Framework for Future Research. *Proceedings of the 2010 DSI Annual Meeting in San Diego.*
- Pham, L.,** Kieu, H.T., Tran, M.T., Tran, P.H., and Cao, Y.N. A Success Model for E-banking Adoption in Vietnam. *Proceedings of the 2010 Southeast Asia Regional Conference, Ho Chi Minh City, Vietnam.*
- Pham, L.,** Bui, A.T., To, K.N., Hoang, X.Q., and Tran, D.T. A Structural Equation Model for E-banking Service Quality in Vietnam. *Proceedings of the 2010 Southeast Asia Regional Conference, Ho Chi Minh City, Vietnam.*
- Pham, L.,** Teich, J., and Tran, T. Theory of NegotiAuction: Conditions for Application. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*
- Le, T., and **Pham, L.** Main Obstacles of Vietnamese Rural Financial Institutions' Financial Supporting Policies. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*
- Vu, H., and **Pham, L.** Strategies to Promote Sustainable Development of Industrial Parks in Vietnam's Northern Key Economic Zones. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*
- Nghiem, L., and **Pham, L.** Suggestions to Improve the Quality of Vietnamese Accounting System. *Proceedings of the 2011 General Business Conference in Sam Houston State University, Houston.*



**Pham, L.** What is NegotiAuction? *Graduate Research and Arts Symposium of New Mexico State University, Las Cruces, 2011.*

**Pham, L.,** Cao, Y. N., Nguyen, D. T., and Tran, T. P. Alternative structural models for e-banking adoption in Vietnam. *Proceedings of the 2012 Academy of Business Research, New Orleans.*

#### **MANUSCRIPTS UNDER JOURNAL REVIEW**

**Pham, L.,** Zaitsev, A., Steiner, J., and Teich, J. NegotiAuction: An Experimental Study. Submitted to Decision Support System.

**Pham, L.,** Zaitsev, A., Bishop, J., and Teich, J. NegotiAuction: An Investigation of Its Possible Adoption. Submitted to Electronic Commerce Research.

**Pham, L.,** Teich, J., Wallenius, H., and Wallenius, J. Multi-attribute Online Reverse Auctions: A Literature Review and Directions for Future Research. Submitted to European Journal of Operational Research.

**Pham, L.,** and Teich, J. An Investigation of Actual Usage of NA. Submitted to Decision Support System.

#### **MANUSCRIPTS IN PROGRESS**

**Pham, L.** The Impact of Total Quality Management on Financial Performance of Manufacturing Companies in Vietnam. *Status:* In data collection/analysis stage.

**Pham, L.** E-banking Service Quality in Vietnam. *Status:* In data collection/analysis stage.

**Pham, L.,** and Teich, J. A Success Model for ERP Adoption in Vietnam's ESOEs. In data collection/analysis stage.

**Pham, L.,** and Teich, J. NegotiAuction. In data collection/analysis stage.

**Pham, L.,** Ross, G., and Linrud, J. E-learning Service Quality, Student Satisfaction and Student Loyalty. In data collection/analysis stage.

**Pham, L.,** Ross, G., and Bishop, J. TQM and Organizational Learning. In data collection/analysis stage.

## **PROJECT AND RESEARCH ATTENDANCE**

- + Recommendations to Improve Value Added Tax in Vietnam (2000)
- + Financial Management Mechanism for Private Enterprises in Vietnam (2004)
- + Project on Co-operative Saving and Credit sponsored by Germany (2003 -2004)
- + Project on Developing Real Property in Vietnam (2005)

## **ACADEMIC SERVICE EXPERIENCE**

- \* Reviewer for a number of Journals such as *Group Decision and Negotiation*, *International Journal of Production Economics*, *European Journal of Operational Research*, *Decision Support Systems*, *ComSIS Journal*, and *Electronic Commerce Research*
- \* Reviewer for the *Handbook of Technology Management* by Hossein Bidgoli, January 2010, John Wiley & Sons
- \* Reviewer for Southwest Decisions Sciences Institute Meetings
- \* Reviewer for INFORMS Meetings
- \* Serving as Session Chair for DSI Annual Meetings

## **AWARDS**

- + Award given by President of National Economics University in 1998 for excellence in study.
- + Award given by President of National Economics University in 2005 for excellence in teaching and scientific research.
- + **Award given by United States Department of State to study the US Financial System, June, 11-29, 2007**
- + **Distinguished Research Award given by Academy of Information and Management Science, October 14, 2010**

## **ACADEMIC ASSOCIATIONS**

Southwest Decision Sciences Institute

CARMA (Center for the Advancement of Research Methods and Analysis)

MCDM Society

DSI

INFORMS