

Ho Huy Tuu
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Economics Faculty,
Nha Trang University,
02 Nguyen Dinh Chieu St.,
Nha Trang city, Vietnam

EDUCATION

PhD degree about Marketing, 2008-2011, Tromso University, Tromso, Norway.
Master of Fisheries Economics, 2004-2007, Nha Trang University.
Engineer of Fisheries Economics, 1989-1994, Nha Trang University.

RESEARCH INTERESTS

Marketing, Organizational and Consumer behaviors

TEACHING RESPONSIBILITY

Undergraduate

1. Macro Economics
2. Consumer Behavior
3. Brand Management
4. Marketing Research

Graduate

1. Advanced Macro Economics
2. Advanced Brand Management
3. Advanced Marketing Management
4. Marketing in Places

PUBLICATIONS AND PRESENTATIONS

Books (in Vietnamese)

1. Basic Resort Management, Publisher of National Economics UnScience and Technoliversity, Hanoi, 2015.
2. Fisheries Marketing Management, Youth Publisher, HCM city, 2016
3. Studies on consumer behaviors towards fish in Vietnam, Labour Publisher, Hanoi, 2017.

Journals and Presentations

More than 30 articles in International and Vietnamese journals in Marketing, Consumer behaviors and Organizational behaviors.

	Title	Journal	Vol.	pp.	Year
1	The role of norms in explaining attitudes, intention and consumption of a common food (fish) in Vietnam	Appetite	51	546 – 551	2008
2	Nonlinear effects between satisfaction and loyalty: An empirical study of different conceptual relationships	Journal of Targeting, Measurement and Analysis for Marketing	18	239 – 251	2010
3	Food risk and knowledge in the satisfaction-repurchase loyalty relationship	Asia Pacific Journal of Marketing and Logistics	21	521 – 536	2009
4	Ambivalence and involvement in the satisfaction-repurchase loyalty relationship	Australasian Marketing Journal	18	151 – 158	2010
5	Satisfaction, involvement and loyalty toward fish in Vietnam	IFFET 2008 Proceedings			2008
6	The relationships between perceived quality, satisfaction and loyalty towards fish in Vietnam	IFFET 2006 Proceedings			2006
7	The roles of ambivalence, preference conflict and family identity: A study of food choice among Vietnamese consumers	Food Quality and Preference	28	92 – 100	2013
8	Reflective and impulsive	Appetite	58	618 – 622	2012

	influences on unhealthy snacking. The moderating effects of food related self-control				
9	Conscientiousness and (un)healthy eating: The role of impulsive eating and age in the consumption of daily main meals	Scandinavian Journal of Psychology	56	397 – 404	2015
10	The moderator effects of perceived risk, objective knowledge and certainty in the satisfaction–loyalty relationship	Journal of Consumer Marketing	28	363 – 375	2011
11	Consideration set size, variety seeking and the satisfaction-repurchase loyalty relationship at a product category level	Asia Pacific Journal of Marketing and Logistics	25	590 – 613	2013
12	Certainty, risk and knowledge in the satisfaction-purchase intention relationship in a new product experiment	Asia Pacific Journal of Marketing and Logistics	24	78 – 101	2012
13	Patterns of Vietnamese buying behaviors on luxury branded products	Asia Pacific Journal of Marketing and Logistics			2017
14	Marketing barriers and export performance: A Strategy categorization approach in the Vietnamese seafood Industry	Asian Journal of Business Research	3	66 – 80	2013
15	Attitude, social norms, perceived behavioral control, past behavior and habit in explaining	Journal of Economic Development	22	102 – 122	2015

	intention to consume fish in Vietnam				
16	The moderator effects of switching costs and customer expertise in the satisfaction-repurchase intention relationship for mobile telecommunication services	Journal of Economics & Development	17	83 – 103	2015
17	The satisfaction–loyalty relationship in marketing: a critical review and future research	Journal of Economics & Development	18	92 – 116	2016
18	Export barriers and export performance of Vietnamese seafood Firms targeting international markets	Journal of Economic Development	22	117 – 141	2015
	Time perspectives and convenience food consumption among teenagers in Vietnam: The dual role of hedonic and healthy eating values	Food Research International (SCI)	99	98 – 105	2017
	Attribute importance segmentation of Norwegian seafood consumers: The inclusion of salient packaging attributes	Appetite (SCI)	117	214 – 223	2017
	Patterns of Vietnamese buying behaviors on luxury branded products	Asia Pacific Journal of Marketing and Logistics (Scopus)	29	1 – 19	2017