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Faculty of Economics
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EDUCATION

Tromso University, Tromso, Norway
Ph.D. in Marketing, 2009-2011

Nha Trang University, Nha Trang, Vietnam
MSc. in Fisheries Economics, 2004 - 2007
B.A. in Fisheries Economics, 1989-1994

RESEARCH INTERESTS

- Theoretical and field study of marketing and consumer behavior.
- Customer satisfaction and loyalty
- Employee's job satisfaction and loyalty

RESEARCH EXPERIENCE

- Consumer behavior, RRV 2701, Phase 1, 2004-2008, participant
- Consumer behavior, RRV 2701, Phase 1, 2009-2012, Chief of Research project 2, Component 1.
- Consumer behavior, Research project at University level, 2012, Chief.
- Consumer choice and the relationship between consumer satisfaction and loyalty, Research project at University level, 2013, Chief.
- Moderators in the relationship between consumer satisfaction and loyalty, Doctoral thesis, Tromso University, Norway, 2009-2011

TEACHING RESPONSIBILITY

Undergraduate

- Macroeconomics
- Marketing research
- Brand management
- Consumer behavior

Graduate

- Macroeconomics
- Marketing research
- Marketing management

PUBLICATIONS and PRESENTATIONS

Journals

1. **Ho Huy Tuu**, Svein Ottar Olsen, Duong Tri Thao & Nguyen Thi Kim Anh (2008) The role of norms in explaining attitudes, intention and consumption of a common food (fish) in Vietnam. *Appetite*, 51, 546-551.
2. **Ho Huy Tuu** & Svein Ottar Olsen (2009). Food risk and knowledge in the satisfaction-repurchase loyalty relationship. *Asia Pacific Journal of Marketing and Logistics*, 21(4), 521-536.
3. **Ho Huy Tuu** & Svein Ottar Olsen (2010). Nonlinear effects between satisfaction and loyalty: An empirical study of different conceptual relationships. *Journal of Targeting, Measurement and Analysis for Marketing*, 18, 239-251.
4. **Ho Huy Tuu** & Svein Ottar Olsen (2010). Ambivalence and involvement in the satisfaction-repurchase loyalty relationship. *Australasian Marketing Journal*, 18, 151-158.
5. **Ho Huy Tuu** Svein Ottar Olsen & Pham Thi Thuy Linh (2011). The moderator effects of perceived risk, objective knowledge and certainty in the satisfaction-loyalty relationship. *Journal of Consumer Marketing*, 28(5), 363-375.
6. **Ho Huy Tuu** & Svein Ottar Olsen (2012). Certainty, risk and knowledge in the satisfaction-purchase intention relationship in a new product experiment. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 78-101.
7. Honkanen, P., Svein Ottar Olsen, Bass, V. & **Ho Huy Tuu** (2012). Reflective and impulsive influences on unhealthy snacking. The moderating effects of food related self-control. *Appetite*, 58, 616-622.
8. Le Chi Cong, **Ho Huy Tuu** & Svein Ottar Olsen (2013). The roles of ambivalence, preference conflict and family identity: A study of food choice among Vietnamese consumers. *Food Quality and Preference*, 28, 92-100.
9. **Ho Huy Tuu** & Svein Ottar Olsen (2013). Marketing barriers and export performance: A strategy categorization approach in the Vietnamese seafood industry. 2013. *Asian Journal of Business Research*, in press.
10. **Ho Huy Tuu** & Svein Ottar Olsen (2013). Consideration set size, variety seeking and the satisfaction-repurchase loyalty relationship at a product category level. 2013. *Asia Pacific Journal of Marketing and Logistics*, 25 (4), 590-613.

Presentations

1. **Ho Huy Tuu** (2008). The relationship between age and seafood involvement: mediating roles of negative feelings, family expectation, health consciousness and perceived behavioral control. The Proceedings of Seafood Technology and Development Conference, NTU, Vietnam.

2. **Ho Huy Tuu** (2008). The effects of perceived quality, price and knowledge on consumer satisfaction and loyalty towards seafood at Nhatrang city. The Proceedings of Seafood Technology and Development Conference, NTU, Vietnam.
3. **Ho Huy Tuu**, Svein Ottar Olsen and Nguyen Thi Kim Anh (2006). The relationships between perceived quality, satisfaction and loyalty towards fish in Vietnam. IIFET Conference Proceedings, England.
4. **Ho Huy Tuu**, Svein Ottar Olsen and Nguyen Thi Kim Anh (2008). Satisfaction, Involvement and Loyalty Toward Fish in Vietnam. IIFET Conference Proceedings, Vietnam.
5. **Ho Huy Tuu**, Svein Ottar Olsen, Nguyen Thi Kim Anh and Terje Vassdal (2010). Explaining repurchase intention towards fish in Vietnam: The extension of the theory of planned behavior. IIFET Conference Proceedings, France.