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Faculty of Accounting and Finance  
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### **EDUCATION**

*University of Tromso*, Tromso, Norway  
Ph.D. in Marketing, 2008-2013

*University of Tromso*, Tromso, Norway  
MSc. in International Fisheries Management, 2005 – 2007

*University of Economics*, Ho Chi Minh City, Vietnam  
B.A. in Finance, 1998-2002

### **RESEARCH INTERESTS**

- Consumer behavior: values, personality, attitude, behavior, value co-creation, convenience
- Research methods: Survey research, Structural equation model, AMOS.

### **RESEARCH EXPERIENCE**

- Exploring antecedents of the consumer participation process, Doctoral thesis, University of Tromso, Norway
- Factors affecting the decision process of catfish consumers: An empirical study in the two biggest cities in Vietnam, Master thesis, University of Tromso, Norway

### **TEACHING RESPONSIBILITY**

#### **Undergraduate**

- Appraisal of investment projects
- Mathematics in Finance

### **PUBLICATIONS and PRESENTATIONS**

#### **Journals**

1. Olsen, Svein Ottar & Mai, Thi Xuan Huynh (2013). Consumer participation: The case of home meal preparation. *Psychology & Marketing*, 30(1), 1-11.
2. Mai, Thi Xuan Huynh & Olsen, Svein Ottar (2013). Consumer participation in virtual communities: The role of personal values and personality. *Journal of Marketing Communications*, (ahead-of-print), 1-23.

#### **Presentations**

1. **Huỳnh Thị Xuân Mai**. Factors affecting the decision process of catfish consumers: An empirical study in the two biggest cities in Vietnam – IFFET – 2008 – Vietnam.
2. **Huỳnh Thị Xuân Mai**. Understanding consumer participation in service-dominant logic perspective – ANZMAC –2010 - New Zealand.