

Nguyen Tien Thong
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Department of Fisheries Economics
Faculty of Economics
Nha Trang University
02 Nguyen Dinh Chieu St., Nha Trang City, Vietnam

EDUCATION

University of Southern Denmark, Denmark, 2/2009-8/2012

PhD in Marketing Research. *Research area: Consumer preference, demand, and choice*

University in Tromsø, Norway, 8/2005 – 7/ 2007

Master in Economics and Management

United Nation University, Fisheries Training Program in Iceland, 9/2003-3/2004

Training program in Fisheries Policy and Planning

Fulbright Economics Teaching Program, Vietnam, 7/2002 – 6/2003

Postgraduate program in Applied Economics for Public Policy

Nha Trang University, Vietnam, 9/1992-7/1997

Bachelor in Economics

RESEARCH INTERESTS

- Discrete choice experiments, conjoint analysis
- Price formation and demand system analysis;
- Consumer attitude and satisfaction;
- Market segmentation;
- Food consumption.

RESEARCH EXPERIENCE

- 2009-2012. Marine bio-production and shellfish research. *MarBioshell Network. Danish Agency for Science, Technology and Innovation, University of Southern Denmark. Website: <http://www.marbio.sdu.dk/index.php?page=marbioshell>. Position: Market analyst*
- 2010-2011. Technical assistance consultancy services in screening concept notes and appraising project documents from GCF' client. *Embassy of Denmark in Hanoi & Enterprise Management Development (EMD) Joint Stock Company. Position: Independent consultant.*

- 2008. Primary assessment of conditions on economics, society, and fisheries sector at commune and district level in order to establish the fisheries co-management in Lake Buon Triet, DacK Lak province“. *Ministry of Foreign Affairs of Denmark DANIDA and Ministry of Agriculture and Rural Development of Vietnam. DANIDA - FSPPS II-Dac Lac, IDV COMPANY. Position:* Principal investigator
- 2007. “Assessment on feasibility of setting up fishery wholesale market in Binh Long industrial zone, An Giang province.” *Ministry of Foreign Affairs of Denmark DANIDA and Ministry of Agriculture and Rural Development of Vietnam. DANIDA - FSPPS II-Dac Lac, IDV COMPANY. Position:* Research group leader.
- 2006. “On evaluation of the capacity and role of associations and fisheries extension centers in seafood quality management and marketing and training needs of these organizations.“ *Ministry of Foreign Affairs of Denmark DANIDA and Ministry of Agriculture and Rural Development of Vietnam. DANIDA - FSPPS II-Dac Lac, IDV COMPANY. Position:* Research group leader.
- 2006. Consumer behavior and seafood consumption in Vietnam. *The Norwegian Agency for Development Cooperation and Nha Trang Univeristy. SRV2701 Project. Position:* Principal investigator researcher.

TEACHING RESPONSIBILITY

Undergraduate

- Research methods in Social Science

Graduate

- Marketing Research;
- Development Finance;

PUBLICATIONS and PRESENTATIONS

Peer-reviewed Articles

1. **Thong, N.T.** (2012). Inverse Demand System for Mussel Products in Europe. *Marine Resource Economics*. 27(2): 149-164
2. **Thong, N.T., & Olsen, S.O.** (2012). Attitude toward and Consumption of Fish (Seafood) In Vietnam. *Journal of Food Product Marketing*. 18(2):79-95.
3. **Thong, N.T.** (2012). Implicit Price of Mussel Characteristics in the Auction Market. *Journal of Aquaculture International*. 20 (4):605–618.

4. **Thong, N.T.**, Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J. Consumer Preference and Choice for Fresh Seafood: Labeled Choice Experiment. *Submitted to Journal of Food Preference and Quality*
5. **Thong, N.T.**, Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J. Demand Structure and Market Segmentation for Fresh Seafood in Retail Market: Choice based-Conjoint Analysis. *In progress*

Working papers

1. **Thong, N.T.** 2011. Experimental Design for Competitive Brand Choice Model: General Framework and Application for Food Industry. *Department of Environmental & Business Economics, University of Southern Denmark.*
2. **Thong, N.T.** 2012. Market Demand and Consumer Preference for Seafood: Literature Review. *Department of Environmental & Business Economics, University of Southern Denmark.*

Presentations

1. **Thong, N.T.**, & Olsen, S.O. (2008). Intention to Consume Fish (Seafood) in Vietnam. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 22-25, Nha Trang, Viet Nam.
2. **Thong, N.T.** (2010). Supply and Demand Analysis for Mussels in the EU market. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 13-16, Montpellier, France.
3. **Thong, N.T.** (2010). Hedonic price of mussel in auction market. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 13-16, Montpellier, France.
4. **Thong, N.T.** (2011). Labeled experimental choice design for estimating attribute and availability cross effects with N attributes and specific brand attribute levels. *Australia and New Zealand Marketing Academy (ANZMAC).* November, 27-30, Perth, Australia.
5. **Thong, N.T.**, Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J. (2012). Demand Structure & Market Segmentation for Seafood by Stated Preference Approach. *International Institute of Fisheries Economics & Trade (IIFET) Conference.* July 16-21, Dar es Salaam, Tanzania.

6. **Thong, N.T.**, Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J. (2012). Valuing Seafood Attributes by Stated Choice Model. *International Institute of Fisheries Economics & Trade (IIFET) Conference*. July 16-21, Dar es Salaam, Tanzania.