

CURRICULUM VITAE

BASIC INFORMATION

Name Mai Thi Thanh THAI

Current position

- Associate Professor, HEC Montréal
- Editor-in-chief, *Journal of Small Business and Entrepreneurship*
- Editorial Board Member, *Management International*
- Editorial Board Member, *Reflective Practice: International and Multidisciplinary Perspectives*

Languages

English, French, Vietnamese, Mandarin

Contact

3000, Chemin de la Côte Sainte Catherine, Montréal (Québec) H3T 2A7, Canada
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mai.thai@hec.ca (office), email@maithai.org (personal)



EXPERTISE

- New venture creation
- Social and international entrepreneurship
- Transition economies and emerging markets
- Qualitative methods

EDUCATION

- Doctor of Philosophy in Management (University of St. Gallen, Switzerland, 2008)
- Master of Business Administration (University of Hawai'i at Manoa, United States, 2003)
- Certificate in International Management and Entrepreneurship (University of Hawai'i at Manoa, United States, 2002)
- Certificate in English Language Teaching Methodology (Hanoi University of Foreign Studies, Vietnam, 1999)
- Bachelor of Arts in Foreign Languages (Hanoi University of Foreign Studies, Vietnam, 1998)

RESEARCH

Published journal articles

1. Thai, M., Turkina, E. and Simba, A. (forthcoming) "The impact of internationalisation on product innovation in emerging market firms (EMFs)", *International Journal of Entrepreneurship and Small Business*
2. Simba, A., & Thai, M. T. T. (2018). Advancing Entrepreneurial Leadership as a Practice in MSME Management and Development *Journal of Small Business Management*, <https://doi.org/10.1111/jsbm.12481>
3. Thai, M and Bouchard, M (2016). "Tisser des liens avec Craft Link : Découvrir le Vietnam", *Revue des cas en gestion*. 16 (2^e semestre): 21-40
4. Thai, M. and Anh, N. (2016). "The impact of culture on the creation of enterprises", *Journal for International Business and Entrepreneurship Development*, 19(1): 1-22
5. Lerch, C., Thai, M., Puhakka, V., and Burger-Helmchen, T. (2015). "La créativité entrepreneuriale : le sens pratique pour concrétiser les idées originales", *Innovations*, 3(48): 5-11
6. Lerch, C., Thai, M., Puhakka, V., and Burger-Helmchen, T. (2015). "Re-examining creativity in entrepreneurship", *Journal of Innovation Economics & Management*, 3(18): 3-23
7. Thai, M. and Djomo-Magne, J-G (2015). "BRI Bayres Ritz International: ready to launch or not yet?", *International Journal of Case Studies in Management*, 13(4):1-18

8. Turkina, E., & Thai, M. (2015). "Socio-psychological determinants of opportunity entrepreneurship", *International Entrepreneurship and Management Journal*, 11(1): 213-238
9. Thai M. and Turkina, E. (2014). "IT-Ration's Quest for Growth: A Market Choice Challenge", *International Journal of Case Studies in Management*, 12(4): 1-22
10. Thai, M. and Turkina, E. (2014). "Macro Determinants of Formal Entrepreneurship versus Total Entrepreneurship", *Journal of Business Venturing*, 29(4): 490-510
11. Turgeon, N., Thai, M. and Epuran, G. (2014). "OSH Start-ups' Business Development Challenges: The Case of SENSORICA from a Total Integrated Marketing Perspective", *International Journal of Economic Practices and Theories*, 4(2): 135-145
12. Thai, M. and Chong, L-C. (2013). "Dynamic Experimental Internationalization: Strategy of SMEs from a Transition Economy", *Journal of International Entrepreneurship*, 11(4): 370-399
13. Thai, M. and Turkina, E. (2013). "Entrepreneurial Migration: Its Characteristics, Causes and Effects", *Journal of Enterprising Communities*. 7(3): 188-195
14. Turkina, E. and Thai, M. (2013). "Social Capital, Networks, Trust and Immigrant Entrepreneurship: A Cross-Country Analysis", *Journal of Enterprising Communities*, 7(2): 108-124
15. Thai, M. and Thai, H. (2012). "An Phuoc (A): Can Its Business Be Rescued from the Asian Financial Crisis?", *International Journal of Case Studies in Management*, 10(4) (in English and French)
16. Thai, M. and Thai, H. (2012). "An Phuoc (B): Can Its Business Model Survive the Global Financial Crisis?", *International Journal of Case Studies in Management*, 10(4) (in English and French)
17. Thai, M., Chong, L-C, and Agrawal, N. (2012). Straussian Grounded Theory: An Illustration. *The Qualitative Report*, 17(5): 1-55
18. Thai, M. (2010). The Influence of Vietnam's Administrative Reform on Entrepreneurial Orientation in Micro-enterprises. *The Business Review, Cambridge*, 15(2): 110-116
19. Thai, M., and Chong, L-C. (2008). Born-global: The Case of Four Vietnamese SMEs. *Journal of International Entrepreneurship*, 6(2): 72-100

Published books

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1. Thai, M., and Turkina, E. (2014). *Internationalization of Firms from Economies in Transition: The Effects of a Politico-Economic Paradigm Shift*. Northampton, MA: Edward Elgar
 2. Thai, M., and Turkina, E. (2012). *Entrepreneurship in the Informal Economy: Models, Approaches and Prospects for Economic Development*. New York, NY: Routledge

Published book chapters

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1. Thai, M., (2014). "Closed economy" in Cary L. Cooper (Eds.) *Wiley Encyclopedia of Management*, 3rd Edition, Volume 6, *International Management*", Hoboken, NJ: Wiley
 2. Thai, M., (2014). "Contingency Perspective," in Cary L. Cooper (Ed.) *Wiley Encyclopedia of Management*, 3rd Edition, Volume 6, *International Management*, Hoboken, NJ: Wiley
 3. Thai, M., and Turkina, E. (2013) "The Influence of Top Management's International Orientation on Innovation in Emerging Markets' Firms," in Ben Kedia and Subhash Jain (Eds.) *Restoring America's Competitiveness through Innovation*, p. 274-288, Northampton, MA: Edward Elgar
 4. Thai, M., and Ho, N. T (2010), "Microentrepreneurship in a Transitional Economy: Evidence from Vietnam," in Munoz, J.M. (Ed.) *Contemporary Micro-enterprise: Concepts and Cases*, p. 32-48. Northampton, MA: Edward Elgar
 5. Thai, M., and Agrawal, N. (2009), "Vietnam," in Dana, L. P. and Han, M., Ratten, V., Welpe, I. M. (Eds.) *Handbook of Research on Asian Entrepreneurship*, p. 377-411. Northampton, MA: Edward Elgar

Dissertation

"The Internationalization of Vietnamese Small and Medium-Sized Enterprises" (Directors: Li Choy Chong et Narendra Agrawal)

Work under review

1. “Déterminants de l’utilisation des transferts internationaux de fonds à des fins d’investissement par les ménages dans les pays en développement”, in the 1st round of evaluation at *Revue canadienne d’études du développement* (with J. Djomo).
2. “International New Venture Growth”, in the 1st round of evaluation at *Academy of Management Journal* (with J-F. Lalonde).
3. “Solution Media International Market Expansion”, in the 1st round of evaluation at *Revue internationale de cas en gestion* (with S. Dastoori-Moghaddam).
4. “SIM CNC Internationalization: Which Market to Enter?”, in the 1st round of evaluation at *Journal of Case Studies* (with S. Shaienks-Desrochers).

Conference proceedings and presentations

1. Thai, M. (2018). “Doctoral Workshop”, presented at the *Canadian Council of Small Business and Entrepreneurship Conference*, Dalhousie University, Halifax, May 16-9
2. Thai, M. (2017). “Doctoral Workshop”, presented at the *Canadian Council of Small Business and Entrepreneurship Conference*, l’Université Laval, Québec, May 11-13
3. Thai, M. (2017). “Atelier de recherche”, presented at the *13^e Congrès international francophone en entrepreneuriat et PME (CIFEPME) sur La recherche en entrepreneuriat et PME: Vers de nouveaux horizons*, Trois Rivières, Québec, Octobre 26-28
4. Thai, M., Pröbster, R. et Doluca, H. (2016). “Immigrant entrepreneurial process: The role of local conditions and psychic distance on the influence of imprinting”, presented at *International Council for Small Business Conference*, New York, June 16-18
5. Thai, M., et Dastoori-Moghaddam, S. (2016). “Solution Media Market Expansion: Which Location to Enter?”, presented at *International Council for Small Business Conference*, New York, June 16-18
6. Thai, M., et Turkina, E. (2016). “Effect of Intra-organizational Trust and Networking on Employee Loyalty in Entrepreneurial Ventures”, presented at *Canadian Council of Small Business and Entrepreneurship Conference*, the University of Guelph, Guelph, Ontario, May 25-27
7. Thai, M. (2015). “A Marriage between the East and the West: Viet Thai International’s Model for Business Success in Asia”, presented at the *5^{ème} conférence Atlas/AFMI, CFVG - Centre Franco-Vietnamien de Formation à la Gestion de Hanoi*, Vietnam, May 12-13
8. Thai, M. and Turkina, E. (2014). “Internationalization of Firms from Economies-in-Transition: the Effects of Paradigm Shift”, presented at *Shifting Paradigms in Applied Economics and Management: Course Correction*, Shri Mata Vaishna Devi University, Jammu, India, August 1-2
9. Thai, M., Lalonde, J-F. (2013), “International New Venture Early Growth : An Exploratory Study of Socio-Cultural Influence on Entrepreneurial Decisions”, presented at *Atelier de recherche sur l’internationalisation des PME*, l’Université du Québec à Trois-Rivières (UQTR), Canada, September 18
10. Thai, M., Turkina, E. (2013), “The Effects of Social Capital on Formal versus Informal Entrepreneurship: A Macro-Level Analysis”, presented at *Academy of Management*, Orlando, Florida, United States, August 9-13
11. Thai, M. and Turkina, E. (2013), “Product Innovation by Emerging Markets’ Firms: the Impact of Internationalization”, presented at *McGill International Entrepreneurship Conference*, McGill University, Montréal, Québec, August 1-4
12. Turkina, E. and Thai, M. (2012), “Determinants of Formal Entrepreneurship versus Informal Entrepreneurship at the Macro Level”, presented at *Academy of Management*, Boston, Massachusetts, United States, August 3-7
13. Thai, M. and Turkina, E. (2012). “Product innovation in emerging markets’ firms: the impact of internationalization”, presented at *Restoring America’s Competitiveness through Innovation Conference*, University of Connecticut, Storrs, CT, United States, June 22-23
14. Thai, M. and Huong, P. (2012). “Contextual Determinants of the Internationalization of Higher Education Providers: A Comparative Case Study”, presented at *International Journal of Arts & Sciences (IJAS) International Conference for Academic Disciplines*, Harvard University, Cambridge, Massachusetts, United States, May 27-31

Work in progress

15. Djomo, J and Thai, M. (2012). “Déterminants de l’utilisation des transferts internationaux de fonds à des fins d’investissement par les ménages dans les pays en développement”, presented at *80e Congrès de l’Association francophone pour le savoir (ACFAS)*, Montréal, Québec, May 7-11
16. Turkina, Ekaterina; Thai, M. (2012). “Social Capital and Immigrant Entrepreneurship: A Cross-Country Analysis”, presented at the *9th Annual World Congress of the Academy for Global Business Advancement (AGBA)*, Ajman, U.A.E., March 19-21
17. Thai, M., and Chong, L-C. (2011). “The Internationalization of Small and Medium-Sized Based in Transition Economies”. *Academy of Management 2011’s Best Paper Proceedings*
18. Thai, M. and Nguyen, A. (2011), “The Impact Of Culture On The Creation Of Enterprises”, presented at *Babson College Entrepreneurship Research Conference*, the Whitman School of Management at Syracuse University, Babson Park, Massachusetts, United States, June 8-11
19. Thai, M. and Turkina, E. (2011), “Cross-country Model of entrepreneurship”, presented at *Babson College Entrepreneurship Research Conference*, The Whitman School of Management at Syracuse University, Babson Park, Massachusetts, United States, June 8-11
20. Thai, M. (2010), “The Influence of Culture on Early Growth Decisions Made in International New Ventures”, presented at the *2010 Annual MIE Conference*, McGill University, Montréal, Québec, September 17-20
21. Thai, M. (2010), “The Influence of Vietnam’s Administrative Reform on Entrepreneurial Orientation in Micro-enterprises”, *International Business & Management Research Conference*, Hilton Hawaiian Village Resort, Honolulu, Hawaii, United States, June 9-12
22. Thai, M. and Chong, L-C. (2008), “Research on Internationalizing Family Businesses: Past and Future”, presented at *Bridging the Gap Between Family Business Research and Practice*, FBN Pacific Asia and SMU EDGE Family Business Research, Singapore Management University, Singapore, October 15-17

1. “National Social Capital’s Impact on Business Creation Rates in the Formal vs. Informal sectors” (with E. Turkina)
2. “Immigrant entrepreneurial process: the role of imprints from home vs host countries” (with R. Pröbster and H. Doluca)
3. “Product innovation by firms based in emerging markets” (with E. Turkina)
4. “IGC Case Collection” (with E. Turkina).
5. “Miss Fresh: A Woman’s Entrepreneurial Journey” (with J. Stambouli, B. King, and F. Rioux)
6. “The Impacts of Culture and Location on Entrepreneurial Activities” (with J. Koch)
7. “Internationalization of Higher Education Providers” (with H. Pham)
8. “Social Entrepreneurs’ Identity Management” (with D-P. Ghadiri and M-P. Laurin)
9. “SME Green Practices in the ICT Sector” (with A. Clark)

CONTRIBUTION TO SCHOLARSHIP

Editorial work

Editor-in-chief

1. Journal of Small Business and Entrepreneurship (JSBE) 2015 - present
<http://www.tandfonline.com/rsbe>

Guest editor

1. Journal of Innovation Economics & Management 2014 - 2015
<http://www.cairn.info/revue-journal-of-innovation-economics.htm>
Special issue on “Re-Examining Creativity in Entrepreneurship”
(co-edited with T. Burger-Helmchen, C. Lerch, and V. Puhakka)
2. International Journal of Business and Globalisation (IJBG) 2013 - 2014
<http://www.inderscience.com/jhome.php?jcode=ijbg>
Special issue on “The Value of Trust in Entrepreneurship”
(co-edited with E. Turkina)
3. Journal for International Business and Entrepreneurship Development (JIBED) 2013 - 2014
www.inderscience.com/JIBED

Peer review

- Special issue on “ Entrepreneurship and Its Socio-cultural Contexts”
4. Journal of Enterprising Communities (IJBG) 2012 - 2013
<http://www.inderscience.com/jhome.php?jcode=ijbg>
Special issue on “Entrepreneurial Migration: Characteristics, Causes and Effects”
(co-edited with E. Turkina)

Editorial board member

1. Management International (MI) 2015 - present
(<http://www.managementinternational.ca/>) /
2. Reflective Practice: International and Multidisciplinary Perspectives 2012 - present
(www.tandfonline.com/crep)
3. Journal for International Business and Entrepreneurship Development (JIBED) 2012 - 2015
(www.inderscience.com/JIBED)

Ad-hoc journal reviewer

4. Academy of Management Journal (AMJ) (<http://aom.org/amj/>)
5. Academy of International Business (AIB) (<https://aib.msu.edu>)
6. Canadian Journal of Administrative Sciences- Revue Canadienne des Sciences de l'Administration (CJAS) ([http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1936-4490](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1936-4490))
7. Entrepreneurship & Regional Development: An International Journal (ERD)
(www.tandfonline.com/tepn)
8. International Entrepreneurship and Management Journal (IEMJ)
(<http://www.springer.com/business+%26+management/entrepreneurship/journal/11365>)
9. International Journal of Entrepreneurship and Small Business (IJESB)
(<http://www.inderscience.com/jhome.php?jcode=ijesb>)
10. International Migration (IM) ([http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1468-2435](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1468-2435))
11. Journal of Enterprising Communities: People and Places in the Global Economy (JEC)
(<http://www.emeraldinsight.com/journal/jec>)
12. International Journal of Case Studies in Management - Revue internationale de cas en gestion (IJCSM-RICG) (<http://www.hec.ca/centredecas/ricg/index.html>)
13. Journal of International Entrepreneurship (JIEN)
(<http://www.springer.com/business+%26+management/entrepreneurship/journal/10843>)
14. Journal of Small Business Management (JSBM)
([http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1540-627X](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-627X))

Conference reviewer

15. Academy of International Business Conference (AIB) (<https://aib.msu.edu>)
16. Academy of Management Conference (AOM) (<https://aib.msu.edu>)
17. The Canadian Council for Small Business & Entrepreneurship's Conference (<http://ccsbe.org/>)
18. Colloque de l'Association Francophone de Management International (Atlas AFMI)
(<http://www.atlas-afmi.com/>)
19. Organizations and Markets in Emerging Economies (AOM) (<https://www.om.ef.vu.lt>)
20. Organizational Research Methods (ORM) (<http://orm.sagepub.com/>)

PEDAGOGICAL DEVELOPMENT

Program creation

Social Business Creation Competition (<http://socialbusinesscreation.hec.ca>) 2016 - present

Program designer and competition organiser

Structured as a course, SBC provides experiential learning and uses a gamification approach to enhance students' learning experience. Participating students will learn how to use market mechanisms to address social challenges, leverage on a social collective mindset, collaborate with various stakeholders, and develop their business ideas into a real business.

International Graduate Creation (<http://igchec.com/>) 2012-2015

Competition designer and case writer

Course creation

In this *coopetition* (i.e., cooperative competition), participants act as consultants to help a company find the optimal solution to its current multifaceted problems within 48 hours. Due to the complexity of the cases as well as time and resources constraints, participants must be able to collaborate with their competitors to complete case analysis but they must be able to self-differentiate to win the game.

Masters' program

1. “International New Venture Creation”, HEC Montréal

MBA program

2. “Campus Abroad – Vietnam”, HEC Montréal
3. “International New Venture Creation”, HEC Montréal
4. “Entrepreneuriat international”, HEC Montréal (created with E. Turkina)

DESS program

5. “Enterprising Not-for-Profits (Entrepreneuriat et OBNL)”, HEC Montréal

Bachelor program

6. “Business Strategies in Southeast Asia (Les affaires en Asie du Sud-Est)”, HEC Montréal

Pedagogical material development

Mass open online course (MOOC) contents

1. Module “Social Entrepreneurship”
HEC Montréal (www.hec.ca) 1/2016-present
2. Module “Business model” (co-created by M-A. Masson and M. Bouchentouf)
HEC Montréal (www.hec.ca) 1/2016 - present
3. Modules “Entrepreneurship” and “Entrepreneurial Financing Models”
Business School Chardonne (www.bsc-switzerland.ch) 9/2007 – 6/2008

Teaching cases

1. Thai, M. (2016), “Innovation and Business Development Repositioning challenges for Communautaire”, used at the 5st Edition of the International Graduate Competition, HEC Montréal
2. Turkina, E. and Thai, M. (2016), “Communautaire at the frontiers of the new economy”, used at the 5st Edition of the International Graduate Competition, HEC Montréal
3. Thai, M. (2016), “Communautaire’s project management - What is the optimal portfolio?”, used at the 5st Edition of the International Graduate Competition, HEC Montréal
4. Turkina, E. and Thai, M. (2016), “Communautaire’s social network: resources, opportunities and coordination challenges”, used at the 5st Edition of the International Graduate Competition, HEC Montréal.
5. Thai, M. (2015), “PR challenge at CDEC Rosemont-La-Petite-Patrie”, used at the 4st Edition of the International Graduate Competition, HEC Montréal
6. Thai, M. (2015), “CDEC Rosemont–La-Petite-Patrie at its Crossroad”, used at the 4st Edition of the International Graduate Competition, HEC Montréal
7. Thai, M. and Turkina, E. (2015), “Actions to Develop Entrepreneurship in Montréal”, used at the 4st Edition of the International Graduate Competition, HEC Montréal
8. Turkina, E. and Thai, M. (2015), “CDEC Rosemont–Petite-Patrie in a New Political Wind”, used at the 4st Edition of the International Graduate Competition, HEC Montréal
9. Thai, M. (2014), “What Future is There for Jovia?”, used at the 3rd Edition of the International Graduate Competition, HEC Montréal
10. Thai, M. (2014), “Jovia’s Financial Woes”, used at the 3rd Edition of the International Graduate Competition, HEC Montréal
11. Thai, M. (2014), “Marketing Challenges at Jovia: A Quest for Public Support”, used at the 3rd Edition of the International Graduate Competition, HEC Montréal

12. Turkina, E. and Thai, M. (2014), “Creativity Management at Jovia”, used at the 3rd Edition of the *International Graduate Competition*, HEC Montréal
13. Thai, M. (2013), “SENSORICA: An Open Collaborative Production Network”, used at the 2nd Edition of the *International Graduate Competition*, HEC Montréal
14. Thai, M. (2013), “SENSORICA’s Resource Valuation and Financing”, used at the 2nd Edition of the *International Graduate Competition*, HEC Montréal
15. Thai, M. (2013), “SENSORICA: Mission Impossible?”, used at the 2nd Edition of the *International Graduate Competition*, HEC Montréal
16. Thai, M. (2013), “How to Commercialize SENSORICA’s Products?”, used at the 2nd Edition of the *International Graduate Competition*, HEC Montréal.
17. Thai, M. (2012), “TROIGAWA Financing”, used at the 1st Edition of the *International Graduate Competition*, HEC Montréal
18. Turkina, E. and Thai, M. (2012), “TROIGAWA Organizational Reform”, used at the 1st Edition of the *International Graduate Competition*, HEC Montréal
19. Durand, A., Turkina, E., and Thai, M. (2012), “Marketing and Sale Management at TROIGAWA”, used at the 1st Edition of the *International Graduate Competition*, HEC Montréal
20. Thai, M., Tyagi, R., and Turkina, E. (2012), “TROIGAWA Internationalization”, used at the 1st Edition of the *International Graduate Competition*, HEC Montréal

TEACHING

Full course

MSc. program

1. “Qualitative Research Methods for International Business”, HEC Montréal
2. “International New Venture Creation”, HEC Montréal
3. “Internationalization of the Firm”, HEC Montréal
4. “International Strategic Management (Gestion stratégique internationale)”, HEC Montréal
5. “Multinationals’ Competitive and Business Strategies (Stratégies concurrentielle et commerciale des multinationales)”, HEC Montréal

MBA program

1. “Business Strategies in Emerging Markets (Stratégies d’affaires et marchés émergents)”, HEC Montréal
2. “Campus Abroad (Campus international)”, HEC Montréal
3. “Entrepreneurship and Start-up”, CFVG, National Economics University (Vietnam)

DESS program

1. “New Venture Creation (Création d’entreprises)“, HEC Montréal
2. “Enterprising Not-for-Profits (Entrepreneuriat et OBNL)”, HEC Montréal

Bachelor program

1. “Business Ethics Forum”, Fairleigh Dickinson University (Vancouver Campus)
2. “Interpersonal Skill in the Organization”, Fairleigh Dickinson University (Vancouver Campus)
3. “Introduction to Business”, Fairleigh Dickinson University (Vancouver Campus)
4. “International Management”, Webster University (Swiss Campus)
5. “Introduction to International Business”, American Graduate School of Business (Swiss Campus)
6. “Introduction to Management”, Business School Chardonne (Switzerland)
7. “Entrepreneurship in Hotel and Tourism Management”, Business School Chardonne (Switzerland)

Mass open-online course (MOOC)

1. “Social Entrepreneurship“, HEC Montréal
2. “Business Model”, HEC Montréal
3. “Entrepreneurship”, Business School Chardonne (Switzerland)

**Guest
lecture**

4. “Entrepreneurial Financing Models” Business School Chardonne (Switzerland)
1. “Immigrant imprints’ influence on their entrepreneurial activities”, Université de Montréal
2. “Doctoral workshop”, City University of Seattle (United States)
3. “Research workshop” Daffodil International University (Bangladesh)

**Direct
supervision**

Postdoctoral research

1. Schallum Pierre’s study entitled “Recherche et développement d’un social-business de paiement mobile”, registered at Polytechnique Montréal, **ongoing** since 8/2016
2. Atmane Ayad’s study entitled “Forum : le sauveur des gazelles en detresses”, registered at HEC Montréal and completed in 6/2015
3. Khuong Nguyen’s study entitled “SME’s Information Acquisition and Treatment for Internationalisation”, registered at HEC Montréal and completed in 6/2012.
4. Loan Trinh’s study entitled “L’impact des politiques d’impôts sur la décision d’investissement des immigrants au Canada”, registered at HEC Montréal and completed in 6/2012.
5. Nguyen Hoang Anh’s study entitled “Cultural Influence on Business Creation”, registered at Foreign Trade University (Vietnam) and completed in 6/2011.
6. Pham Thu Huong’s study entitled “The Internationalisation of Higher Education Institutions”, registered at Foreign Trade University (Vietnam) and completed in 6/2011.

Doctoral research

7. Hadi Pourhaji’s study entitled “Entrepreneurial risk management”, registered at Polytechnique Montréal, **ongoing** since 8/2017
8. Jean-François Lalonde’s study entitled “L’influence de la culture sur l’entrepreneuriat”, registered at HEC Montréal and completed in 4/2011

Masters’ thesis

9. Pauline Faivre’s thesis entitled “International sourcing from ethical SMEs”, registered at HEC Montréal, **ongoing** since 1/2018
10. Andreas Clark’ thesis entitled “Environmental Strategies of SMEs in the Information and Communication Technology Sector”, registered at HEC Montréal, **ongoing** since 9/2017
11. Florence Genest’s thesis entitled entitled “YÜCK FOU – Mode montréalaise durable” (co-directed by Pierre-Olivier Roy), successfully defended at Polytechnique in 5/2018
12. Camille Genest’s thesis entitled entitled “Analyse de cycle de vie comparative entre un t-shirt fait de coton conventionnel et un t-shirt fait de coton organique et Analyse de l’écosystème de Yück Fou” (co-directed by Pierre-Olivier Roy), successfully defended at Polytechnique in 5/2018
13. Ivy Abat’s thesis entitled “The Management of Women Expatriates in International Humanitarian Organizations: Sexual Harassment and Compounding Threats in Crisis Zones” (co-directed by E. Turkina), successfully defended at HEC Montréal in 3/2018
14. Liliana Espinosa’s thesis entitled “The Effects of Quality of Governance on Opportunity and Necessity Entrepreneurship: An institutional Point of View”, successfully defended at Universidad Michoacana de San Nicolás de Hidalgo (Mexico) in 1/2016
15. Raimund Pröbster’s thesis entitled “Immigrant Entrepreneurship: The Process of Opportunity Recognition”, successfully defended at University of Würzburg (Germany) in 7/2015
16. Georgette Djomo Magne Jessica’s thesis entitled entitled “Les déterminants de l’utilisation des fonds reçus des transferts internationaux à des fins d’investissement par les ménages bénéficiaires dans les pays en développement”, successfully defended at HEC Montréal in 9/2012

Masters’ graduation project

17. Florence Genest's graduation project entitled "Étude de l'industrie de la mode: Une analyse de cycle de vie environnementale et sociale d'un vêtement dans un contexte montréalais" (co-directed by P-O. Roy), registered at Polytechnique Montréal, **ongoing** since 12/2017
18. Camille Genest's graduation project entitled "Création d'une entreprise durable dans l'industrie de la mode montréalaise" (co-directed by P-O. Roy), registered at Polytechnique Montréal, **ongoing** since 12/2017
19. Zineb Ninia's graduation project entitled "Bluecrushbikinis: Local vs Foreign Production, Which Alternative to Choose?", successfully defended at HEC Montréal in 5/2016
20. Maria Mitri's graduation project entitled "Un mandat portant sur la construction d'une communauté de pratique et d'une gouvernance médicale intégrée et partagée de 1ère ligne sur le territoire de la Pointe-de-L'île" (co-supervised by A. Langley), successfully defended at HEC Montréal in 10/2015
21. Julien Cyr-Lapierre's graduation project entitled "Internationalisation des PME québécoises : Vignoble Saint-Gabriel", successfully defended at HEC Montréal in 9/2015
22. Thanh-Tam-Therese Tran's graduation project entitled "Étude de cas : Export Québec, le "fit" entre l'organisation et son contexte", successfully defended at HEC Montréal in 6/2015
23. Mathieu Antoine's graduation project entitled "Le rôle des états financiers dans le financement d'une OBNL", successfully defended at HEC Montréal in 1/2015
24. Matthieu Patillon's graduation project entitled "Tactus Scientific's New International Marketing Strategy", successfully defended at HEC Montréal in 9/2014
25. Fanny Sun-Drapeau's graduation project entitled "Le marché chinois du vin de glace" successfully defended at HEC Montréal in 3/2014
26. Simon Shaienks-Desrochers's graduation project entitled "SIM CNC Internationalization: Which Market to Enter?" successfully defended at HEC Montréal in 6/2013
27. Xavier Reat Noch's graduation project entitled "KhmerDev: quel candidat pour le poste de manager du département marketing?" successfully defended at HEC Montréal in 3/2014
28. Sepideh Dastoori Moghaddam's graduation project entitled "ABCmedia Market Expansion: Which Location to Enter?" successfully defended at HEC Montréal in 3/2014
29. Pierre Jean Fardin's graduation project entitled "Étude de développement international de DanapakK" successfully defended at HEC Montréal in 1/2013
30. Sarah Messerli's graduation project entitled "Un mandat de recherche portant sur la promotion des États-Unis en tant que destination touristique auprès du marché québécois", successfully defended at HEC Montréal in 9/2012
31. Maude Wolfe's graduation project entitled "Opportunité d'affaires pour Mercadex International Inc.: Étude du marché français du service conseil" successfully defended at HEC Montréal in 5/2012

Masters' special project

32. Sidi Ba's project entitled "Projet entrepreneuriat social", **ongoing** at HEC Montréal since 12/2017
33. Guillaume Bourque's project entitled "Projet entrepreneuriat social", **ongoing** at HEC Montréal since 12/2017
34. Bazhena Ivanova's project entitled "Sponsorship Management at Social Business Creation Competition", successfully defended at HEC Montréal in 12/2016
35. Othon Leon's project entitled "Social Business Creation Competition's Marketing Communications", successfully defended at HEC Montréal in 12/2016
36. Dongjin Li's project entitled "Logistics of Social Business Creation Competition", successfully defended at HEC Montréal in 12/2016
37. Yu-Ting Chien's project entitled "Internationalisation of entrepreneurial firms", successfully defended at HEC Montréal in 7/2013

Doctoral dissertation

1. Madhurima Bhattacharyay's dissertation entitled "Modeling the Impact of Networks and Dependence on Male and Female Entrepreneurs in India" under the direction of J. Jörgensen, completed at McGill University in 11/2017

2. Tran Thu Trang's dissertation entitled "Power in Contextual Bridging: Insights from the Process of Institutionalization of Social Enterprise in Vietnam" under the direction of L. Barin-Cruz, completed at HEC Montréal in 5/2017
3. Fernando F. Fachin's dissertation entitled "Organizational identity work in open innovation entrepreneurship" under the direction of A. Langley, completed at HEC Montréal in 8/2016
4. Alejandro Del Riego Rodriguez-Valle's dissertation entitled "Enquête empirique: le processus d'internationalisation des firmes industrielles mexicaines" under the direction of C. Zuccaro, completed at Université du Québec à Montréal in 6/2012

Doctoral dissertation proposal

1. Mahdi Tajeddin, project entitled "Sub-Saharan Africa's Small & Medium-sized Enterprises and Business Group Affiliation" under the direction of M. Carney, Concordia University, completed at HEC Montréal in 12/2017

Doctoral comprehensive exam

1. Gang Zhao's study under the supervision of F. Armellini, Polytechnique Montréal, 12/2017-5/2018
2. Mahdi Tajeddin's study under the supervision of M. Carney, completed at Concordia University in 9/2014

Masters' thesis

1. Bazhena Ivanova's thesis entitled "Factors enhancing the internationalization process of born-globals: A comparative study of the role of government support in the Montréal cleantech sector" under the direction of A. Durand, completed at HEC Montréal in 11/2017
2. Lucas Deutsch's thesis entitled "Les systèmes de contrôle des plateformes de consommation collaborative: freins ou catalyseurs du sentiment d'appartenance?" under the direction of A. Bitektine and D. Ghadiri, completed at HEC Montréal in 1/2017
3. Dusan Damjanovic's thesis entitled "Quel est l'impact des ressources naturelles de la Russie sur son Économie et quelles sont donc les implications pour les autres pays?" under the direction of E. Turkina, completed at HEC Montréal in 9/2015
4. Sara-Maude Melançon's thesis entitled "Le nouvel-artisanat: une exploration de la réalité des artisans-créateurs de Montréal" under the direction of L. Simon, completed at HEC Montréal in 9/2015
5. Catherine Couillard's thesis entitled "Trade Liberalization: The Effects of Free Trade Agreements on the Performance of the Dairy Sector" under the direction of E. Turkina, completed at HEC Montréal in 3/2013
6. Shahrzad Seyedafyouni's thesis entitled "Les relations entre l'environnement national des multinationales issues des pays en voie de développement et leurs motivations à l'internationalisation : le cas d'Iran Khodro" under the direction of D. Pastoriza Rivas, completed at HEC Montréal in 9/2011
7. Judith Desrochers's thesis entitled "Le processus d'internationalisation de Bombardier au Mexique et en Chine" under the direction of A. Noël, completed at HEC Montréal in 6/2010
8. Noémi Blais's thesis entitled "Étude des stratégies d'implantation d'entreprises québécoises au Viêt-Nam" under the direction of A. Noël, completed at HEC Montréal in 6/2010
9. N'Djidé Josiane Konaté's thesis entitled "La nature des biens chinois : un facteur clé du succès de la Chine en Afrique" under the direction of A. Van Assche, completed at HEC Montréal in 5/2010
10. Joëlle Sarrailh's thesis entitled "Le processus d'internationalisation des firmes créatives" under the direction of A. Noël, completed at HEC Montréal in 5/2010

Masters' graduation project

1. Émilie Girard's graduation project entitled "La recherche et le développement au Québec dans le secteur pharmaceutique: l'approche des chaînes de valeur mondiales" under the supervision of A. Van Assche, completed at HEC Montréal in 3/2016

2. Simon Bernier's graduation project entitled "L'implantation d'une stratégie web dans l'industrie du tourisme: Le cas concret de Caiçara Turismo au Brésil" under the supervision of D. Dantas and L. Simon, completed at HEC Montréal in 2/2016
3. Alice Niyizurugero's graduation project entitled "Catarse" under the supervision of P. Cohendet, completed at HEC Montréal in 6/2015
4. Thomas Merdrignac's graduation project entitled "L'intégration du Chat des artistes dans le quartier de Sainte Marie" under the supervision of L. Simon, completed at HEC Montréal in 3/2015
5. Yara Salame's graduation project entitled "Le rôle du benchmarking dans la réflexion stratégique : Le cas Pratt & Whitney Canada", under the supervision of T. Hafsi, completed at HEC Montréal in 9/2014
6. Kevin Valdelievre's graduation project entitled "Stratégie d'internationalisation d'une jeune entreprise indienne, Baryons Software Solutions, avec ambition d'accéder au marché canadien" under the supervision of D. Pastoriza Rivas, completed at HEC Montréal in 9/2014
7. Maxime Lahaie's graduation project entitled "The Impact of Culture on New Aircraft Acquisition" under the supervision of E. Turkina, completed at HEC Montréal in 9/2013
8. Juan-David Gonzales's graduation project entitled "Les choix d'internationalisation d'Amber Road" under the supervision of E. Turkina, completed at HEC Montréal in 3/2014
9. Etienne Corriveau-Hébert's graduation project entitled "Analyse du climat des affaires en Russie" under the supervision of E. Turkina, completed at HEC Montréal in 1/2014
10. Alexandre Le Beller's graduation project entitled "Export Québec" under the supervision of E. Turkina, completed at HEC Montréal in 12/2012
11. Kristelle Larivière's graduation project entitled "La gestion informelle des déchets à Lima et la finance informelle" under the supervision of B. Sinclair-Desgagné, completed at HEC Montréal in 9/2012
12. Masizara Mona Mélissa Horace's graduation project entitled "Le programme d'Initiative pour le Développement de Compétences Locales" under the supervision of E. Turkina, completed at HEC Montréal in 5/2012

Others

1. Hoang Yen Lan's Vietnamese proficiency for HEC Montréal's Profil Mercure, 2/2010
2. HEC Montréal team's simulation for Jeux du commerce, 09/2009

CONTRIBUTIONS TO PRACTICE

Expert opinion

Featured in popular press

1. "Réaliste, un «Amazon québécois»?", *Radio-Canada's* emission on March 31, 2017
2. "Démarrer une entreprise à l'étranger: un défi de taille!", *La Presse's* publication on November 14, 2012
3. "Comment l'albertaine Kudu Industries s'attaque aux marchés mondiaux", *Les Affaires's* publication on October 11, 2012
4. "Mai Thai: An Entrepreneurial Master", HEC Montréal Mag's Autumn 2013 issue

Advisory

1. Advisory Board Member, Cluster for Research on the Informal Sector and Policy (CRISP, <https://www.sheffield.ac.uk/woerrc/crisp/members>), University of Sheffield, 4/2012-present
2. Evaluator, Projets en innovation sociale, Ministère de l'Économie, de la Science et de l'Innovation, Gouvernement du Québec (<https://www.economie.gouv.qc.ca>), 5/2018
3. Evaluator, Mitacs Accélération (<https://www.mitacs.ca/fr/programmes/acceleration>), 5/2016
4. Academic advisor, Embassy of Vietnam to Canada, 9/2009-12/2013

Judge

1. "Concours d'entrepreneuriat social Brébeuf", organized by Collège Jean-de-Brébeuf (Montreal, Canada) 3/2018
2. "33 Master", presented at Social Business Forum Canada on the theme of "The New Gold of our Time" (Montreal, Canada) in 9/2016

Program contribution

Coach

1. HEC Montreal's team (Céline-Audrey Beaugard, Victor Jourdin, Philippe Goudreault and Mathieu Couture) at ENACTUS social entrepreneurship competition in 5/2018

Presentation

1. "Social Businesses", presented at Global Social Business Summit on the theme of "Can Wealth Concentration be Stopped?" (Dhaka, Bangladesh) 7/2017
 2. "Social Business Creation", presented at Social Business Forum Canada on the theme of "The New Gold of our Time" (Toronto, Ontario) in 9/2016
 3. "Doing Business with and in Vietnam", presenter at Chambre de commerce du Montréal métropolitain in 2/2010.
1. Contributor to the development of *Centre VIE* (valorisation – innovation – entrepreneuriat), an initiative lead by *Corporation de développement économique communautaire (CDEC) Rosemont-Petite-Patrie*, 2013-2014.
 2. Collaborator, *Association of Vietnamese Organizations and Businesses in Canada (AVOBIC)*, 2010-2013.

GRANTS AND FINANCIAL SUPPORT

Program "Social Business Creation"

- ✓ CA\$ 117,000 (9/2016 - 9/2017), Pole IDEOS
- ✓ CA\$ 4,000 (9/2015 - 9/2016), Department of Entrepreneurship and Innovation, HEC Montréal
- ✓ CA\$ 2,000 (9/2015 - 9/2016), Rogers-J. A. Bombardier Chair of Entrepreneurship

Program "International Graduate Competition"

- ✓ CA\$ 30,000 (09/2012 - 04/2015), Fondation HEC Montréal

Research on "Impacts of Culture and Location on Vietnamese Business and Entrepreneurial Activities"

- ✓ US\$ 30,600 (09/2012 - 09/2015), Center for Regional Studies, Old Dominion University, Norfolk, Virginia, United States
- ✓ CA\$ 5,000 (05/2011 - 04/2012), Direction de recherche, HEC Montréal

Research on "Internationalization of Firms from Transition Economies"

- ✓ CA\$ 4,000 , 09/2013 - 09/2014, Direction de recherche, HEC Montréal

Research on "Internationalization of Education Providers" (with H. Pham)

- ✓ US\$ 8,000 (04/2010 - 04/2011), World Bank

Research on "Influence of Culture on Entrepreneurial Processes" (with A. Nguyen)

- ✓ US\$ 8,000 (04/2010 - 04/2011), World Bank

Research on "Influence of Culture on Enterprise Creation Processes" (with J-F. Lalonde)

- ✓ CA\$ 4,500 (05/2010 - 04/2011), Direction de recherche, HEC Montréal

HEC Montréal's institutional support to start new research projects

- ✓ CA\$ 20,000 (09/2009 - 08/2011), HEC Montréal

HONORS AND DISTINCTION

Highly Commended Paper Award

4/2014

Selected by the Journal of Enterprising Communities, Emerald Group Publishing, for the paper entitled “Social Capital, Networks, Trust and Immigrant Entrepreneurship: A Cross-Country Analysis.” (co-authored with Ekaterina Turkina).

Pedagogical Innovation Award 12/2013
Selected for designing a co-competition that requires interdisciplinary collaboration within teams and across teams: International Graduate Competition (<http://igchec.com/>)

Alma Lepage Award 12/2012
Selected for outstanding quality of a case featuring a woman manager (http://www.hec.ca/en/case_centre/award/alma_lepage_award/prix_alma-lepage.html)

Distinguished Scholar 3/2012
Selected by the Academy for Global Business Advancement in 2012 for high quality research

Finalist Robert H. Schaffer Best Paper Award in Applied International Management 8/2011
Selected for best scholarly paper focusing on applied international management at the Academy of Management’s Annual Meeting, San Antonio, Texas August 12-16, 2011

Best Presenter Award 6/2010
Selected for best presentation at the International Business & Management Research Conference, held at Hilton Hawaiian Village Resort, Honolulu, Hawaii June 9-12, 2010

Distinguished Service Award 5/2003
Selected for exceptional services to the East West Center’s community, which is an internationally recognized education and research organization established by the U.S. Congress in 1960 to strengthen understanding and relations between the United States and the countries of the Asia Pacific region (<http://www.eastwestcenter.org>)

First Prize 4/2003
Selected for creating the best business plan at 2003 UH Business Plan Competition, hosted by the University of Hawai’i (<http://www.shidler.hawaii.edu/bpc>)

Social Enterprise Award 4/2003
Selected for creating the best socially responsible business plan at 2003 UH Business Plan Competition, hosted by the University of Hawai’i (<http://www.shidler.hawaii.edu/bpc>)

Matson Prize 11/2002
Selected for outstanding academic achievement and a Beta Gamma Sigma Honor Society member, with contribution to information technology research; Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International (<http://www.betagamma.org>)

Asian Development Bank Scholarship 8/2001 – 8/2003
Selected for outstanding academic achievement, exceptional leadership potential, and selfless service to the community (<http://www.adb.org>)

Hanoi University Of Foreign Studies Scholarship 9/1995 – 8/1998
Selected for outstanding academic achievement (<http://www.hufs.edu.vn>)

First Prize 3/1997
Selected for demonstrating the most eloquent skills and fluency in English at 1997 University English Speaking Contest (<http://www.hufs.edu.vn>)

EMPLOYMENT HISTORY

**Academic
positions**

HEC Montréal (www.hec.ca)
Associate Professor 6/2014 – current
Assistant Professor 6/2009 – 6/2014

Fairleigh Dickinson University (www.fdu.edu)
Visiting Assistant Professor 9/2008 – 8/2009
Adjunct Professor 6/2008 – 8/2008

Business School Chardonne (www.bsc-switzerland.ch)
Lecturer 4/2005 – 6/2008

Webster University (<http://www.webster.ch/>)
Adjunct Professor 9/2004 – 12/2007

American Graduate School of Business (www.agsb.ch)
Adjunct Professor 9/2004 – 12/2007

Hanoi University of Foreign Studies (www.hufs.edu.vn)
Teacher of English 10/1998 – 1/2000

MBC-IVN Vocational Training Center
Teacher of English and Director Assistant 1/1997 – 8/1999

**Non-
academic
positions**

South China Morning Post (www.scmp.com)
Assistant Correspondence 2/2000 – 7/2001

Viet-Can Trading Co, Ltd
Chief Representative 4/1996 – 4/1998