

## **Nghi Truong**

### **Address**

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Germany

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### **EDUCATION**

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#### **The European School of Management and Technology (ESMT), Berlin, Germany**

##### **The Berlin School of Economics**

PhD fellow in Economics and Management Science expected July 2021

##### **Humboldt University of Berlin (HUB), Germany**

MSc in Integrated Natural Resource Management 2011

##### **University of Economics, Ho Chi Minh City, Vietnam (UEH)**

BA in Development Economics, (summa cum laude) 2006

### **WORKING EXPERIENCE**

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#### **Current position**

PhD fellow, European School of Management and Technology, Berlin, Germany, 2015  
– present.

#### **Past employment**

Researcher, Junior Research Group Risk and Development, WZB Berlin Social Science Center, 2012 – 2016.

Lecturer, School of Economics, University of Economics, Ho Chi Minh City, Vietnam, 2011 – 2012.

Lecturer, Faculty of Development Economics, University of Economics, Ho Chi Minh City, Vietnam, 2007 – 2009.

### **RESEARCH INTERESTS**

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Social network, Organizational Behavior, Leadership in Digital Transformation, Digital Economy, Behavioral Economics, Applied Microeconometrics, Big Data Analysis.

## **ACADEMIC JOURNAL PUBLICATION**

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Ferdinand M. Vieider, Peter Martinsson, Pham Khanh Nam, Nghi Truong (2019) Risk preferences and development revisited. *Theory and Decision*, 86 (1). <https://doi.org/10.1007/s11238-018-9674-8>

## **CONFERENCE PAPERS**

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Ingo Marquart, Nghi Truong, and Matthew S. Bothner (2020) Using Semantic Networks to Identify the Meanings of Leadership. *Academy of Management Proceedings*.

Ingo Marquart, Nghi Truong, Richard Haynes and Matthew S. Bothner (2018) Shaping the Social Architecture of a Start-up: What Raises the Social Multiplier. *Academy of Management Proceedings*.

Andrew Shipilov, Stan X Li, Nghi Truong and Matthew S. Bothner (2018) The Liability of High Status and the Advantages of Brokerage in the Face of Environmental Shocks. *Academy of Management Proceedings*.

## **RESEARCH REPORTS**

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Nghi Truong, Trang Ngo and Hop Trinh (2015) Leadership in Solving Social Dilemmas: An Experiment in Mekong Delta – Vietnam, EEPSEA Research Report. <http://www.eepseapartners.org/post-2540/>

Phu Hoa Tran, Phuong Thao Nguyen & Nghi Truong (2015) Area Yield Crop Insurance in Vietnam: An Analysis from the Demand Side, MERN Research Report.

## **WORKING PAPERS**

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Ingo Marquart, Nghi Truong, Richard Haynes and Matthew S. Bothner. When does catalyzing social comparisons cause growth? Working paper.

Andrew Shipilov, Stan X Li, Nghi Truong and Matthew S. Bothner. Network Advantage: Competition-free Structural Holes and Firm Performance in Turbulent Environments. Working paper.

## **WORK-IN-PROGRESS**

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Changing Perceptions: The Semantics of Leadership Overtime (with Ingo Marquart, Wonjae Lee and Matthew S. Bothner.)

Women's Voices in Bundestag (with Lukas Mergele and Rajshri Jayaraman.)

Preparing for the Future: The Impact of the "Coding for Future with Google" Program on Students' Attitude and Behavior toward Coding in Vietnam (with Hai Anh Vu, Thanh Nguyen, Tam Nguyen, Vu Vo, Tuan Tran and Hoang Bao Nguyen.)

## CONFERENCE ACTIVITIES

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### Conference Presentation

10/2019: AOM Specialized Conference: Responsible Leadership in Rising Economies, Bled, Slovenia. Presentation Title: *Using Semantic Networks to Identify the Meanings of Leadership*.

04/2017: Mellon Biennial Zuckerman Conference, Interdisciplinary Center for Innovative Theory and Empirics, Columbia University, US. Presentation Title: *Social Interaction in the Sharing Economy*.

06/2014: Conference on Foundations of Utility and Risk, Erasmus University Rotterdam, Rotterdam, Netherlands. Presentation Title: *On the predictive validity of experimentally measured risk preferences: A methodological exploration with field data from Vietnam*.

### Conference Discussant

05/2019: Innovation Growth Lab Research Meeting in Berlin. Discussant for Paper: *Stimulating Marketing Strategy Innovation with Entrepreneurs in Uganda: Examining The Impact of Skype-aided Business Coaching on Firm Sales* by Stephen J. Anderson, Pradeep Chintagunta and Naufel Vilcassim.

## TEACHING EXPERIENCE

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Policy Analysis (BA level), 2007 – 2009, University of Economics, HCMC, Vietnam (UEH).

Microeconomics (BA level), 2008, University of Finance – Marketing, Vietnam.

Data Analytics (BA level), 2012, UEH.

Development Project Planning (MA level), 2012, UEH.

## GRANTS, AWARDS & FELLOWSHIPS

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EY Digital Innovation Research Fund with Matthew Bothner and Ingo Marquart	2019
Mekong Economic Research Network (MERN) Research Grant	2013 – 2014
Economy and Environment Program for Southeast Asia (EEPSEA) Research Grant	2012 – 2013
Small Research Grant	2011 – 2012
ESMT PhD Fellowship	2016 – now
Eurasia Fellowship for Master Program at Humboldt University of Berlin	2009 – 2011
UEH Award for Summa Cum Laude	2006

## COMPUTER SKILLS

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Proficient in Stata, SAS, R, LateX, Python; Working knowledge of Matlab, Ruby, SQL.

## LANGUAGES

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Vietnamese (Native), English (Fluent), German (Beginner), Chinese (Beginner)

## REFERENCES

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### **Prof. Matthew S. Bothner**

Professor of Strategy  
Deutsche Telekom Chair in Leadership  
and HR Development  
Director of the Center for Sustainable  
Business and Leadership (CSBL)  
ESMT Berlin  
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### **Prof. Gianluca Carnabuci**

Professor of Organizational  
Behavior  
Ingrid and Manfred Gentz Chair  
in Business and Society  
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### **Prof. Rajshri Jayaraman**

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