

Mr. Anh MAI (Duc Anh MAI)

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Expertise

Strategic Management, Corporate Strategies, Organizational Behaviour, Institutional Change, Organizational Redesign and Transformation, International Business, Project Management

Education and Qualifications

- Oct.'03 – Nov.'10 PhD, [ESSEC Business School](#) and Paris X-Nanterre University, France. Grade granted by unanimity: HIGHEST HONOURABLE DISTINCTION, WITH UNANIMOUS JURY PRAISES
- Thesis: The influence of organizational redesign on human performance in the context of institutional change in Vietnam: The case of State-Owned Enterprises (SOEs)
- Oct.'02- Oct.'03 DEA, *Master's in Management and Organisations' Dynamics* at the Doctoral School “Economics, Organisations and Society” of [Paris X-Nanterre University](#), France. Grade: HIGH HONOURS (14.54/20)
- Thesis: Pricing a new service product. Case Study: “Pricing an ADSL internet service at Vietnam Posts & Telecommunications Group (VNPT) in Vietnam”
- Sep.'01- Sep.'02 *Specialized Master's in International Project Management*, ESCP-EAP European School of Management ([ESCP Europe](#)), France. Grade: HIGH HONOURS (14.54/20)
- Thesis: Determination of an optimal financing structure for energy projects in South-East Asia; the case of Vietnam
- Nov.'99- Jul.'01 MBA, *Master of Business Administration*, at the Asian Institute of Technology ([AIT](#)), Thailand (2000-2001), and at the French-Vietnamese Centre for Management Training ([CFVG](#)), Vietnam (1999-2000). Dual degree. Grade: EXCELLENT FROM AIT & HIGH HONOURS FROM CFVG
- Research Study: Measures to develop the banking services in Vietcombank in Vietnam
- Aug.' 94- Feb.'99 *Bachelor of Economics in External Economics*, Hanoi Foreign Trade University ([Hanoi FTU](#)), Vietnam. Grade: GOOD
- Thesis: Measures to improve the effectiveness of Official Development Assistance (ODA) resources in Vietnam
- 1994 *Baccalaureate*, Hanoi Foreign Languages Specialized School ([FLSS-ULIS-VNU](#)), Vietnam. Grade: GOOD

Professional Experience

- Since Dec.13 Advisor, Sinh Viet Intelligence Consulting Company; and TNA Trading Company, Hanoi, Viet Nam
- Since Aug.13 Consultant in Business and Management, Dan Houtte, Vuong & Partners Company Ltd, a consulting company, Hanoi, Viet Nam
- Since Jun. 14 Director, Department of Academic Affairs and R&D, [International School](#), Vietnam National University ([VNU-IS](#)), Hanoi.
- Since Jul.2011 Lecturer and Researcher, Department of Social Sciences, Humanities & Economics, International School, Vietnam National University ([VNU-IS](#)) (teaching languages: English, French, Vietnamese)
- *Principles of Management, undergraduate programme*
 - *International Business, Master programme*
 - *Corporate Strategy & Organization, undergraduate & Master programmes*
 - *Human Resource Management, Master programme*
 - *Research Methods in Business, undergraduate & Master programmes*
- Director, Centre for Short Courses and Consultancy ([ISCSC](#)), International School, Vietnam National University, Hanoi
- *The ISCSC provides short-term training courses and consulting services to enterprises and organizations.*
 - *Actual main clients such as the Ha Noi City's Department of Culture, Sports and Tourism, Viettel Corporation, International Care, Vietinbank,...*
- Mar.14-Jun.14 Vice Director, Department of Academic Affairs and R&D, [International School](#), Vietnam National University ([VNU-IS](#)), Hanoi.
- Sep.12- Mar.14 Vice Director, Department of Academic Affairs and R&D, [International School](#), Vietnam National University ([VNU-IS](#)), Hanoi.
- Sep.'09- Aug.'10 Lecturer, [IAE of Dijon](#), [University of Bourgogne](#), France. Responsible for course content design (both theories and practical works) and teaching (teaching languages: French, English):
- *Management Accounting for 3rd year students, undergraduate programme*
 - *Comparative Management Accounting, Master programme*
 - *Management Accounting in specific contexts, Master programme*
 - *Follow up Master students' internship ([AREVA](#)¹, [EADS Astrium](#)², [Amundi](#)³, [SFR](#)⁴, [Kimberly-Clark](#), [Mim](#), etc.)*

¹ AREVA: Global leader in nuclear & renewable energy.

- *Supervise 10 Master students and their final thesis and internship report*
- Sep.'08- Aug.'09 Lecturer, [IUT of Dijon, University of Bourgogne](#), France. Responsible for course content design (both theories and practical works) and teaching (teaching language: French)
- *Management Accounting for 2nd year students, undergraduate programme*
- Feb.'07- Jun.'07 Collaborator in the Fund Raising Project managed by the [International Sports Marketing Chair](#) at ESSEC Business School, Paris, France
- Sep.'06-Jan.'07 Research Monitor to Professors in statistical works and quantitative data analyses at ESSEC Business School, Paris, France
- Jun.'05- Jun.'06 Credit Analyst at Crédit Agricole Asset Management ([Amundi](#)), Paris, France
- *Analysis of Asset-Backed Products (ABS, RMBS, CMBS, CDO, Leasing loans, Consumer loans, etc.), including primary deals' performance analysis*
 - *Communication with fund managers and outside parties*
 - *Participation in one-to-one meetings with sell side, in road shows for new ABS issues, and in banks' and rating agencies' presentation on structured products*
 - *Participation in company's daily and monthly meetings (conference calls)*
- Sep.'04- Jan.'05 Lecturer, [Cergy-Pontoise University](#), France. Responsible for course content design (both theories and practical works) and teaching for 3rd year students of Programme Licence Professionnelle (professional bachelor's programme):
- *Principles on General Accounting*
 - *How to Write and Construct a Business Plan (the concept is to integrate accounting bases into a business plan)*
- Sep.'02-Dec.'02 Credit Analyst at [Crédit Agricole Centre Ouest](#), France
- *Financial analysis and credit evaluation for corporate loans*
- Feb.'01- Jul.'01 Research on the banking services at Joint Stock Commercial Bank for Foreign Trade of Vietnam ([Vietcombank](#)), Hanoi, Vietnam
- *Study and research on the banking service system at Vietcombank*
 - *Recommendations to improve the banking service quality*

² **Astrium**: An aerospace subsidiary of the **European Aeronautic Defence and Space Company (EADS)** providing civil and military space systems and services.

³ **Amundi**: French leader of asset management, jointly created by **Crédit Agricole** and **Société Générale**.

⁴ **SFR**: (Société Française de Radiotéléphonie), French telecommunications company.

- Jan.'99- Jun.'00 Employee at the Sales Department, Hanoi Ford Corporation, Vietnam
- *Management of customers' portfolio*
 - *Communication and negotiation with customers*

Publications

- 2014 Tran Vu, V. H., Mai, A., Doan, C. T., Pige, B. (2014). The representation of performance: from a monetary to a multidimensional approach, an application to Vietnam. The 3rd international Conference on Business and Banking (ICBB), Pattaya, Thailand. Awarded as the best research paper.
- 2012 Mai, A. & Nguyen, V. T. 2012. Becoming an employer of choice: A strategy for improving enterprises' sustainable performance and competitive advantages. Proceedings of Vietnam Human Resource Day 2012 (HRDay 2012): 207-210. (Vietnamese). [Download here](#)
- 2011 Mai, A. (2011). Impacts of motivation on human performance at SOEs in Vietnam. Proceedings of Vietnam's Human Resource Day 2011: 180-184 (Vietnamese). [Download here](#)
- 2009 Mai, A., Bibard, L., Som, A. (2009). Conducting Business in Vietnam: A brief for International Managers. Global Business and Organizational Excellence, 28(3): 55-78. [Download here](#)

Current Researches and Projects

- Topic 1: Global research project on the definition and representation of the performance concept (ITGO) initiated by the "Autorité des Normes Comptables" ([ANC](#)) (Financial Reporting Council), France
- Topic 2: Determining motivational factors for middle level managers at State-Owned Enterprises (SOEs) in Vietnam
- Topic 3: Applying the Total Quality Management (TQM) model in the training and research operations at the International School, Vietnam National University
- Topic 4: Institutional changes in Vietnam and its impacts on organizational redesign at SOEs in Vietnam
- Topic 5: Building the codes of conduct in Vietnamese enterprises

Supervision

- In France 10 graduated Master students
- In Vietnam 04 graduated Master students; 10 on-going Master theses

Scholarships

- Oct.'03- Sep.'06 ESSEC Doctoral Programme Scholarship granted for research studies, France
- Oct.'02- Sep.'03 French Government Scholarship granted for the DEA programme, France

- Sep.'01- Sep.'02 Eiffel Scholarship “Bourse d’Excellence” granted by the French Ministry of Foreign Affairs for the Specialized Master’s programme at ESCP-EAP, France
- Sep.'00- Apr.'01 French Government Scholarship for the MBA programme at AIT, Thailand

Computer Skills

Microsoft Office, MS Project, SPSS

Languages

Vietnamese: Mother tongue

French and English: Fluent

Other Interests

- Travel Visited Russia, Thailand, France, India, Switzerland, Lebanon, Sweden, Denmark, the Netherlands, Norway, Belgium, Spain
- Hobbies Swimming, jogging, music, interior designing, architecture

References

Laurent BIBARD, Professor

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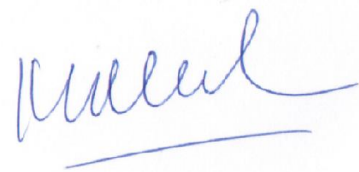
Ashok SOM, Professor

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Pierre PY, Head of Credit Analysis Department

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