

HUE TRONG DUONG

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EDUCATION

University of Georgia, August 2016 - Present

PhD Student

University of Northern Iowa, 2007-2009

M.A., Communication Studies

Institute of International and Development Studies, Switzerland, 2004 – 2005

International Master, Development Studies

Hue University of Sciences, Vietnam, 1994 - 1998

BSc., English and Literature

RMIT University, Australia, 2010 - 2011

Graduate Certificate in Tertiary Teaching and Learning

PUBLICATIONS

Hue, D. T. (2017). Fourth generation NGOs: Communication strategies in social campaigning and resource mobilization, *Journal of Nonprofit & Public Sector Marketing*, Vol. 29(2), 119 – 147, DOI: 10.1080/10495142.2017.1293583

Vu, H. T., Lee, T. T., **Hue, D.T.**, & Barnett, B. (2017) Gendering leadership in Vietnamese media: A role congruity study on news content and journalists' perception of female and male leaders. *Journalism & Mass Communication Quarterly*. DOI: 10.1177/1077699017714224

Vu, H. T., **Hue, D.T.**, Barnett, B., & Lee, T. T. (2017). A role (in) congruity study on Vietnamese journalists' perception of female and male leadership. *Asian Journal of Communication*, DOI: 10.1080/01292986.2017.1318155

Hue, D. T., Brennan, L., Parker, L., & Florian, M. (2015). But I AM normal: Safe driving in Vietnam. *Journal of Social Marketing*, 5(2), 105-124.

Parker, L., Watne, T., Brennan, L., **Hue, D.T.** & Nguyen, D. (2014). Self-expression versus the environment: Attitudes in conflict. *Young Consumers*, 15(2), 138-152.

Hue, D.T. (2010). Using communication theories in mine-risk education campaigns: The case of Vietnam, *Universitas*, 5(2), p. 1 -39.

Edited Book

Brennan, L., Parker, L., Watne, T., Fien, J., **Hue, D.T.** & Doan, M.A. (2013), *Growing Sustainable Communities: A Development Guide for Southeast Asia*. Tilde University Press, Australia.

Book Chapter

Hall, T., James, M., & **Hue, D.T.** (2010). NGO politics and insurgency: Examining institutional structures and change processes of NGO influence, In Pokorny, V. & Kratochvil, M. (Eds.), *Public administration, NGOs and public debt: Issues and perspectives*, 193 - 208, New York; Nova Science Publication.

Book (in Vietnamese)

Hue, D.T. (2016). *The Age of Distraction*. Ho Chi Minh City, Vietnam: The Literature Publisher.

Work in Progress

Hue, D.T. & Parker, L. (Under review). Going with the flow: Young motorcyclists' misperceived norms and motorcycle speeding behaviour.

Vu, H.T., Barbara, B., **Hue, D.T.**, & Lee, T.T. (Under review). "Delicate and Durable": An analysis of women's leadership and media practices in Vietnam.

Conference Papers

Hue, D.T. & Sison, M. CSR as "Bread" or "Perfume"? A critical analysis of CSR perception between local companies and MNCs. ICA Conference, Fukuoka, Japan, 2016.

Hue, D.T. & Sison, M. CSR Communication and NGOs: Perspectives from Southeast Asia, CSR Communication Conference, Ljubljana, Slovenia, September, 2015.

Hue, D.T., Parker, L. and Brennan, L. (2014), Going with the flow: Perception of Social Norms and Motorcycle Speeding Behavior in Vietnam. ANZMAC Conference, Brisbane, 2014.

Watne, T., Brennan, L., Parker, L., **Hue, D.T.**, & Doan, M. A. (2013), Pro-Environmental Purchase Intentions - Young People in Vietnam, World Social Marketing Conference, 21-23 April 2013, Toronto, Canada.

Hue, D.T., Parker, L. and Brennan, L. (2012), Values, environmental attitudes and what that means for sustainable behavior in Vietnam. The Fourth International Conference in Vietnamese Studies: Vietnam on the Road to Integration and Sustainable Development, 26-28 Nov 2012, Ha Noi, Vietnam.

Parker, L., Watne, T., Brennan, L., **Hue, D.T.** & Doan, M. A., (2012), Young adults' environmental attitudes and purchase intention in Vietnam, ANZMAC 2012, 3-5 Dec 2012, Adelaide, Australia.

Research Grants

2015: Oxfam International Research Grant. US\$ 38,000, Women political leadership in the media (with three professors at the William Allen White School of Journalism and Mass Communication, Kansas University).

2013: RMIT Vietnam Research Grant Scheme. US\$1,000, Speeding behavior of young adult motorcyclists and misperception of social norms (with two colleagues).

2013: RMIT Vietnam Research Grant Scheme. US\$4,070, Collecting cultures: Family decision making in Vietnam (with four colleagues).

2002: UNICEF Landmine Impact Survey Funding (with a project team of 6 people): US\$5,000.

PROFESSIONAL RESEARCH EXPERIENCE

Vu, H. T., **Hue, D.T.**, Lee, T. T., & Barnett, B. & (2017). *Gender stereotypes against female leaders in the Vietnamese media*. Oxfam International.

Hue, D.T. (2009). *Road traffic injuries beyond statistics: The case of Vietnam*, Moscow Injury Prevention Conference.

Hue, D.T. (2005). *Poverty and war legacy: A case study*. GICHD database.

Hue, D.T. & Viet, L. (2005). *A study of Knowledge-Attitude-Practice of people in Quang Tri province towards the dangers of landmines and unexploded ordnances*. UNICEF Vietnam.

Professional Conference Presentations

March 2008: 9th World Injury Prevention and Safety Promotion Conference, Merida, Mexico (WHO & CDC): Presenting the research on using communication theories in mine risk education campaigns

April 2006: 8th World Injury Prevention and Safety Promotion Conference, Durban, South Africa (WHO & CDC): Presenting the activities and strategies of mine risk education campaigns in Vietnam.

June 2004: 7th World Injury Prevention and Safety Promotion Conference, Vienna, Austria (WHO & CDC): Presenting the results of the survey on Knowledge – Awareness –Practice (KAP) of Vietnamese towards landmines and unexploded ordnances.

Professional Guideline Contribution

Linking Mine Action and Development: Guidelines for Mine/ERW Operators. Published by the Geneva International Center for Humanitarian Demining, Geneva, Switzerland, 2009.

Journalism Experience

Feature writing both in English and Vietnamese for national magazines:

- *The Saigon Times Weekly (English)*
- *Vietnam News (English)*
- *The Saigon Economic Times (Vietnamese)*
- *Saigon Marketing (Vietnamese)*
- *The Youth Weekend (Vietnamese)*

Selected journalistic articles are available at: www.hueduong.webnode.vn

TEACHING EXPERIENCE

Graduate Instructor, University of Georgia, August 2016 - Present

- COMM1500: Interpersonal Communication

Lecturer, RMIT Vietnam University, 2009 – 2016

- COMM2393 Communication Theories
- COMM2493 Communication Histories and Technologies
- COMM2491 Communication and Social Relations
- COMM2383 New Media, New Asia
- COMM2873 Mass Media in Asia
- COMM2379 Modern Asia
- Also assisted teaching COMM2387 Workplace Orientation and Professional Vietnamese
- Conduct student consultations, invigilate exams, mark assessments, report on student progress and results, and reflect on teaching practice to improve the learning environment.
- Member of the research team on injury prevention and social marketing.
- Member of the Industry Engagement Committee.
- Supervised the design of the course Professional Vietnamese.
- Coordinated the Southeast Asia CSR research project with RMIT Melbourne.
- Liaise with Vietnam's communication industry and NGO sector to source real-life scenarios for assessment and case studies, as well as secure client briefings, guest lectures and field trips to help students tackle real-life scenarios.

INDUSTRY EXPERIENCE

Feb 2014 – July 2016

Member of the Board, Niem Tin Viet Company, Vietnam

- Advise the Management Board on corporate communications to partners and potential clients.
- Plan and manage the operation of the telesurvey service and B2B customer care capacity using the company extensive database system.

July – Sept 2009

Research Manager, Asia Injury Prevention Foundation

- Worked with the research team from Oxford University to conduct a country case study of road traffic injuries in Vietnam.
- Advised the organization regarding evaluation of programs of road traffic incident prevention.

August 2001 – April 2007

Communication Manager, Project RENEW

- Developed and carried out KAP surveys and community-based communication campaigns
- Managed UNICEF-sponsored mine risk education program.
- Managed organizational communication
- Coordinated funding initiatives and reconciliation programs
- Contributed to fundraising activities from various agencies (US Department of Defense, US Department of States, UNICEF, UNMAS, The Humpty Dumpty Institution, The Norwegian People's Aid).

June 1998 – July 2001

Project Officer, Department Of Foreign Affairs, Vietnam

- The Department is a governmental authority and I worked as the coordinator of international NGOs projects on community development, postwar victim assistance and health communication, including UNICEF, Mines Advisory Group project (UK based NGO), Peacetrees Vietnam (Seattle based NGO), Clear Path International (Seattle based NGO), Solidarity Service International (Berlin based NGO), Global Community Service Foundation (Virginia based NGO).

AWARDS

- 2016: ICA Travel Award to Fukuoka Japan.
- 2009: Outstanding graduate research paper award by the Dean of the College for Arts and Humanities, University of Northern Iowa, Iowa, USA
- 2009: Research Travel Award by the Office of International Programs, University of Northern Iowa
- 2009: Third Prize, Research Symposium at the University of Northern Iowa
- 2007-2009: Fulbright Scholarship
- 2004-2005: Scholarship by the Swiss Agency for Development and Cooperation.
- 1994-1998: Top undergraduate student scholarship at Hue University of Science.
- 2004, 2006, 2008: CDC travel award to present at the World Injury Prevention and Health Promotion in Austria, South Africa and Mexico.