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## FORMATION

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2012 - : Doctorant en Marketing, Université de Lille Nord de France – Skema Business School (France)

2011 – 2012 : Master de recherche en Marketing Avancé, Université de Lille Nord de France – Skema Business School (France)

2007 – 2011 : Maitrise en International Business, Université des Sciences Économiques de Ho Chi Minh ville (Vietnam)

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## PUBLICATIONS & COMMUNICATIONS

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NGUYEN N.N. & OZCAGLAR-TOULOUSE N.(2015), The alternative glocalisation : Ethnographic study on Vietnamese youth's music consumption, *Heretical Consumer Research*, New Orleans, 28-30 SEPTEMBRE, 2015.

NGUYEN N.N (2014), [Review of the book Sustainable Marketing, by Martin D. and Schouten J. (2012)], *Recherche et Applications en Marketing*, 29, 3, 117-118.

NGUYEN N.N. & OZCAGLAR-TOULOUSE N. (2014), Revisiter la théorie de la globalisation culturelle : Étude (n) ethnographique de la consommation musicale des jeunes vietnamiens, *13<sup>e</sup> Journées Normandes de Recherche sur la Consommation*, Novembre 27 – 28, Rouen.

NGUYEN N.N. & OZCAGLAR-TOULOUSE N. (2014), Korean Pop Music vs American Pop Music : Demystifying the Empowerment of Dominated Pop Culture, in Working Paper Session, *Consumer Culture Theory Conference*, June 26 – 29, Helsinki.

NGUYEN N.N (2012), When The Young Communist Consume : An Exploratory Study of Vietnamese Youth Identity Construction, in Developing Markets Session, *The 4th Transformative Consumer Reseach Conference*, June, Lille.

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## SÉMINAIRES ET FORMATIONS DOCTORAUX

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*Quatitative Data Analysis Workshop VIII*, Fayetteville, Arkansas, United States, 16-18 Juin, 2015

*Séminaire Doctoral de CCT, Rouen, France, 24 Novembre, 2014*

*Ethnographic Study Workshop, Paris, France, 15 Octobre, 2014*

*Qualitative Methods and Research Design I, Lille, France, 20-24 Octobre, 2013*