



NGO VIET LAM

Associate Professor at University of New South Wales,
Australia

ISB.MBA & WSU.MBA

Academic Degree

- PhD at University of Newcastle, Australia

Research Area

- Brand management
- Digital marketing
- Advertising
- Customer relationship management
- Change in business model
- Start-up

Teaching Area

- Integrated Brand Management
- Strategic Marketing

Contact

- Address: 17 Pham Ngoc Thach St, Ward 6, Dist. 3, HCMC, Vietnam
- Phone: [84 28] 5446 5555
- Email: info@isb.edu.vn
- Website: www.isb.edu.vn