

# Thong Tien Nguyen



Department of International Economics, Government and Business,  
Copenhagen Business School, Porcelænshaven 24A+B, 1-4 Floor 2000  
Frederiksberg. Email: [ttin.egb@cbs.dk](mailto:ttin.egb@cbs.dk) or [thongtiennguyen@gmail.com](mailto:thongtiennguyen@gmail.com).

Mobile: [REDACTED]

Site1: <https://scholar.google.com/citations?user=OegQcJ4AAAAJ&hl=en>

Site2: <https://www.linkedin.com/in/thong-tien-nguyen-7268271a/>

## Expertise

---

**Applied Economics for Public Policy and Market Research:** Economics Complexity, Economics Relatedness, Economics Development, Industrial Upgrading, Consumer Insight & Choice Modeling, Innovation and Product Development, Market Demand, Market Co-integration, Price Optimization, International Trade, Food and Natural Resource Economics.

## Education

---

<b>2/2009-1/ 2013</b>	<b>University of Southern Denmark, Denmark</b> PhD, Topic in Applied Economics for Consumer & Market Research
<b>6/2011-11/2011</b>	<b>Simon Fraser University, Canada</b> Visiting PhD student
<b>8/2005 – 7/ 2007</b>	<b>University in Tromsø, Norway</b> Master program in Natural Resource Economics and Management.
<b>9/2003-4/2004</b>	<b>United Nation University, Iceland</b> Postgraduate in Fisheries Policy and Planning, Iceland (UNU-FTP)
<b>7/2002 – 6/2003</b>	<b>Fulbright Economics Teaching Program, Vietnam</b> Postgraduate in Applied Economics for Public Policy
<b>9/1992-7/1997</b>	<b>Nha Trang University, Vietnam</b> Bachelor in Economics

## Working Experience

---

<b>07/2020-present</b>	Postdoc researcher at Copenhagen Business School, Department of International Economics, Governance and Business
<b>12/2017-07/2020</b>	Senior researcher at Syntesa Associates & Partner, Copenhagen, Denmark
<b>5/2014-11/2017</b>	Assistant Professor in Applied Economics & Marketing Research, University of Southern Denmark
<b>3/2013-5/2014</b>	Lecturer in Business Economics, Nha Trang University, Viet Nam
<b>9/1997-1/2009</b>	Lecturer in Business Economics, Nha Trang University, Viet Nam
<b>7/2007-1/2009</b>	Consultant in Economic Development at Investment & Development in Vietnam (IDV) Company, Hanoi, Vietnam. <i>Sideline-employment</i>

1/2010-5/2012

Consultant in Enterprise Management Development (EMD) Joint Stock Company, Hanoi, Vietnam. *Sideline-employment*

## Projects

---

- 1. VIETSKILLS-** Innovating Vietnam’s TVET system for sustainable growth. DANIDA funding, 07/2020-12/2022, 5 million Danish kroner. *Project aims:* The specific goals of this pilot project are to understand the medium-term skill upgrading requirements in foreign MNEs in selected GVCs in Vietnam, to examine the current state of development in Vietnam’s TVET programs, to identify public investment priorities, and to design strategies to strengthen the TVET system. *Responsibility/contribution:* Writing application, co-coordinating project and leading WP3. *The key outcome of this project is that I and colleagues have developed an approach to forecast the products for future upgrading, basing on concept of economic relatedness and complexity.*
- 2. EU HORIZON 2020-AQUAVITEA** “New species, processes and products contributing to increased production and improved sustainability in emerging low trophic, and existing low and high trophic aquaculture value chains in the Atlantic”. EU HORIZON 2020, 8 €million, 4 years (Jun. **2019-2023**). *Responsibility/contribution:* Contribution in writing the application; Lead WP7: Socioeconomic analysis and profitability of VCs. Left project at 07/2020 due to relocation and changing company’s ownership. *Link:* <https://aquavitaeproject.eu/>
- 3. EU PROJECT-SHEPA** “Sustainable Shipping and Environment of the Baltic Sea region” (SHEBA)-BONUS: 3 €million, 3 years (2015-2018). *The project aims* to analyze the drivers for shipping, obtain the present and future traffic volumes and calculate a set of scenarios which will then feed into calculations of emissions to water, to air, and of underwater noise using and extending the currently most advanced emission model based on Automatic Identification System (AIS) ship movement data. Further, the project will provide an integrated (ecological, economic, and social) assessment of policy options to mitigate pressures linked to shipping, quantifying as far as possible anticipated changes in ecosystem services (compared to an established baseline). *Responsibility/contribution:* Leading Task 5.2 “Assess changes to ecosystem services compared to Business As Usual”, contribution to other tasks of 2 WPs (Policies, activity data and scenarios and assessments and policy). *Project link:* <http://www.sheba-project.eu/>
- 4. EU HORIZON 2020- PRIMEFISH** “Developing Innovative Market Orientated Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global Markets” (PRIMEFISH) EU HORIZON 2020, 5 €million, 4 years (2015-2019). *Project aims* to develop an innovative market orientated prediction toolbox. It allows to strengthen the economic sustainability and competitiveness of European Seafood on Local and Global markets. *Responsibility/contribution:* Writing the application, Leading a case study, and principal investigator for tasks on analyzing the impact of macro-economic effects on “boom-and-bust” cycles” (WP2), value chain governance (WP3), consumer preference and choice (WP4), and development robust simulation and prediction model for PrimeDSF development (WP5). *Project Link:* <http://www.primefish.eu/>

5. **EU HORIZON 2020-CLIMEFISH** “Co-creating a Decision Support Framework to Ensure Sustainable Fish Production in Europe under Climate Change”, EU Horizon 2020, €5 million, 4 years, 2016-2020. Project aims to help ensure that the increase in seafood production comes in areas and for species where there is a potential for sustainable growth, given the expected developments in climate, thus contributing to robust employment and sustainable development of rural and coastal communities. Responsibility/contribution: Contribution to WP4 for task of socioeconomic assessment. Project link: <http://climefish.eu/>
6. **EU HORIZON 2020-FARFISH** “Responsive Results-Based Management and capacity building for EU Sustainable Fisheries Partnership Agreement- and international waters”, EU Horizon 2020, €5 million, 4 years, 2017-2021. Project aims to provide knowledge, tools and methods to support responsible, sustainable and profitable EU fisheries outside European waters, compatible with Maximum Sustainable Yield. To achieve this, FarFish will develop practical, achievable and cost-effective fisheries management tools and advice which can be applied immediately. The work will be done in collaboration of scientists, policy makers, resource users and other stakeholders aimed to improve fisheries management competences. FarFish will provide a better knowledge base of these fisheries and encourage resource users to actively take part in the management, thus empowering them, generating a sense of ownership and enhancing compliance. Responsibility: Key participant in WP5 “Evaluation and implementation of management plans”. Project link: <https://www.farfish.eu/>
7. **SMOOKBAN** “Estimating the impact of smoking ban on restaurants in Vietnam”. Development and Policy Research Center, Vietnam (DEPOCEN); funded by Tobacco Free Kids, \$70 thousand, one year (2017-2018). Project aims to investigate the impacts of smoking ban regulations on tourism business. The impacts are revealed by research with both restaurant owners and restaurant visitors. Responsibility/contribution: Designing survey questionnaire (choice experiment), estimating econometric models, and writing scientific report.
8. **P-SYCLE** “Sustainable management of Phosphorous in a circular economy”, SDU-HORIZON, €800 thousands (5.8 million DKK), 4 years (2014-2016). Project aims to develop technologies to enhance Sustainable management of Phosphorus in a circular economy. The project will support a development that fulfils the following specific objectives: 1) New technologies that contribute to cost efficient P environmental friendly recovery; 2) Technologies that improve water quality through development of materials for P-adsorption and recycling; 3) Develop an institutional framework integrating spatial dispersion (Incentive-based and regulation in a policy mix). Responsibility/contribution: Leading task of cost-benefit analysis for P treatment technology.
9. **VNEPA** “Export Potential Assessment for Vietnam”, funded by Swiss State Secretariat for Economic Affairs, 2 million euro, 2 years (2013-2014). Responsibility/contribution: Leading a deliverable of assessing export potentials for seafood sector in central Vietnam.

## Relevant Consultant Works

---

1. **Work Bank** (10/2019-05/2020). “Quantification of Economic Impact of Non-Compliance with Illegal Unreported and Unregulated Fishing- The Case Of Vietnam”. *Responsibility: Leading the Deliverable*.
2. **Korea Marine Institute** (04/2020-11/2020). Analysis of effect of Vietnam-Korea FTA on seafood trade and suggestions for future improvements. *Responsibility: Leading the Deliverable*.
3. **IDV Consultancy Company** (2007-2008). “Primary assessment of conditions on economics, society, and fisheries sector at commune and district level in order to establish the fisheries co-management in Lake Buon Triet, Dak Lak province. Ministry of Foreigner Affairs of Denmark, Ministry of Agriculture and Rural Development of Vietnam, and IDV Consultancy Company. *Responsibility: Leading the Deliverable*.
4. **EMD Joint Stock Company** (2010-2011). “Technical assistance consultancy services in screening concept notes and appraising project documents from GCF’ client”. Embassy of Denmark in Hanoi & Enterprise Management Development. *Responsibility: Leading the Deliverable*.

## Publication

---

### *Peer-reviewed articles*

- Thong, N. T., Ngoc, Q. T. K., & Voldnes, G. (2023). Consumer’s perception and acceptance of lumpfish used in salmon cages. *Aquaculture International*, 1-22.
- Nguyen, D. T., Kokko, A., & **Thong, T.N** (2023). Multinational enterprises and local firms’ export market entry: A panel data analysis of Vietnam's food processing industry. *Agribusiness*.
- Menozzi, D., **Nguyen, T. T.**, Sogari, G., Taskov, D., Lucas, S., Castro-Rial, J. L. S., & Mora, C. (2020). Consumers’ preferences and willingness to pay for fish products with health and environmental labels: Evidence from five European countries. *Nutrients*, 12(9), 2650.
- Thong, N. T., Isaac Ankamah-Yeboah, Julia Bronnmann, Max Nielsen, Eva Roth, Birgit Schulze-Ehlers.** (2020). Price transmission in the pangasius value chain from Vietnam to Germany. *Aquaculture Reports*, 16, 100266. A companion title to the respected
- Nguyen, G. V., Jolly, C. M., & Nguyen, T. T. (2020). Testing Market Power and Welfare Effects in the US Catfish Industry. *Journal of Agricultural & Food Industrial Organization*, 1 (ahead-of-print).
- Yang, Yingkui, Jingzheng Ren, Hans Stubbe Solgaard, Di Xu, and **Thong Tien Nguyen**. "Using multi-criteria analysis to prioritize renewable energy home heating technologies." *Sustainable Energy Technologies and Assessments* 29 (2019): 36-43.
- Thong, NT, Solgaard, H.S, Yinkui, Y., and Thanh, Q.B** (2017). The role of packaging format, alcohol level and brand in consumer’s choice of beer: A best-worst scaling multi-profile approach. *Food Quality and Preference.*, 65: 92-100.
- Thong, N.T, Nielsen, M., Roth, E., Giap, N.V., Solgaard, H.S.** (2017). The estimate of world demand for pangasius catfish (*Pangasiusianodon hypophthalmus*). *Aquaculture Economics & Management*, 21(03):400-417.
- Thong, N.T., Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J.** (2018). Using labeled choice experiments to analyze demand structure and market position among seafood products.

- Thong, N. T., & Solgaard, H. S.** (2017). Consumer's food motives and seafood consumption. *Food Quality and Preference*, 56, 181-188.
- Thong, N.T., Solgaard, H.S., Wolfgang, H., Roth, E., Lars., R.J.** (2015). Consumer Willingness to Pay for Quality Attributes of Fresh Seafood: A Labeled Latent Class Model. *Journal of Food Preference and Quality*. 41:225-236.
- Thong, N.T.** (2012). Inverse Demand System for Mussel Products in Europe. *Marine Resource Economics*. 27(2): 149-164.
- Thong, N.T.** (2012). Implicit Price of Mussel Characteristics in the Auction Market. *Journal of Aquaculture International*. 20 (4):605–618.
- Thong, N.T., & Olsen, S.O.** (2012). Attitude toward and Consumption of Fish (Seafood) In Vietnam. *Journal of Food Product Marketing*. 18(2):79-95.

### **Peer-reviewed manuscripts in progress**

1. Ari Kokko & Thong (2022) Economic forecasting and export upgrading opportunities at the industry level: the case of Vietnam's electronics sector.
2. Ngoc QTK, Thong TN et.al (2022). Labor Skill Development in the Vietnamese Food Processing Sector.
3. Hans Stubbe Solgaard, Yang, Yingkui & Thong Tien Nguyen. *The influence of social desirability on consumers' willingness to pay for fish welfare*.
4. Nguyen Tien Thong, Sara Egemose, Lukasz Koziel, Lars Ravn-Jonsen<sup>4</sup> Niels Vestergaard. *Economic feasibility of using sand and concrete as filter materials for phosphorous retention in stormwater ponds*.
5. Thong Tien Nguyen. *Consumer's beliefs of health and environmental effects and trust on health certificate and eco-label of food: Survey of five European countries*.

### **Book chapter**

**Thong, N.T, Nguyen, D.H., Huong, L.T.M., & Bich, P.T.** Country case study: Sustainable Consumption and Production in Vietnam. SWITCH ASIAN book publication-Volume 1.

### **Papers in Progress**

## **Awards & Scholarship**

---

1. 1992-1997: Full Scholarship for undergraduate program in economics, Nha Trang University (five years)
2. 1997: Best student award, Nha Trang University
3. 2003: Full Scholarship for Postgraduate Program in Applied Economics for Public Policy, Fulbright Economics Teaching Program, Vietnam (one year)
4. 2004: Full Scholarship for Postgraduate Program in fisheries policy and planning, United Nation University, Iceland (six months)

5. 2005-2005: Full Scholarship for master's degrees in international fisheries economics and management in Trømso University, Norwegian Government (NORAD) (Two years)
6. 2009-2013: PhD Scholarship in University of Southern Denmark (3 years).