

## Assessment Panel 1

### Committee members

- 1 Prof. Dr. R-Dieter Reineke
- 2 Dr. Vu The Dung
- 3 Nguyen Thi Anh Phuong (MBA)

Date : Tue, 26 Apr 2016  
Time : 8.00am - 11.30am  
Place : Room 408, 4th Floor, Building A4, HCMC University of Technology  
268 Ly Thuong Kiet St., Dist. 10, HCMC

No.	Time	Matri. No	Participants Name			Topic	Type of Defense Session
1	8:00 - 8:40	77130142	Mr.	Phạm Vĩnh	An	An exploration into re-purchasing intention in technical services. A case study at Tetra Pak Vietnam" instead of "An exploration re-purchasing. A case study at tetra pak Vietnam into intention in technical services	Open
2	8:40 - 9:20	77130158	Ms.	Nguyễn Ngọc	Nga	Evaluating employee reaction toward the organizational restructure. The case of Vietnam Dairy Products JSC. (VINAMILK)	Open
3	9:20 - 10:00	77130141	Mr.	Nguyễn Tăng	Phong	Formulating marketing plan: assessment, improvement, and implementation in Tulip Restaurant	Open
4	10:00 - 10:40	77130137	Mr.	Dương Thành	Trí	The relations of relationship strength, relationship quality, switching costs and perceived value in B2B context - An empirical study of electrical automation engineering service in Viet Nam	Open
5	10:40 - 11:20	77140186	Ms.	Lê Thị	Thào	Antecedents of knowledge transfer from universities to enterprises: A study of postgraduate program in business fields	Open

### NOTE

**CLOSE Defense Session:**

Entry for only person - in - charge

**OPEN Defense Session:**

EMBA-MCI students are allowed to observe Defense Session

## Assessment Panel 2

### Committee members

- 1 Prof. Dr. R-Dieter Reineke
- 2 Dr. Vu The Dung
- 3 Nguyen Thi Anh Phuong (MBA)

Date : Tue, 26 Apr 2016  
Time : 13.30pm - 17.00pm  
Place : Room 408, 4th Floor, Building A4, HCMC University of Technology  
268 Ly Thuong Kiet St., Dist. 10, HCMC

No.	Time	Matri. No	Participants Name			Topic	Type of Defense Session
6	13:30 - 14:10	MCI13E21	Ms.	Phan Thị Thuỳ	<b>An</b>	Factors Impacting on Student's Satisfaction about the Study Abroad Consulting Service in Ho Chi Minh City University of Technology	Close
7	14:10 - 14:50	77130140	Mr.	Huỳnh Ngọc	<b>Thạch</b>	Exploring barriers to product innovation. Case study: Innovation activities at Duy Tan Plastics Corporation	Close
8	14:50 - 15:30	77130161	Ms.	Lê Thị Kim	<b>Ứng</b>	Identifying factors that lead to user resistance to technological change . A study of ERP implementation in Vietnam	Open
9	15:30 - 16:10	77110098	Mr.	Lê Thanh	<b>Tông</b>	Influential factors in applying information technology solutions in an Academy institute. A case study in Vietnam Aviation Academy	Open
10	16:10 - 16:50	77120119	Mr.	Lê Minh	<b>Tuấn</b>	Determinants of customers' online purchase satisfaction: an empirical study in Vietnam	Open

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**CLOSE Defense Session:** Entry for only person - in - charge

**OPEN Defense Session:** EMBA-MCI students are allowed to observe Defense Session

## Assessment Panel 3

### Committee members

- 1 Prof. Dr. R-Dieter Reineke
- 2 Dr. Vu The Dung
- 3 Nguyen Thi Anh Phuong (MBA)

Date : Wed, 27 Apr 2016  
Time : 8.00am - 12.00am  
Place : Room 408, 4th Floor, Building A4, HCMC University of Technology  
268 Ly Thuong Kiet St., Dist. 10, HCMC

No.	Time	Matri. No	Participants Name			Topic	Type of Defense Session
11	8:00 - 8:40	77130136	Ms.	Nguyễn Như	<b>Anh</b>	Evaluation of the practice of coaching by line managers (manager as coach - MAC) in PVDrilling corporation	Close
12	8:40 - 9:20	77130138	Ms.	Nguyễn Liên	<b>Khả</b>	Measuring Organizational Health of DigiPro Company	Close
13	9:20 - 10:00	77130153	Ms.	Lý A	<b>Kín</b>	The impact of perceived corporate social responsibility on consumers' purchase intention. An empirical study in food industry in Ho Chi Minh City, Vietnam	Close
14	10:00 - 10:40	77130146	Mr.	Hồ Minh	<b>Nhật</b>	Assessing the Ability to Develop Intellectual Property Management Consulting Service in Ho Chi Minh City	Close
15	10:40 - 11:20	77130160	Ms.	Vũ Thị Anh	<b>Thư</b>	An analysis of the influence of content marketing on consumer purchase behavior. A study of Vietnamese consumers	Open
16	11:20 - 12:00	77120119	Mr.	Trương Ninh	<b>Lộc</b>	Determinants of competitiveness: A study of Small and Medium sized enterprises in Dong Nai province	Open

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**OPEN Defense Session:**

EMBA-MCI students are allowed to observe Defense Session

## SCHEDULE FOR DEFENDING EMBA-MCI MASTER THESIS - INTAKE 4

### Assessment Panel 4

#### Committee members

- 1 Prof. Dr. R-Dieter Reineke
- 2 Dr. Vu The Dung
- 3 Nguyen Thi Anh Phuong (MBA)

Date : Wed, 27 Apr 2016  
 Time : 1.30pm - 16.00pm  
 Place : Room 408, 4th Floor, Building A4, HCMC University of Technology  
 268 Ly Thuong Kiet St., Dist. 10, HCMC

No.	Time	Matri. No	Participants Name			Topic	Type of Defense Session
17	13:30 - 14:10	77130148	Mr.	Lê Văn	<b>Thân</b>	Coffee consumption in Ho Chi Minh City differences in preferences of male and female consumers	Close
18	14:10 - 14:50	77130149	Mr.	Phan Quốc	<b>Toàn</b>	Factors influencing customer's intention to buy for secured mortgage loan at ANZ Vietnam	Close
19	14:50 - 15:30	77120116	Mr.	Tạ Quốc	<b>Nam</b>	Improving material management in weapon factory to be of ministry of defense Z751 Union Enterprise	Close
20	15:30 - 16:10	77130145	Mr.	Nguyễn Anh	<b>Khoa</b>	Customer relationship management implementation: a case study of FMCG sector in Vietnam	Close

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