



Tony (Van ha) LUONG

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Post Doctoral Researcher, Marketing

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EDUCATION

- 2020** Ph.D., Management Sciences, Marketing, ESCP-EAP, France
- 2016** Master of Management Research, University of Lille 2, France
- 2015** Master of Business Administration - Innovation and Entrepreneurship, Centre Franco-Vietnamien de formation à la Gestion (CFVG), Vietnam

RESEARCH INTERESTS

Content analysis, Destination branding, Marketing, Quantitative Methods, Tourism management

CONSULTING EXPERIENCE

- 2010 - 2015** Account director, Say Cheese Event and Communication, Vietnam

COURSES TAUGHT

- Market research, Bachelor in international business
- Services marketing, digital communication

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Luong V. H., Manthiou A., Kang J., Nguyen C., (2024), The building blocks of regenerative tourism and hospitality: a text-mining approach, *Current Issues in Tourism*, 27(3), pp. 361-380
- Manthiou A., Luong V., Klaus P., (2023), Solo Tourism: Exploration and conceptualization – A semi-supervised machine learning approach, *Journal of Travel & Tourism Marketing*, 40(6), pp. 453-474
- Klaus P., Manthiou A., Luong V.-H., (2022), Sustainability in Luxury: Insights from Consumer Twitter Activities, *Journal of Strategic Marketing*, 31(9), pp. 1-18
- Manthiou A., Klaus P., Luong V.-H., (2022), Slow tourism: Conceptualization and interpretation – A travel vloggers' perspective, *Tourism Management*, 93(104570), pp. 1-15
- Luong V.-H., (2019), Key attributes and descriptors of Vietnam destination image A content analysis of online English post-trip-reports, *European Review of Service Economics and Management*, 1(7), pp. 83-115

Forthcoming

Klaus P., Edwards K., Daniela N., Manthiou A., LUONG V.-H., (2024), Inclusive Servicescapes: The Imperative of Universal Design Principles, *Journal of Services Marketing*, N/A(N/A), pp. N/A

Luong V.-H., Tarquini-Poli A., Yaprak Anadol Y., Klaus P., Manthiou A., (2024), Is digital fashion the future of the metaverse? Insights from YouTube comments, *Journal of Retailing and Consumer Services*, N/A(N/A), pp. N/A

Papers in non-refereed journals

Forthcoming

Manthiou A., LUONG V.-H., Ayadi K., Klaus P., (2024), The Metaverse Experience: A Big Data Approach to Virtual Service Consumption, *International Journal of Contemporary Hospitality Management*, ahead-of-print(ahead-of-print), pp. ahead-of-print

Communications in refereed conferences

International

Vo-Thanh T., Luong V.-H., Manthiou A., (2024), *How does slow tourism lead to wellbeing? A transformational learning perspective* The 9th International Conference on Business and Social Science, Fukuoka, Japan

Other conference and seminar presentations

International

Klaus P., Manthiou A., Tarquini-Poli A., Luong V. H., (2023), *Welcome to the family, Alexa: A social penetration perspective of AI voice-bots use* Frontiers in Service 2023, Maastricht, Netherlands