

Dothang Truong, Ph.D.

Assistant Professor, Department of Management

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COURSES TAUGHT

MGMT645 Electronic Commerce
MGMT695 E Business & Supply Chain Mana
MIS435 Electronic Commerce
MGMT335 Operations Management
MGMT325 Quan Meth for Business

Teaching Interest : E-Commerce, Web design, e-Supply Chain Management, Operations Management, Project Management, Management Science, Computer Applications in Business

Research Interest : E-commerce adoption, E-marketplace usage, Radio Frequency Identification, e-Supply Chain Management, e-Logistics, Web 2.0

EDUCATION

2004 Ph.D. - Manufacturing Management
 The University of Toledo
 Toledo, Ohio

1997 M.B.A. - Management of Technology
 Asian Institute of Technology
 Bangkok, Thailand

1994 Other Baccalaureate - Industrial Automation
 Hanoi University of Technology
 Hanoi, Vietnam

WORK EXPERIENCES

Academic

July 2004 - - Current Assistant Professor
 Fayetteville State University
 Fayetteville, NC

August 2003 - June 2004 Instructor
 Fayetteville State University
 Fayetteville, NC

August 2000 - July 2003 Teaching assistant
 The University of Toledo
 Toledo, Ohio

December 1998 - September 1999 Instructor(part time)

Swiss-AIT-Vietnam Management Development Program (SAV)
NA, NA

May 1997 - July 2000 Instructor(full time)
Hanoi University of Technology
Hanoi, Vietnam

Non-Academic

July 1997 - July 1998 Project Coordinator(part time)
Vietnam Coal Corporation (VINACOAL)
NA, Vietnam

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Publications

2008. Truong D, Jitpaiboon T. [How IT-Purchasing Preparedness Facilitates E-Marketplace Usage](#), *Journal of Enterprise Information Management*, 21 (2) pp. 198-218
2008. Truong D. [An Empirical Study of Business-To-Business Electronic Marketplace Usage: The Impact of Buyers' E-Readiness](#), *Journal of Organizational Computing and Electronic Commerce* , 18 (2) pp. 112-130
2007. Truong D. [Using Spreadsheet Simulation to Evaluate the Expected Value of Solutions to Increasing Click-Through Rates for Banner Ads](#), 7 (3) pp. 224-229
2007. Truong D. [A Theoretical Framework for Radio Frequency Identification and Supply Chain Management](#), *International Journal of Business and Public Administration*, 4 (1) pp. 90-100
2007. Rao S, Truong D, Senecal S, Le T. [How Buyers' Expected Benefits, Perceived Risks, and e-Business Readiness Influence their E-Marketplace Usage](#), *Industrial Marketing Management*, 36 (8) pp. 1035-1045
2006. Truong D, Nguyen V. [How Purchasing Organizations Use Web-Based Marketplace: An Empirical Study in America](#), *Journal of Academy of Business Administration*, 6 (1) pp. 183-188
2006. Tavakoli A, Gurley K, Truong D. [A Cross-Cultural Study of Whistleblowing: A Comparison of Attitude and Intensions Between Russian and American Managers](#), *International Journal of Business and Economics Perspectives*, 1 (2) pp. 11-25
2006. Jitpaiboon T, Park J, Truong D. [The Effects of Employee Autonomy, Top Management Support, and Pride on Performance of Hotel Employees](#) 6 (3) pp. 71-76
2005. Truong D. [Methodologies for Evaluating The Investment in Electronic Data Interchange](#), *International Journal of Enterprise Information Systems* , 1 (3) pp. 55-67
2004. Deng X, Doll W, Truong D. [Computer self-efficacy in an ongoing use context](#), *Behaviour & Information Technology* , 23 (6) pp. 395-412
2004. Le T, Rao S, Truong D. [Industry-Sponsored Marketplaces: a Platform for Supply Chain Integration or a Vehicle for Market Aggregation?](#), *Electronic Markets*, 14 (4) pp. 295-307

Refereed Proceedings and Presentations

2008. Truong D, Le T, Senecal S, Rao, S . Are All Types of Electronic Marketplaces the Same From Buyers' Perception?, *American Insitute of Higher Education (AmHighEd) Conference*, Orlando FL
2008. Lari A, Lari N, Truong D . The Framework of an IT-enhanced System Designed to Improve Quality of Patients Care , *American Insitute of Higher Education (AmHighEd) Conference*, Orlando FL
2007. Truong D . An Empirical Study of Market Accessibility, Perceived Distrust, and Supplier Integration in the E-Market Context, *Decision Science Institute (DSI) Annual Meeting*, Phoenix AZ
2007. Jitpaiboon T, Dangol R, Truong D . The Study of Supply Chain Integration (SCI) and Organizational Performance Using Hierarchical Linear Modeling: A Comparative Study of SMEs Vs. LEs, *Decision Science Institute (DSI) Annual Meeting*, Phoenix AZ
2007. Truong D . A Theoretical Framework for Radio Frequency Identification and Supply Chain Management., *The International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Orlando FL

- 2006. Truong D . An Empirical Study of Business-to-Business Electronic Marketplace Usage from Buyer Perspective, *The 2nd International Symposium on Management, Engineering and Informatics* , Orlando FL
- 2005. Truong D, Rao S, Le T . Business-to-Business Electronic Marketplace Usage for Purchasing and the Impact of Buyers' E-Readiness, *The 16th Annual North American Research/Teaching Symposium on Purchasing and Supply Management*, Tempe AZ
- 2005. Truong D, Le T, Rao S, Nguyen, . How Information Technology Usage for Facilitating the Purchasing Process Influences the Extent of Electronic Marketplace Usage, *Decision Science Institute (DSI) Annual Meeting*, San Francisco CA
- 2004. Le T, Rao S, Truong D . Buyer's Perspective on Industry-Sponsored Marketplaces, *Decision Science Institute (DSI) Annual Meeting*, Boston MA
- 2003. Truong D, Le T . Perceived values of B2B E-marketplaces from Buyer and Seller perspectives, *Decision Science Institute (DSI) Annual Meeting*, Washington D.C.
- 2003. Truong D . How The Advent of Internet affects EDI Usage, *Decision Science Institute (DSI) Annual Meeting*, Washington D.C.
- 2002. Truong D, Rao S . The Moderating Effect of Information Systems and Technology in Supplier Quality Performance, *Midwest Business Administration Association (MBAA) Conference.*, Chicago IL
- 2002. Truong D, Subedi D, Rachamadugu R . Methodologies for Evaluating the Value for Electronic Data Interchange (EDI), *Decision Science Institute (DSI) Annual Meeting* , San Diego CA
- 2002. Truong D, Le T, Rao S . The Buyer Perspective on Electronic Marketplaces ' Interorganizational Information Systems (IOIS), *Decision Science Institute (DSI) Annual Meeting* , San Diego CA
- 2002. Truong D, Rao S . Development of a Contingency Model For Adoption of Electronic Commerce, *Decision Science Institute (DSI) Annual Meeting*, San Diego CA

Refereed Proceedings Not Presented

- 2008. Truong D, Bhuiyan M. How E-Market Can Help New Businesses: Empirical Analysis of Its Benefits and Challenges, *Decision Sciences Institute (DSI) Annual Meeting*, Baltimore, MD
- 2007. Jitpaiboon T, Dangol R, Truong D. Comparative Effects of Supply Chain Integration on Performance Between SMEs and LES Using Hierarchical Linear Modeling, *AIB-Midwest Conference* , Toledo, OH
- 2006. Truong D. How Radio Frequency Identification Technology Enhances Supply Chain Management, *Decision Science Institute (DSI) Annual Meeting* , San Antonio, TX
- 2006. Truong D. How Organizations use E-Marketplaces for Purchasing: An Empirical Comparison to Company Size and Industry Sectors, *Decision Science Institute (DSI) Annual Meeting* , San Antonio, TX
- 2006. Tavakoli A, Truong D, Jackson P. A Study of Whistleblowing: A Cross-Cultural Comparison of Attitudes and Behavioral Intentions between Russian and American Managers, *International Association of Business and Public Administration*, Dallas, TX
- 2005. Tavakoli A, Truong D, Nguyen V. The Usage of Web-Based Marketplaces for Purchasing: An Empirical Study in America, *The International Symposium on Management, Engineering and Informatics.* , Orlando, FL
- 2004. Le T, Rao S, Truong D. Expected Benefits And Usage of Business-To-Business Electronic Marketplaces, *The 7th International Conference on E-Commerce Research*, Dallas, TX
- 2004. Truong D, Le T, Rao S. The Correlation Between E-Readiness and Electronic Marketplace Usage: An Empirical Study From The Buyer Perspective, *Collaborative Electronic Commerce technology and Research Conference (COLLECTeR)*, Santiago, Chile
- 2003. Truong D, Rao S. How Electronic Marketplaces Facilitate Global Sourcing Performance, *Midwest Business Administration Association (MBAA) Conference*, Chicago, IL
- 2002. Mett G, Truong D, Rao S. E-Commerce Strategy Context and Choice For Small And Medium- Sized Enterprises, *Midwest Business Administration Association (MBAA) Conference.* , Chicago, IL

Refereed Presentations (Not in Proceedings)

- 2008. Truong D. Web design – Using Cascading Style Sheet, *Invited presentation at Workshop for Association of Information Technology Professionals (AITP) at Fayetteville State University* , Fayetteville NC
- 2007. Truong D. Business-guide web portal system in Cumberland County, *Invited presentation at Cumberland County Business Council meeting*, Fayetteville North Carolina

2006. Truong D. Webdesign for Business Workshop, *Invited presentation at Workshop for Information Systems Society (ISS) at Fayetteville State University* , Fayetteville North Carolina
2005. Truong D. How to use MS Excel in Business Workshop, *Invited presentation at Workshop for Information Systems Society (ISS) at Fayetteville State University* , Fayetteville North Carolina

Refereed Book Chapter

2007. Truong D. Using Simulation to Evaluate The Use of Electronic Data Interchange, (Ed.)Angappa Gunasekaran, *Modelling and Analysis of Enterprise Information Systems*, (pp. 184-201), ISBN: 9781599044774 Idea Group Publishing
2002. Truong D. A managerial perspective on E-Commerce: Adoption, Diffusion, and Cultural Issues, (Ed.)Angappa Gunasekaran, *Knowledge and Information Technology Management*, (pp. 251-266), ISBN: 1591400325 Idea Group Publishing.

GRANTS

Internal

2008. Truong D. *Mini-research grant from the Center for Entrepreneurship* , Funded By: Center for Entrepreneurship - SBE. Amount: \$4,000.00
Mini-research grant from the Center for Entrepreneurship
2006. Lari A, Truong D. *Improving HBCUs' Students Marketability by Investment in IT-STEM Training*, Funded By: National Science Foundation. Amount: \$0.00
Not Funded
2005. Lari A, Truong D. *BPC-DP: Enhancing IT education and career opportunities for post secondary minority students*, Funded By: National Science Foundation. Amount: \$0.00
Not Funded

INSTITUTIONAL SERVICE

University Service

- 2007 - Current. Committee Member, Faculty Senate Budget & Planning Committee
- 2006 - Current. Committee Member, Faculty Senate: Department of Management's Senator

College/School Service

- 2007 - Current. Committee Chair, Teaching and Research Forums Committee
- 2006 - 2007. Committee Member, Student Quality Committee
- 2006 - 2007. Committee Member, AACSB committee - Instructional Resource section
- 2006 - 2007. Other Institutional Service Activities, School of Business and Economics (SBE) Webmaster: Responsible for design and information update on SBE website.
- 2005 - 2006. Committee Member, MBA Curriculum Committee
- 2005 - 2006. Committee Chair, Scholl of Business and Economics (SBE) Website Project Committee

Departmental Service

- 2008 - 2009. Committee Chair, Faculty Search Committee
- 2007 - Current. Committee Member, Departmental Curriculum Committee
- 2007 - Current. Committee Member, MIS Major Continuous Improvement Committee
- 2006 - 2007. Committee Member, Student Recruitment Committee
- 2006 - 2007. Faculty Advisor, Faculty Co-Advisor – Association of Information Technology Professionals (AITP)

- 2004 - 2006. Faculty Advisor, Faculty Advisor - Information Systems Society (ISS)
- 2004 - 2006. Committee Member, Departmental Curriculum Committee
- 2003 - 2006. Other Institutional Service Activities, Webmaster of Department Management Website
- 2003 - 2007. Other Institutional Service Activities, Students with major of Business Administration and MIS: Student Advising

PROFESSIONAL SERVICE

- 2008 - Current. Editor: Conference Proceedings, American Institute of Higher Education (AmHighEd) Conference
- 2008 - 2008. Conference Moderator/Facilitator, American Institute of Higher Education (AmHighEd) Conference
- 2008 - 2008. Member: Program Committee, American Institute of Higher Education (AmHighEd) Conference
- 2008 - Current. Other Professional Service Activities, American Journal of Business Research, Member of the Editorial Board
- 2007 - 2007. Conference Moderator/Facilitator, Decision Science Institute (DSI) Conference
- 2007 - 2007. Member: Profession/Committee/Board, International Symposium and Workshop on Global Supply Chain, Intermodal Transportation and Logistics
- 2007 - Current. Reviewer Paper or Article, Decision Science Journal
- 2007 - 2007. Reviewer Paper or Article, AIB-Midwest Conference
- 2007 - Current. Reviewer Paper or Article, Journal of Theoretical and Applied Electronic Commerce Research
- 2006 - 2006. Reviewer Paper or Article, Southwestern Business Administration Journal
- 2006 - Current. Reviewer Paper or Article, Journal of Enterprise Information Management
- 2006 - 2006. Reviewer Book or Textbook, Prentice Hall, Review the textbook 'Foundations of Electronic Commerce: Strategy-driven Technology' by Tirwana and Bush
- 2006 - 2006. Conference Discussant/Panelist, 18th Annual North American Research/Teaching Symposium on Purchasing and Supply Chain Management
- 2006 - 2006. Conference Moderator/Facilitator, 2nd International Symposium on Management, Engineering and Informatics
- 2005 - 2005. Reviewer Book or Textbook, Prentice Hall, Review the textbook: 'Introduction to Management Science' by Taylor, 8th edition, Prentice Hall, 2005.
- 2005 - 2005. Reviewer Book or Textbook, McGraw-Hill/Irwin, Review the textbook: 'Business Driven Technology' by Haag et al., 1st edition, McGraw-Hill/Irwin, 2005
- 2004 - 2004. Reviewer Book or Textbook, John Wiley & Sons, Inc., Review the textbook 'Operations Management' by Russell and Taylor, 5th edition, John Wiley & Sons, Inc., 2004
- 2004 - 2004. Reviewer Book or Textbook, McGraw-Hill/Irwin, Review the textbook: 'Operations Management' by Stevenson, 8th edition, McGraw-Hill/Irwin, 2004.
- 2004 - Current. Reviewer Paper or Article, Supply Chain Management: International Journal
- 2004 - 2004. Conference Moderator/Facilitator, Decision Science Institute (DSI) Conference
- 2002 - 2005. Other Professional Service Activities, Decision Science Institute (DSI) Conference, Reviewed refereed research papers in the Electronic Business session

COMMUNITY SERVICE

- 2008 - 2008. Committee Member, Open House - 2008, 1) Introduce and promote the degree programs offered by Department of Management; 2) Provide prospective students future career opportunities; 3) Introduce and promote AITP
- 2007 - 2007. Committee Member, Cumberland County Business Council- Small Business Management Committee
- 2007 - 2007. Speech or Presentation at a Community Meeting, Cumberland County Business Council, Presented "Business-guide web portal system in Cumberland County"
- 2006 - 2007. Committee Chair, State Employee's Combined Campaign (SECC), SECC Team Captain

- 2005 - 2005. Committee Member, Open House 2005, 1) Introduce and promote the degree programs offered by Department of Management; 2) Provide prospective students future career opportunities; 3) Introduce and promote ISS
- 2004 - 2004. Committee Member, Open House 2004, 1) Introduce and promote the degree programs offered by Department of Management; 2) Provide prospective students future career opportunities

HONORS AND AWARDS

2008. Award, Teaching, School of Business & Economics - Teacher of the Year Award, Fayetteville State University
2008. Award, Teaching, Department of Management - Teacher of the Year Award Fayetteville State University
2008. Honor, Teaching, Listed in Marquis Who's Who in America, 2008, for high achievements in teaching and research Marquis Who's Who in America
2008. Honor, Teaching, Approved to be listed in Marquis Who's Who in America, 2009, for high achievements in teaching and research Marquis Who's Who in America
2008. Honor, Service-Institutional, Certificate of Appreciation from Chancellor Lloyd Hackley for outstanding contribution to SECC Campaign as a SECC Captain Fayetteville State University
2007. Honor, Teaching, Listed in Who's Who Amongst America's Teachers, 2007, for high achievements in teaching, Who's Who Amongst America's Teacher Who's Who Amongst America's Teachers
2007. Honor, Research, Listed in Marquis Who's Who in America, 2007, for high achievements in teaching and research, Marquis Who's Who in America Marquis Who's Who in America.
2007. Award, Research, The Best Research Paper Award: 'A Theoretical Framework for Radio Frequency Identification and Supply Chain Management The International Academy of Business & Public Administration Disciplines
2006. Award, Research, The Best Research Paper Award. 'A Study of Whistleblowing: A Cross-Cultural Comparison of Attitudes and Behavioral Intentions The International Academy of Business and Public Administration Disciplines .
2006. Honor, Other, Honored certificate for submitting a proposal for an external grant (National Science Foundation) Fayetteville State University
2005. Honor, Other, Honored certificate for submitting a proposal for an external grant (National Science Foundation) Fayetteville State University
2005. Award, Research, Academic Research Scholarship for Junior Faculty Institute for Supply Management (ISM)
2005. Award, Other, Honorable mention award for Elwood S. Buffa Doctoral Dissertation Competition Decision Sciences Institute (DSI) Conference
2005. Honor, Other, Honored certificate for submitting a proposal for an external grant, Fayetteville State University Fayetteville State University.
2004. Award, Other, 2004 Student Pacemaker of the Year for outstanding academic achievements The University of Toledo.
2002. Award, Other, Graduate Assistantship The University of Toledo
2002. Honor, Other, SIGMA IOTA EPSILON (The National Honorary and Professional Management Fraternity), Iota Phi Chapter. The National Honorary and Professional Management Fraternity
2002. Honor, Other, Honorary award recognition by having biography published in the 25th Annual Edition of The National Dean's List, The National The National Dean's List.
2001. Award, Other, Graduate Assistantship The University of Toledo
2000. Award, Other, Graduate Assistantship The University of Toledo
1999. Award, Other, Research Scholarship: Dresden University of Technology, Germany The Swiss-AIT-Vietnam Management Development Program.
1998. Award, Teaching, Outstanding teaching awards Hanoi University of Technology
1996. Award, Other, Graduate Scholarship: Asian Institute of Technology (AIT), Thailand. The Swiss-AIT-Vietnam Management Development Program.
1995. Award, Other, Graduate Scholarship: Asian Institute of Technology (AIT), Thailand. The Swiss-AIT-Vietnam Management Development Program
1994. Honor, Other, Outstanding college students, Hanoi University of Technology. Hanoi University of Technology

1993. Award, Other, 'Nguyen Truong To' award for outstanding college students VINAHELP and Hanoi University of Technology.
1992. Award, Other, 'Nguyen Truong To' award for outstanding college students VINAHELP and Hanoi University of Technology

REFERENCES

Dr. Alireza Lari

(910) 672-1249, alari@uncfsu.edu

Dr. Assad Tavakol

(910) 672-1527, atavakoli@uncfsu.edu

Dr. S. Subba Rao

(419) 530-2421, Subba.Rao@UToledo.Edu