

Manh Hung NGUYEN
Enseignant-chercheur
Entrepreneurship and Innovation



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Updated on Aug 30th, 2024

Nationality & Languages

Nationality: French and Vietnamese
English: fluent

Education

2018: PhD in Management, University of Rouen Normandy, “An ‘economies of worth’ perspective of a management innovation adoption process in an organization”

2011: MPhil in Fair Trade and Sustainable Development (valedictorian), University of Toulon

2009: BA in Economics and Management, University of Toulon

Academic Appointments

2024-present: Enseignant-chercheur in Entrepreneurship and Innovation, IDRAC Business School

2021-present: Visiting fellow, University of Northampton, Institute for Social Innovation and Impact, Prof. Richard Hazenberg

2021-present: Co-organizer, the annual Social Business Creation (SBC) conference with HEC Montréal Canada (<https://socialbusinesscreation.hec.ca>)

2023-2024: Assistant professor in Entrepreneurship and Innovation, ESSCA School of Management

2021-2023: Assistant professor in Entrepreneurship and Innovation, EDC Paris Business School

2021: Research fellow, University of Savoy Mont Blanc, Institute for Research in Management and Economics, INTERREG-DUET project in CSR (<https://www.interreg-francesuisse.eu/beneficiaire/duet>)

2020-2021: Research and teaching fellow (ATER), University of Toulouse III Paul Sabatier, Governance and Organizational Control Laboratory

2018-2020: Research fellow, Grenoble School of Management and University of Grenoble Alpes, Prof. Marcos Barros, ANR-ORCILAB project in Innovation (<https://anr.fr/Project-ANR-17-CE10-0013>)

Courses taught at IDRAC Business School

Undergraduate level: Business games, esprit critique, stratégie, news analysis (English)

Visiting Professorships

2022: Visiting researcher, Bern University of Applied Sciences, Institute for Innovation and Strategic Entrepreneurship, Prof. Pascal Dey

2019: Visiting researcher, University of Zurich, Chair of Organization and Management, Prof. David Seidl (<https://www.business.uzh.ch/en/research/professorships/om/About-us/researchers/formerresearchers.html>)

Membership of Academic Associations/Networks

Responsible Research in Business and Management (RRBM)
European Group for Organizational Studies (EGOS)
International Social Innovation Research Conference (ISIRC)
Social Business Creation competition & conference (SBC)
Association Internationale de Management Stratégique (AIMS)

Professional Experience

2011-2012: Ministry of Industry and Trade of Vietnam

Main Research Interests

Social and sustainable business models
Organizational space

Intellectual Contribution

1. *Articles in refereed journals (peer-reviewed)*

Nguyen, H. M., & Dey, P. (2023). Social franchising in the public health sector in Vietnam: a tale of two change pathways. *Social Enterprise Journal*, 19(4), 404–420.

2. *Papers presented at academic conferences (peer-reviewed)*

Nguyen, H. M. and Dey, P. (2024). Spatial dynamics in social entrepreneurship: A qualitative inquiry into public health space design. *International Social Innovation Research Conference*. Bern, Switzerland, Sept, 02-04.

[Keynote presentation] Dey, P. and Nguyen, H. M. (2023). Bringing space into social entrepreneurship research: A qualitative study of space design in the public health context. *Social Business Creation conference*. Montreal, Canada, June, 19-20.

Nguyen, H. M. (2023). Developing novel approaches for delivering reproductive healthcare services and information to women in Southeast Asia, West and Central Africa. *Responsible Research Summit*. Fontainebleau, France, June, 15-17.

Nguyen, H. M. (2023). Adopting an embodied approach to legitimation processes. *Legitimacy Research Conference*. Lausanne, Switzerland, May, 8-9.

Nguyen, H. M. and Hazenberg, R. (2022). "Mission: Possible": Innovative ways to approach women for providing reproductive services and information in Southeast Asia, West and Central Africa. *International Social Innovation Research Conference*. Halifax, Canada, September, 16-18.

Nguyen, H. M. and Dey, P. (2022). Providing health care for women in an extreme context through micro-franchising: The case of West Africa, Central Africa and Southeast Asia. *Business & Society Research Seminar*. Nantes, France, June, 20-21.

Participant (2022). *HEC Paris's Society & Organizations Research Day*. Jouy-en-Josas, France, May, 12-13.

Genet, C. and Nguyen, H. M. (2021). How do social franchising models benefit from embeddedness to scale? *Business Model Conference*. Copenhagen, Denmark, October, 5-6.

Genet, C., Nguyen, H. M. and Sabatier, V. (2021). How do social franchising models benefit from intermediate actors to scale social value? *Process Symposium*. Rhodes, Greece, September, 1-4.

Nguyen, H. M. and Dey, P. (2021). Improving reproductive health care by changing spatial affordances: A multimodal inquiry of a social franchising project in Vietnam. *Standing Conference on Organizational Symbolism*. Copenhagen, Denmark, July, 5-6.

Nguyen, H. M. and Dey, P. (2020). Changing spatial affordances to improve the quality of public health facilities: A multimodal inquiry of a governmental social franchising model in Vietnam. *International Social Innovation Research Conference*. Sheffield, UK, September, 1-3.

Nguyen, H. M., Barros, M. and Caroly, S. (2020). Shaping organizational spaces through the entanglement of boundaries, distances and movements. *European Group for Organizational Studies*. Hamburg, Germany, July, 2-4.

Caroly, S., Didier, G., Martinaud, M.-L., Nguyen, H. M., Barcellini, F., Catel, A., Barros, M. and Zwolinski, P. (2020). Typology of fab labs activities: What kind of collective work and innovation. *International workshop on Open Design and Open Source Hardware Product Development*. Grenoble, France, March, 5-6.

Catel, A., Caroly, S. Barros, M. and Nguyen, H.M. (2020). The fab labs business model: Does it really work? *International workshop on Open Design and Open Source Hardware Product Development*. Grenoble, France, March, 5-6.

Nguyen, H. M., Barros, M. and Caroly, S. (2020). The role of the interactions between boundaries, distances and movements in the formation of organizational spaces: The case of fab labs. *Research Group on Collaborative Spaces*. Lyon, France, January, 23-24.

Nguyen, H. M. and Dey, P. (2019). How the affordances of an organizational space are normalized through the entanglement of verbal text, visual text and objects. *Organization, Management and Theories of the Firm*. Lugano, Switzerland, September, 26-27.

Barros, M., Nguyen, H. M., Caroly, S. and Martinaud, M.-L. (2019). Craft 2.0: Collective collaboration around machines in fab labs. *European Group for Organizational Studies*. Edinburgh, UK, July, 4-6.

Barros, M., Nguyen, H. M., Caroly, S. and Martinaud, M.-L. (2019). Sociomateriality in the context of fab labs. *Research Group on Collaborative Spaces*. Barcelona, Spain, January, 14-15.

Nguyen, H. M. (2017). Insights into an adoption and adaptation process of a management innovation: The case of an innovative franchise in Vietnam (poster session). *Plural Ethnographies*. Rouen, France, November, 8-10.

Nguyen, H. M., Adam-Ledunois, S. and Rémy, E. (2017). When the "economies of worth" revisits managerial innovation: The case of the Sisterhood program in Vietnam. *Abbé Grégoire Innovation Day*. Paris, France, March, 28.

Nguyen, H. M. (2016). Expected and less expected impact of the innovative healthcare franchising in Vietnam. *International Social Innovation Research Conference*. Glasgow, UK, September, 5-7.

3. Scholarly books

[Forthcoming] Thai, M., Hazenberg, R., Nguyen, H. M., & Dana, L.-P. (Ed.). (2024). *Market solutions for social change – Experiential perspectives from the “Social Business Creation” Initiative at HEC Montréal, Canada*. Springer.

4. Chapters in scholarly books

[Forthcoming] Nguyen, H. M., & Dey, P. (2024). Social franchising. In R. A. List, H. K. Anheier, & S. Toepler (Eds.), *International encyclopedia of civil society*. Springer.

5. Reviewing

Organization
Social Enterprise Journal
Journal of Social Entrepreneurship

6. Others (invited speaker)

Nguyen, H. M. and Dey, P. (2020). Improving reproductive health care by changing spatial affordances: a multimodal inquiry of a social franchising project in Vietnam. *EMLyon Business School, Organizations, Critical & Ethnographic Perspectives research center (OCE, prof. David Courpasson)*. Lyon, France, June, 4.

Nguyen, H. M. and Dey, P. (2020). Improving reproductive health care by changing spatial affordances: A multimodal inquiry of a social franchising project in Vietnam. *University of Northampton, Institute for Social Innovation and Impact (prof. Richard Hazenberg)*. Online, December, 8.

Contribution to Practice

Articles in Professional or Trade Journals / Magazines

Nguyen, H. M. and Barros, M. (2019). “Made in Van Phuc”: How place identity can help artisans survive in a globalized world. *The Conversation* (<https://theconversation.com/made-in-van-phuc-how-place-identity-can-help-artisans-survive-in-a-globalised-world-114388>).

Nguyen, H. M. and Huissoud, J-M. (2019). Debate: Vietnam, making friends with giants. *The Conversation* (<https://theconversation.com/debate-vietnam-making-friends-with-giants-111564>).