**Dr Roger Epworth**

**70A 399 Au Co Hanoi Vietnam MOB: 01632364860** **roger.epworth@rmit.edu.vn**

**Education and Qualifications**

Doctor of Philosophy (UNE) 2004 (Services Marketing/Management)

Master of Letters (Psychology) (UNE) 1994

Bachelor of Social Science (UNE) 1986

**Teaching/Curriculum Development**

**Recent Teaching (RMIT Vietnam)**

Contemporary Issues in Management – Masters of International Business. 2015/16

Marketing for Managers – Master of Business Administration 2017

Managing Across Cultures - Masters of International Business 2017

Entrepreneurial Process – Bachelor of Business/Commerce 2015/2016

Strategic Management. Course Coordinator – Bachelor of Business/Commerce 2015

Service Quality - Bachelor of Business/Commerce 2016

Leading for Change - Bachelor of Business/Commerce 2016

**University of New England**

Introduction to Marketing. Course Coordinator (With unit commendation) – 2013

Principles of Management. Course Coordinator (With unit commendation) – 2012

Strategic Management . Course Coordinator 2014

**Visiting Positions**

Loyola University New Orleans - 2005 (See attached reference)

University of New Orleans – 1999, 2002 (See attached reference)

**Curriculum Development**

Diploma of Commerce RMIT Vietnam 2015-2016 (ongoing) Restructure and market focus

Introduction to Marketing – 2014 Written for TAFE NSW and delivered throughout TAFE NSW

Introduction to Management – 2014 Written for TAFE NSW and delivered throughout TAFE NSW

Bachelor of Business Review Chair 2005 University of New England. I wrote the review document and chaired the committee to develop and implement the Bachelor of Business Award

**Curriculum Development/Teaching Grants**

University of New England Teaching grant $50,000 – Embedding Graduate Attributes into the Bachelor of Business and Science Degrees 2006

**Award/Program Management**

Bachelor of Commerce Award Coordinator 2002-2004

Bachelor of Business Award Coordinator 2004-2005

Master of Commerce Award Coordinator 2002-2005

Graduate Diploma of Commerce 2002-2005

**Other Teaching (Units taught)**

**Marketing Management**

 Undergraduate: University of New England, University of New Orleans

 MBA: University of New England

**Strategic Marketing**

 Undergraduate: University of New England, Loyola University New Orleans

**Consumer Behaviour**

 Undergraduate: University of New Orleans

 MBA: University of New Orleans

**Services Marketing**

 Undergraduate: University of New Orleans

 MBA: University of New England

**Behavioural Science for Managers**

 Undergraduate: University of New England

**Principles of Management**

 Undergraduate: University of New England

 MBA: University of New England

**Significant University Service**

**Head of Department – Hanoi** Centre of Commerce and Management RMIT Vietnam March 2016- January 2017

**Deputy Chair Industry Engagement Committee**  Centre of Commerce and Management RMIT Vietnam 2015- present

**Wuxi South Ocean College – University of New England Partnership and Pathways Team Leader** University of New England 2005-2008

**Commerce and Business Awards Coordinator University of New England** 2002-2005

**Board of Studies – Faculty of Business and Law University of New England** 2002-2005

**Faculty of Business and Law representative on University Strategic Marketing Committee** 1999-2007

**Chair. Internal Students Subcommittee of the University of New England Strategic Marketing Committee** 2005-2007

**Chair. Faculty of Business and Law Marketing Committee** 2002-2004

**Educational Marketing and Strategic Planning**

**Faculty of Business and Law representative on University Strategic Marketing Committee** 1999-2007

**Chair. Internal Students Subcommittee of the University of New England Strategic Marketing Committee** 2005-2007

**Chair. Faculty of Business and Law Marketing Committee** 2002-2004

**Board Member and Deputy Chair New England Girls School**

**Strategy and Change Consultancy PLC Armidale**

**PhD - A focus on marketing of higher education**

**Industry/Community Engagement**

**Recent Industry Experience**

**Aspen Interiors 2013-2014** – Strategic Capability Development (see attached testimonial)

**PLC Armidale 2012-2013** – Strategic Planning and Cultural Change Program

**Northern Inland Credit Union 2008 - 2013** – Ongoing strategic development role including regular strategic planning sessions

**SME’s Strategic Planning Workshops**

 Media V Sydney 2011

 Curves Fitness and Weight Loss Centre (Northern Beaches Sydney) 2011

 Strategic Planning Workshops aimed at Small Business

 Solomon Islands 2010

 Sydney February, May, July, September 2011

**Community Engagement**

**Pro Bono Consultancies**

University of New England Library Strategic planning Workshops 2013

Oorala Centre University of New England (UNE’s Aboriginal Development Centre) Strategic Planning and Cultural Change Workshop 2013

**Board Positions**

New England Girls School Pty Ltd 2008-2009 Director and Deputy Chair of the Board

New England Credit Union 200-2004 Director and Chair Strategic Management Committee

**Scholarship and Learning**

**PhD/Doctorial Supervision**

**Current**

Mark Petersen PhD RMIT Hybrid Entrepreneurship in Vietnam

Phillip Dowler University of New England PhD in Innovation in the Workplace Application in process

Keith Jones PhD University of New England Services Marketing

**Successful Completions**

Fredy Abaca Valenzuela PhD University of New England Services Marketing 2005

Kevin Gao PhD University of New England Strategic Management 2006

Three completed Master of Economics by Thesis supervisions

Five completed Honour Dissertations

**Grants**

Asean CSR Small Grants Fund. *Building Capacity and Collective Action in the Development of Sustainable Agriculture within Supply Chain SMEs. $16,075. Presently under consideration for funding. 2016*

University of New England Teaching Grant $50,000 – ‘Embedding Graduate Attributes Into the Bachelor of Business and Science Degrees” 2006

University of New England Research Grant $6,000. “The Changing Nature of Intergenerational and Cross-Cultural Values Systems in China and Australia. The Implications of Marketing Australian Products in China” 2004

**Invited Presentations**

Teaching Services Marketing SERVSIG Services Marketing Consortium Maastricht Netherlands 2002

**Refereed Journal Articles**

Mathews Nkhoma, Cherry Narumon Sriratanaviriyakul, Anna Felipe, Thanh Kim Cao, Roger Epworth, Avinash Shankaranarayanan, Huy Le Quang, (2016) ASEAN Users’ Privacy Concerns and Security in Using Online Social Networks. International Journal of Electronic Security and Digital Forensics. December

Valenzuela, F., Pearson, D. and Epworth, R. (2005) Influence of Switching Barriers On Service Recovery Evaluation. IMIT. Journal of Services Research. December.

Valenzuela, F., Pearson, D., Epworth, R., Llanos, R. and Vilches, S. (2005) Consumer Complaining Behavior. The Case of a South American Country. Chile.” Journal of Contemporary management Research. 1(1), 3-12.

**Refereed Conference Papers**

Peterson, M., Epworth, R. and Gilbert, D. (2017) Hybrid Entrepreneurship in Vietnam. A Snapshot. Australian Centre for Entrepreneurial Research Exchange Conference 2017. RMIT Melbourne, February 2017

Epworth, R. and Nhu, D. (2016) Developing an Ecosystem for Social Innovation through an Interdisciplinary Work-based Learning Model in Higher Education. The Case of the Learning Community for Social Impact. ICSE The Ecosystem for Social Entrepreneurship and Social Innovation Conference. National Economics University. Hanoi, Vietnam, March.

Epworth, R. and Hall, A. (2010) “The implications of values in developing a service economy in China” 2nd Bi Annual International Asian Management Conference. Kuching. Sarawak, Malaysia. December 2010

Epworth, R., Fisk, R. and Dorsch, M. (2009) “Building a Tent for Understanding Services Management” Frontiers in Services Marketing Conference. San Francisco 2009

Epworth, R. and Sheridan, A. (2005). ‘People as Product: The Fluid Boundaries of HRM and Marketing in Small Business” Proceedings 18th SEAANZ Conference, Armidale Australia, September.

Valenzuela, F., Pearson, D. and Epworth, R. (2005) Influence of Switching Barriers On Service Recovery Evaluation. Proceedings. International Conference on Service Management. New Delhi. India. March.

Fisk, R., Epworth, R. and Grove, S. (2001) Tapping the Service Theater Experience. An Application and Discussion of Triangulation. 2001 SerSIG Services Research Conference Proceedings. Sydney. September.

Fisk, R., Epworth, R. and Grove, S. (2000) Tapping the Service Theater Experience. Experiences of New Orleans Music Clubs. Frontiers in Services Conference. Nashville. September 2000.

**Work History Timeline:**

2016 (March) – Present – Head of Department – Hanoi, Centre of Commerce and Management. RMIT Vietnam

2015 (March) – 2016 (March) – Lecturer in Centre of Commerce and Management, Asia Graduate Centre. RMIT Vietnam.

2009 – 2012 – CEO Sequester Business Services. (Undertaking strategic analysis and development with respect to small and medium sized firms. IT start up in the development of a marketing platform for SMEs)

1997-2009 – University of New England Business School. Lecturer/Senior Lecturer in Marketing and Management

2009-2013 – Contract Lecturer in Marketing and Management. UNE Business School. University of New England

1990 – 1995 – Heritage Building Society. Marketing Research Manager.

**Referees**

**Assoc. Prof. Mathews Nkhoma,** Head of Department. Management, Law and MITL. Centre of Commerce and Management. RMIT Vietnam University. Phone: Ext 1316. Email: mathews.nkhoma@rmit.edu.vn

**Dr Raymond Fisk**, Professor and Chair, Department of marketing, Texas State University. Phone: (512) 245-9614 Email: Ray. Fisk@txstate.edu

**Dr Michael M. Pearson**. Area Chairperson and Professor of Marketing. The Joseph A. Butts College of Business Administration, Loyola University New Orleans.

Phone (504) 864-7938 Email: pearson@loyno.edu

**Associate Professor Ravi Pappu**. University of Queensland Business School. Faculty of Business, Economics and Law University of Queensland. Brisbane. Australia

Phone; 61 7 33656567 Email: rpappu@business.uq.edu.au

**Contact Details**

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