

## CURRICULUM VITAE

### PHAM LE HONG NHUNG

School of Economics (SE), Can Tho University (CTU),  
Can Tho City, Viet Nam

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#### EDUCATION

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2016 – 2019 Doctor of Philosophy in Tourism, Kyung Hee University, Seoul Campus, Korea.

Dissertation title: *Balancing Work, Family, and Training: A Study on Tourism Employees in the Mekong Delta, Vietnam*

2008 – 2009 Master of Business Administration (Hospitality and Tourism Management), Prince of Songkla University, Phuket, Thailand.

Thesis title: *Examining Service Quality, Tourist Satisfaction, and Tourist Post-Purchase Behavior: A Case Study of The Andaman Cluster, Thailand*

2002 – 2006 Bachelor in Business Administration (Hospitality and Tourism Management), Can Tho University, Vietnam

Thesis title: *Examining the Development of Home-stay Tourism in Tien Giang Province, Vietnam*

#### EMPLOYMENT

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2006 – now Lecturer and researcher at School of Economics, Can Tho University, Vietnam

#### COURSES TAUGHT

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Hospitality and Tourism Management  
Tourism and Service Quality management  
Tourism Economics  
Marketing Research  
Hospitality and Tourism Marketing  
Public Relations Management  
Cross-cultural Management  
Qualitative Research Methodology  
Research Methodology in Business

## RESEARCH INTEREST

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Tourism Based on Community Development  
Hospitality and Tourism Market Segmentation  
Hospitality and Tourism Service Quality Management  
Customer Behavior  
Tourism Human Resource Management  
Tourism network  
Tourism higher education

## TRAINING COURSE: Completed training courses on following

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11/2009 Inquiry-based Teaching in Higher Education  
Can Tho University and Michigan State University, USA

08/2004 A Management Information System for Seed Enterprises  
Can Tho University and ASPS Seed Component

09/2004 Enterprise – Business Planning  
Can Tho University and ASPS Seed Component

## CONFERENCE PRESENTATIONS

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2022 The Fourth International Conference on Business, Economics & Finance, Hue University. *“Analyzing The Impact of Virtual Reality on Visit Intention of People in Can Tho City: A Case Study of 360-Degree Video of Son Doong Cave.”*

2019 International Conference in Economics and Business, CE, CTU. *“Harmonizing Student Satisfaction with Administration Hurdles: A Case Study of a Graduate-level English-only Hospitality and Tourism Program in South Korea.”*

2017 Goyang Destination Week. *“Measuring the ROI in a Work-Life Balance Meeting.”*

2011 Research seminar, SEBA, CTU *“Develop the Service Quality Examination Model of University Education.”*

2009 Asia Pacific Forum for Research in Tourism, Sejong University, Seoul, Korea. *“Examining Service Quality, Tourist Satisfaction, and Tourist Post-Purchase Behavior: A Case Study of The Andaman Cluster, Thailand.”*

## **RESEARCH WORK**

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- 2023 Solutions for Assuring the Requirements of quality online teaching and learning at Can Tho University
- 2021 Application of Tourism Network Analysis in Developing Tourism Product in the Mekong River Delta, Vietnam
- 2011 A study of poverty incidence of the Khmer ethnic minority in the provinces of An Giang and Soc Trang.
- 2010 Situation and recommendation of livelihood for the ethnic minority in Mekong Delta: A case study of Cham ethnic in An Giang and Khmer ethnic in Tra Vinh.
- 2008 Develop Tourism combine Handicraft village in Ba Lieu province.
- 2008 Examining Service quality and solutions for developing Eco-tourism in the Mekong Delta.
- 2007 Develop Tourism based on Poverty reduction in Hau Giang province.

## **BOOKS in VIETNAMESE**

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- 2022 Ho Le Thu Trang, Pham Le Hong Nhung, Hoang Thi Hong Loc, Nguyen Thi Tu Trinh. *Tourism Marketing*. Can Tho University Publishing House. ISBN: 978-604-965-672-9
- 2022 Pham Le Hong Nhung, Ho Le Thu Trang, Vo Hong Phuong, Tran Thy Linh Giang. *Hospitality and Tourism Management*. Can Tho University Publishing House. ISBN: 978-604-965-716-0

## **PUBLICATIONS**

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- Trần Thy Linh Giang, Đinh Công Thành, Phạm Lê Hồng Nhung (2022) Development of Ecotourism in Dong Thap Muoi in The Direction of Tourism Linkages Network. *International Conference on Investment and Development for Agricultural Markets and Rural Tourism*, 163-177.
- Đinh Công Thành, Phạm Lê Hồng Nhung, Lê Tấn Nghiêm, Lê Trung Ngọc Phát (2022). Study on The Impact of Transformation Leadership on Performance of Small and Medium Enterprises in Can Tho City, Vietnam. *Science & Technology Development Journal - Economics - Law and Management (STDJELM)*. 6, 2357-2372.
- Đinh Công Thành, Lê Tấn Nghiêm, Phạm Lê Hồng Nhung, Nguyễn Hồng Gấm (2022). Study the Impact of Labor Outsourcing on The Financial Performance of Small and Medium Enterprises in Mekong Delta, Vietnam. *Ho*

*Chi Minh City Open University Journal of Science - Economics and Business Administration*. 12, 67-83.

- Pham Le Hong Nhung, Nguyen Nhat Minh, Nguyen Thi Tu Trinh, Dinh Cong Thanh (2021). Tourism development in association of Tourist Attractions in Can Tho – Soc Trang – Bac Lieu – Ca Mau. *Journal of Trade Science*. 149+150, 25-34.
- Pham Le Hong Nhung, Chung Namho, Hunter, W. C., Hart, R. J. (2019). Tourism Employee's Balancing Work, Family, and Training in the Tourism City. *Journal of Tourism and Leisure Research*, 31(3), 27-42.
- Pham Le Hong Nhung, Bradley, S. B. (2018). Measuring ROI: A Work-Life Balance Meeting ABC Hotel Co., Central Vietnam. *International Journal of Research in Tourism and Hospitality*, 4(4), 45-52.
- Pham Le Hong Nhung, Dinh Cong Thanh, Pham Thi Thao, Le Thi Hong Van (2012). Application of Structural Equation Modeling to Examine the structural relationships of Service Quality, Satisfaction, and Customer Loyalty: A Case Study of Supermarkets in Can Tho City, Viet Nam. *Can Tho University Proceedings of Science 2012*, 228-245.
- Pham Le Hong Nhung, Pham Thi Thao, Dinh Cong Thanh, Le Thi Hong Van (2012). Examining A Measurement Dimension of Service Quality: A Case Study of Supermarkets in Can Tho city, Viet Nam. *Can Tho University Journal of Science*, 24(b), 173-181.
- Dinh Cong Thanh, Nguyen Van Men, Pham Le Hong Nhung, Vo Hong Phuong (2012). Phu Quoc Tourism market segmentation. *Can Tho University Proceedings of Science 2012*, 70-80.
- Pham Le Hong Nhung, Dinh Cong Thanh, Nguyen Khanh Van, Le Thi Hong Van (2012). Examining a Measurement of Higher Education Service Quality: A Case Study of Private University in the Mekong River Delta, Viet Nam. *Can Tho University Proceedings of Science 2012*, 203-213.
- Dinh Cong Thanh, Pham Le Hong Nhung, Vo Hong Phuong, Mai Thi Triet (2012). Solutions to Improve Service Quality of Tourism in Phu Quoc island, Viet Nam. *Can Tho University Proceedings of Science 2012*, 195-202.
- Pham Le Hong Nhung, Dinh Cong Thanh, Nguyen Quynh Nhu (2012). Eco-tourism market segmentation in Can Tho city. *Can Tho University Journal of Science*, 21(a),169-179

- Dinh Cong Thanh, Pham Le Hong Nhung, Huynh Thanh Hung (2011). Performance efficiency of the Dinh Yen sedge mat handicraft village in Dong Thap province, *Can Tho University Journal of Science*, 20(a), 210-219.
- Dinh Cong Thanh, Pham Le Hong Nhung, Truong Quoc Dung (2011). Examining Domestic Tourists' Satisfaction with Tourism in Soc Trang province, *Can Tho University Journal of Science*, 20(a), 199-209.
- Nguyen Quoc Nghi, Pham Le Hong Nhung (2011). Solutions to develop Eco-tourism based on the coordination with community tourism in Tien Giang, *Tien Giang University Bulletin of Science and Technology*, 1, 90-96.
- Pham Le Hong Nhung, Kullada Phetveroon (2009). Examining Service Quality, Tourist Satisfaction, and Tourist Post-purchase Behavior: A Case Study of The Andaman Cluster, Thailand, *Proceedings of Asia Pacific Forum in Tourism* 8, 825-837.