



CURRICULUM VITAE

Dr. HO LE THU TRANG

School of Economics (SE), Can Tho University (CTU)
Campus II, 3-2 street, Ninh Kieu District, Can Tho City
Email: hltrang@ctu.edu.vn
Office tel: (+84) 2923872276

EDUCATION

Doctor of Hotel and Tourism Management

2014-2017, The Hong Kong Polytechnic University.

Master of Business Administration in Hospitality and Tourism Management (international program)

2008-2009, Prince of Songkla University, Phuket Campus.

Bachelor in Marketing

2001-2005, Can Tho University.

EMPLOYMENT

Begun to work at the School of Economics, Can Tho University since 2005 and assigned to teach undergraduates and graduates in the field of Marketing, Hospitality & Tourism Management.

RESEARCH INTERESTS

- Sustainable development in hospitality and tourism industry
- Ecotourism
- Green hotel
- Tourism market segmentation
- Customer behavior

WORK EXPERIENCE

- Teaching Bachelor courses in Hospitality & tourism management, Marketing, including: Hotel management, Tourism marketing, Data analysis methods in tourism research, Tourism Destination Management, Tourism and environmental economics, Marketing Places.

- Teaching Master courses in Tourism Management, Business Administration, including: Tourism Destination Management, Marketing research, Marketing management, Customer behavior.
- Consultant for various projects in the areas of sustainable management in tourism industry, economic statistics of tourism, marketing places.

PUBLICATIONS

International (articles)

- Ngo My Tran, Ha Anh Thu, Ho Le Thu Trang & Nguyen Kim Hanh (2022). Board characteristics and dividend ratios: Empirical evidence from the Vietnam stock exchange. *VMOST Journal of Social Sciences and Humanities*. 64(2). 13-23.
- Ngo My Tran, Duong Quang Khoi, Nguyen Kim Hanh & Ho Le Thu Trang (2022). Effects of Top management team diversity and the mediating role of capital structure on innovation in the banking industry in Vietnam. *The 4th International Conference in Business, Economics & Finance*, Hue city – July, 29, 2022. 683-716.
- Ho Le Thu Trang, Jin-Soo Lee & Heesup Han (2018). How do green attributes elicit pro-environmental behaviors in guests? The case of green hotels in Vietnam. *Journal of Travel and Tourism Marketing*. 36:1. 14-28.
<https://doi.org/10.1080/10548408.2018.1486782>
- Heesup Han, Jin-Soo Lee & Ho Le Thu Trang (2018). Water conservation and waste reduction management for increasing guest loyalty and green hotel practices. *International Journal of Hospitality Management*. 75: 58-66. <https://doi.org/10.1016/j.ijhm.2018.03.012>

Books in Vietnamese

- Ho Le Thu Trang, Pham Le Hong Nhung, Hoang Thi Hong Loc & Nguyen Thi Tu Trinh (2022). *Tourism Marketing*. Can Tho University Publishing House.
- Pham Le Hong Nhung, Ho Le Thu Trang, Vo Hong Phuong & Tran Thi Linh Giang (2022). *Hospitality and Tourism Management*. Can Tho University Publishing House.
- Huynh Truong Huy & Ho Le Thu Trang (2020). *Statistical report of the tourism industry in Can Tho city*. Can Tho University Publishing House.

National (articles in Vietnamese)

- Ho Le Thu Trang, Nguyen Tri Nam Khang, Huynh Nguyen Anh Duy (2020). Evaluating the influence of local residents' perception on their intention to participate in sustainable development of ecotourism activities in Can Tho city. *Economy and Forecast Review*. 6-2020, 24-28.

- Ngo Thi Thoai An & Ho Le Thu Trang (2020). Assessing the impacts of corporate social responsibility activities on the loyalty of employees working for hotels in Can Tho city. *Viet Nam Trade and Industry Review*, 5-2020, 145-156.
- Ho Le Thu Trang & Phan Thi Phuong Thao (2018) Application of the theory of planned behavior to analyze pro-environmental behavioral intention of domestic tourists in Can Tho city. *Can Tho University Journal of Sciences*, 54 (9), 124-132.
- Ho Le Thu Trang & Tran Anh Hao (2014). The effects of laptop brand personality on customer loyalty in Ca Mau city. *Can Tho University Journal of Sciences*, 35, 57-65.
- Ho Le Thu Trang & Pham Thi Kim Loan (2012). The determinants of domestic tourists' satisfaction and post-purchase behaviors in Soc Trang province. *Can Tho University Journal of Sciences*, 23(b), 162-173.
- Ho Le Thu Trang & Lai Ngoc Linh (2012). The segmentation of package tour market in Can Tho city. *Can Tho University Journal of Sciences*, 23(b), 232-243.

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