

# CURRICULUM VITAE

## Personal Details



### Thi Hong Loc HOANG

Address: Tra An ward, Binh Thuy district, Can Tho City, Viet Nam

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Date of Birth: 10/12/1985

Nationality: Vietnamese

## Essential skills

**Research and Teaching:** ability to conduct research and teaching in Economic Development, and Hospitality and Tourism Management.

**Data analysis** using SPSS (*Statistical Package for the Social Sciences*) and STATA software for social quantitative research, using NVivo - Qualitative Data Analysis Software.

**Soft skills:** Critical thinking, team work, time management and presentation.

## Employment History

Oct. 2008 - present

**Lecturer, College of Economics, Can Tho University, Vietnam**

Key responsibilities:

- Teaching students on particular courses: Economics, Hospitality Management
- Supervising Economic Bachelor thesis
- Conducting research in Economic Development, Public Policy, Hospitality and Tourism Management
- Providing academic advice to students related to their studies

Apr. 2015 –

Jan. 2017

**Vice Director, THUAN LOC Wild Bitter Gourd Tea Company**

Key responsibilities:

- Startup company from Apr. 2015
- Building strategy for the company
- Participating Research & Development team

## Educational History

Feb. 2019- 2024

PhD student at Charles Darwin University, Australia

Oct. 2012 –

Aug. 2014

Fulbright Economics Teaching Program, University of Economics Ho Chi Minh City (*The program is a joint program of the University of Economics Ho Chi Minh City and the Harvard Kennedy School and later transformed into a school under the Fulbright University Vietnam starting from September 2016*)

## Master in Public Policy

Sep. 2004 –  
Aug. 2008

Can Tho University (Vietnam)  
Bachelor of Economics (Major: Hospitality and Service Management)

### Qualifications: Honours and Awards

#### Awards:

- The Australian Government Research Training Program (RTP) Scholarship (2018)
- Safe and Environment-friendly product (Oct.2016), Startup agricultural project competition granted by Startup Vietnam Foundation.
- Vietnam Government Scholarship for PhD candidate (2015), awarded by Ministry of Education and Training, Vietnam
- Fulbright Scholarship (Oct. 2012 – Aug. 2014), awarded by the United States Department of State
- Vietnam Government Scholarship for Master candidate (2011), awarded by Ministry of Education and Training, Vietnam

#### Commendation:

- Outstanding Master Thesis 2014 of Fulbright Economics Teaching Program, University of Economics Ho Chi Minh City.
- Outstanding Graduation Award for high GPA in the Master Degree (ranked at top 1 percent) 2014, University of Economics Ho Chi Minh City
- Excellent staff of College of Economics, Can Tho University (2011-2017)
- Outstanding Graduation Award for high GPA in the Bachelor Degree (ranked 2<sup>nd</sup> amongst the undergraduate students of Department of Tourism & Service Management) 2008, Can Tho University
- Excellent member of Youth Union (2010 - 2017)

### Projects

Name of project	Responsibility	Start date – End date	Sponsor
How to effectively use rural labor resource in the context of agricultural restructuring. A case study in Hau Giang province	Leader	Dec.2017- Dec.2018	Can Tho University
Improving the capacity of human resource in Tourism of Kien Giang province from 2015 – 2020	Team leader	Aug.2014 – Aug.2015	Kien Giang Department of Culture, Sports and Tourism
Marketing consultant for Dai Truong Phat Education Group - Can Tho branch	Leader of Marketing team	Dec.2013- Feb.2014	Dai Truong Phat Education Group
Affecting the development	Member	Mar.2012 –	Can Tho

of homestay tourism to socioeconomic in the Mekong Delta Islets.		Dec.2012	University
Solution to attraction and development of labour force at industrial zones in the Mekong Delta	Leader	Mar.2011 – Dec.2011	Can Tho University
Enhancing approach of medium and small-sized enterprises to Government’s supporting policies in Mekong Delta	Member	Mar.2011 – Dec.2011	Can Tho University

### Professional development

2011-2018 **Some short courses. For examples:**

Applied STATA in econometric models, 2018, Can Tho, Vietnam  
Impact Evaluation- Methods and Application, 2017, Can Tho, Vietnam  
Startup enterprise, 2016, Ho Chi Minh, Vietnam  
Research methodology, 2011, Hai Phong, Vietnam

### Publications:

#### I/ Journal of Science

1. Nguyen Trung Son, Quoc Nghi Nguyen, **Hoang Thi Hong Loc** (2023), Factors influencing tourist satisfaction with agritourism in the Mekong Delta, Vietnam, *GeoJournal of Tourism and Geosites*, Vol (49), No (3), pp. 998 -1005
2. Khuu Ngoc Huyen, **Hoang Thi Hong Loc**, Le Thi Dieu Hien (2022), Agricultural risks and the demand for agricultural insurance of farmers in the Mekong Delta region, Vietnam, *Journal of Xi'an Shiyou University, Natural Sciences Edition*, Vol (65), Issue (12), pp. 108 - 115
3. **Hoang Thi Hong Loc**, Nguyen Quoc Nghi, Le Thi Dieu Hien, Phan Van Phung (2022), “The association among collaboration, risk and supply chain performance”, *Uncertain Supply Chain Management*, Vol 10 (2022), pp. 1211 – 1218.
4. Nguyen Quoc Nghi, Huynh Van Ba, Mai Van Nam, **Hoang Thi Hong Loc** (2021), “The Effect of Employees' Job Satisfaction on Customer Satisfaction and Loyalty: An Empirical Study in Vietnam”, *The Journal of Asian Finance, Economics and Business*, Volume 8 Issue 12, pp.253-260.
5. Nguyễn Quốc Nghi, Hoàng Thị Hồng Lộc, Nguyễn Du Hạ Long (2020), “The impact of occupational stress on job satisfaction and job performance of banking credit officers”, *Management Science Letters*, Vol.10, Issue 16, pp.3891-3898
6. Nguyễn Quốc Nghi, Hoàng Thị Hồng Lộc (2020), “Permission email marketing affects customers’ perception, attitude, and intention of using e-banking services in Vietnam”, *International Journal of Advanced Trends in Computer Science and Engineering*, Vol. 9 (5), pp.8988-8994

7. Khuu Ngoc Huyen, Nguyen Quoc Nghi, **Hoang Thi Hong Loc** (2019), “Evaluating the Efficiency of Rural Labor Use in Chau Thanh A District, Hau Giang Province”, *International Journal of Business Marketing and Management (IJBMM)*, Vol 4(2019), pp.8-15
8. **Hoang Thi Hong Loc**, Bui Van Trinh, Nguyen Quoc Nghi (2018), “Agricultural Commodity Development: A Case Study Of Farming Households In Chau Thanh A District, Hau Giang Province”, *The International Journal of Engineering And Science (IJES)*, Vol 7, Issue 10, Ver.IV, pp.68-74
9. **Hoang Thi Hong Loc**, Nguyen Quoc Nghi (2018), “The Customer’s Brand Trust For Life Insurance Services”, *IOSR Journal of Business and Management (IOSR-JBM)*, Vol 20, Issue 9. Ver. V, pp.38-44
10. **Hoang Thi Hong Loc**, Nguyen Quoc Nghi (2018), “Factor influencing the relationship quality between shrimp farmers and processing enterprises in the Mekong Delta”, *International Journal of Business and Management Invention (IJBMI)*, Vol 7, Issue 9, Ver.I, pp.45-51
11. **Hoang Thi Hong Loc**, Nguyen Quoc Nghi (2018), “Factors affecting the collective trademark building intention of fruit farming households in Phong Dien district, Can Tho city”, *The International Journal of Engineering And Science (IJES)*, Vol 7, Issue 9, Ver.I, pp. 48-53
12. Le Thi Dieu Hien, **Hoang Thi Hong Loc**, Nguyen Quoc Nghi, Vo Phuong Thao (2015), “Factors affecting the satisfaction of citizen towards water supply service in Ninh Kieu district, Can Tho city”, *Journal of Science, Can Tho University*, Vol.39, pp.50-56.
13. **Hoang Thi Hong Loc**, Nguyen Quoc Nghi (2014), “Theoretical framework of work motivation in public sector in Vietnam”, *Journal of Science, Can Tho University*, Vol.32, pp. 97-105
14. Nguyen Quoc Nghi, Le Thi Dieu Hien, **Hoang Thi Hong Loc**, Quach Hong Ngan (2011), “Evaluating job adaptability of tourism students graduating in the Mekong Delta”, *Journal of Science, Can Tho University*, Vol 20b, pp.217-224
15. Nguyen Quoc Nghi, Le Thi Dieu Hien, **Hoang Thi Hong Loc**, Tran Lam Hoang Yen (2011), “Factors influencing household satisfaction with training methods on technological application on rice cultivation in Dong Thap province”, *Journal of Science, Can Tho University*, Vol. 17b, pp. 97-105
16. Nguyen Quoc Nghi, **Hoang Thi Hong Loc**, Le Thi Dieu Hien (2011), “Factors influencing client satisfaction level with notary offices in Can Tho city”, *Journal of Science, Can Tho University*, Vol. 17b, pp. 106 - 112
17. Nguyen Quoc Nghi, **Hoang Thi Hong Loc** (2009), “Measures to attract tourists to Can Tho city”, *Journal of Economic Development, University of Economics HoChiMinh City*, No.181, pp.16-20

## II/ Conference Proceedings

1. **Hoang Thi Hong Loc** (2015), “Analysing factors that affect working motivation of local government officials: A case study of Ninh Kieu district, Can Tho city”, *Conference Proceedings: From Analysis to Discussion*, Social Science Publisher, pp.152-170
2. Nguyen Quoc Nghi, **Hoang Thi Hong Loc**, Trieu Ha Vy (2013), “Implications for ecological tourism product development in Mekong delta”, *Scientific Conference*

- Proceedings: *Workshop for students, graduates, PhD candidates*, Can Tho University publisher, pp.23-28
3. **Hoang Thi Hong Loc** (2013), “Evaluating the effectiveness in encouraging local inhabitants participation in political environment at grassroots level in Can Tho city”, Scientific Conference Proceedings: *Workshop for students, graduates, PhD candidates*, Can Tho University publisher, pp.103 – 113
  4. Nguyen Thi Le, Le Quang Viet, **Hoang Thi Hong Loc** (2013), “Trade credit in small and medium enterprises in Can Tho city”, Scientific Conference Proceedings: *Scientific Workshop for students, graduates, PhD candidates*, Can Tho University publisher, pp.148-153
  5. **Hoang Thi Hong Loc**, Le Thi Dieu Hien (2013), “Analyze factors which affect on workers’ income at industrial zones in Mekong Delta Region”, Scientific Conference Proceedings: *Workshop for students, graduates, PhD candidates*, Can Tho University publisher, pp.263-268
  6. **Hoang Thi Hong Loc**, Nguyen Quoc Nghi (2011), “Sustainable development of Vietnam economy from an aspect of income distribution”, International Scientific Conference Proceedings: *Quality of economic growth in Vietnam in the period 2001-2010 and orientation to 2020*, National Economics University publisher, pp.337 - 343
  7. Nguyen Quoc Nghi, **Hoang Thi Hong Loc**, (2011), “Sustainable economic development co-operation of Vietnam – Lao: from aspect of FDI (Foreign Direct Investment)”, International Scientific Conference Proceedings: *Vietnam and Laos socio-economic development in the period 2011-2020*, National Economics University publisher, pp.101-117
  8. Le Thi Dieu Hien, **Hoang Thi Hong Loc**, Nguyen Huu Tam, Le Thi My Linh (2010), “Assessing economic effectiveness of agricultural cultivation models: case study in Dong Thap Muoi district, Dong Thap province”, Scientific Conference Proceedings: *Solution of improving the advanced technological application in rice production in Dong Thap province*, Can Tho University publisher, pp.73-82

### III. Book Chapters

1. Ho Le Thu Trang, **Hoang Thi Hong Loc**, Pham Le Hong Nhung, Nguyen Thi Tu Trinh (2021), *Marketing Tourism*, Can Tho University Publisher

### References:

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|---------------------|---|
| <b>1. Full name</b> | <b>Associate Professor, PASCAL TREMBLAY</b>                                       |
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| <b>2. Full name</b> | <b>Dr. QUOC NGHI NGUYEN</b>   |
| Position            | Senior lecturer, College of Economics, Can Tho University                         |
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