

SCIENCE PROFILE
(For Lecturers)

I. BRIEF BIOGRAPHY

Full Name: **Phan Thi Hoi** Gender: **Female**
Date of Birth: **10/05/1989** Birthplace: **Quang Binh Province**
Hometown: **Quang Binh Province** Ethnicity: **Kinh**
Highest Degree: Master
Year and Country of Degree Awarded: 2015, Viet Nam
Highest Academic Title: Lecturer Year of Appointment: 2015
Position: Lecturer
Workplace: Lac Hong University
Home Address or Contact Address: 47C/99, Quarter 10, Ho Nai Ward, Bien Hoa City, Dong Nai Province
Contact Phone Number, Workplace: 02513952252 Mobile Phone: 0915513234
Fax: Email:



II. EDUCATIONAL QUALIFICATIONS

1. Undergraduate:

Type of Education: Fulltime
Institution: Lac Hong University
Field of Study: Business Administration
Country of Education: Viet Nam Year of Graduation: 2011
Second bachelor's degree: English Language Year of Graduation: 2024

2. Postgraduate:

- Master's Degree in: Business Administration Year Awarded: 2015
Institution:
- Doctor of Philosophy in:
Institution:
Research Topic:

3. Foreign Languages: 1. English Proficiency Level: Good
2. Proficiency Level:

4. Postgraduate Certificates:

- Philosophy: Yes
- University Teaching Methods: Yes
- Information Technology: B Certificate
- Others: ...

III. PROFESSIONAL WORK EXPERIENCE

Duration	Place of Work	Job Responsibilities
2011 to now	Lac Hong University	Lecturer

IV. SCIENTIFIC RESEARCH EXPERIENCE

1. Scientific research projects participated in

No.:	Research Project Title	Start Year / Completion Year	Project Level (National, Ministry, Department, University)	Role in the Project

2. Published Scientific Works: (title, year of publication, place of publication, etc.)

No.:	Title	Year of publication	Place of publication
1	Marketing 3.0 and Its Application in Vietnam	2017	Proceedings of the National Scientific Conference
2	Work Motivation of Employees in Private Universities	2019	Proceedings of the National Scientific Conference
3	<i>The influence of service quality factors on student's</i>	2016	Educational Science Journal

	<i>satisfaction -case study at Lac Hong university</i>		
	Some solution to improve the effectiveness of using social networks for learning of students studying at universities in Dong Nai province	2021	VietNam Trade and industry Journal
	Issues relating to building and developing corporate cultures in Vietnamese companies	2021	VietNam Trade and industry Journal
	Solutions to improve the effectiveness of student's use of online learning tools at Lac Hong university	2023	VietNam Trade and industry Journal
	Applying artificial intelligence (AI) in teaching and research activities of university lecturers	2024	VietNam Trade and industry Journal

Dong Nai, date 15 month 05 year 2024

PRINCIPAL



Lam Thanh Hien

Declarant's Signature

(Clearly state title, academic degree)

A handwritten signature in blue ink, consisting of a stylized name followed by a horizontal line.

Phan Thi Hoi