

# Thi Cam Ly VO

PhD student,  
FFBC-IMMD  
University of Lille, France  
Laboratory LSMRC - MERCUR Marketing Research Team  
MIHX Lab  
Lecturer at Hue Industrial College, Viet Nam  
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## EDUCATION

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01/2017-Present : **PhD student**, Institut du Marketing et du Management de la Distribution, LSMRC (Lille Skema Management Research Center), University of Lille. (Vietnamese government scholarship).

14/8/2016-10/2016 : Joining in the **programs to support international doctoral training**, jointly conducted between the University of Rouen (France), University of Rennes 2 (France), Foreign Trade University (Vietnam) and Vietnam Academy of Social Sciences (VASS), under the sponsorship of Francophone University agency - AUF

09/4/2012-18/4/2012 : Joining the training course of **TAE10 Training and Education Package**, sponsored by Hue Industrial Junior College and New Hue Technical and Further Education Commission

14/3/2012-23/3/2012 : **Training teachers of English tourism of the Development project for sustainable tourism in expansive Mekong sub-region**, Viet Nam

10/2008-10/2011 : Joining in the **Master Course in Business Administration** of Da Nang University of Economics, Viet Nam

09/2003-07/2007 : Studying in **Faculty of Tourism Trade**, Da Nang University of Economics, Viet Nam

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## PROFESSIONAL EXPERIENCE

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09/2007-07/2011 : **Lecturer of Economics and Business Administration faculty in DONG A UNIVERSITY, Vietnam**

- Teaching subjects (about 3000 hours): Advertising and promotion; Basic Marketing, Tourism Marketing; Distribution Management; Tourism economics; Communication and Event organization; Communication skills, ...
- Guide students to do a thesis/projects with the large numbers of students each year (about 300 students)
- Chairman of the Tourism Business Club (2012-2013)

01/2007-05/2007 : **Internship in Tourism Marketing Office, Department of Culture, Sports and Tourism, Vietnam**

- Collaborate with staff of Tourism Office in gathering information about tourism activities in the province for the period 2005-2006
- Survey international tourists' satisfaction to Hue in the period 2005- 2006

03/2006-04/2007 : **Internship in Van Loi Hotel, Hoi An, Việt Nam**, <http://www.vanloihotelhoian.com>

- Guest Relation Officer Section
- Front Desk (FD) Section
- Business Center Section

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## SKILLS

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### Languages

Vietnamese : Native Language

English : IELTS B2

French : DELF A2

### Communication skills

Having good communication skills, speaking skills in public, presentations to persuade others.

### Organisational / managerial skills

There are many qualities to become a leader in the group under 30 people, working independently, assertive, high-pressure job as an advantage to become leaders in the future.

### Computer skills

Fluently applying word, excel, slide design for teaching

### Other skills

Listening skills

Understanding,

Problem-solving skills in emergency situations

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## INTELLECTUAL CONTRIBUTIONS

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### Publications

LE Thi Thanh Xuan, VO Thi Cam Ly. "Applying Holsat model for the evaluating domestic tourist's satisfaction about the destination Hue", *Da Nang Socio- economic Development Magazine*, Da Nang, 2015.1

### Presentations

**9 secrets motivate students to come to class**, the first week the Dong A University of Dong A, Danang, 2009.

**How to best students of professional career-application model 5S**, the first week the University of Dong, A Danang, 2010.

**Current Situation of Linking Business sector to "Tour Guide" training program, scientific research workshop, Faculty of Foreign Language – Business Administration – Tourism Faculty, Hue Industrial College, 2016.**

**Communication skills for graduation student, scientific research workshop, Faculty of Chemistry-Environment, Hue Industrial College, 2016.**

### Projects

Guiding students to scientific research of academic year 2015-2016 with the topic: "**Building and explaining tourism** »: studying at Hue Industrial College, Vietnam; finished (Rating: excellent)

Head of research project "**Research and development of sustainable community tourism and eco-tourism: A case study of ethnic minority communities** » in A Luoi, Hue, Vietnam, 2016; finished (Rating: excellent).

## **Other activities**

Member of the organizing committee "Research Day on African Countries (JRPA) 2017; 2019

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## **REFERENCES**

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### **Mbaye Fall DIALLO,**

Professeur des Universités | Professor of Marketing

Université de Lille (FFBC-IMMD) - LSMRC Lab - MERCUR team | EA 4112.

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