



SCIENTIFIC CURRICULUM VITAE

1. Personal information	
<i>Full name</i>	Pham Thuy Duong
<i>Academic title</i>	PhD
<i>Date of birth</i>	21/03/1982
<i>Gender</i>	Female
<i>Current address</i>	#42, Group 13, Tich Luong Ward, Thai Nguyen City
<i>Mobile phone</i>	0971745794
<i>Email</i>	anduong.lapham@gmail.com / ptduong@tueba.edu.vn
<i>Position and workplace</i>	Faculty of Foundation

2. Education background					
2.1. Education progress					
<i>Year of graduation</i>	<i>Level</i>	<i>Major</i>	<i>Training institution</i>		
2019	Ph.D	Business Administration	Fengchia University - Taiwan		
2014	Master	Business Administration	Centra Philippine Univesity, the Philippines		
2004	B.A	English	Vietnam National University, Hanoi		
2.2. Dissertation title		A SYSTEMIC DESIGN FOR MASS CUSTOMIZED SERVICE DELIVERY IN HIGHER EDUCATION INSTITUTIONS			
2.3. Short-term training courses (in 5 recent years)					
<i>Duration (from date to date)</i>		<i>Training content</i>		<i>Training institution</i>	
August 2019		2019 Elite Workshop		National Central University, Taiwan	
Time		Name of Institution	Program	Certificate	Grade
From	To				
2002	2003	Vietnam National University, Ha Noi –	Educational certificate	Certificate	Very Good

		Faculty of Education			
2010	2010	IIG Viet Nam	Teacher Training Workshop for a Proficiency-based TOEIC – oriented Classroom	Certificate	
2011	2011	University of Foreign Trade, Ha Noi	Teacher Training Workshop for building a system for teaching, preparing, and testing TOEIC, TOEFL, IELTS – oriented papers	Certificate	
2012	2012	Thai Nguyen University of Economics & Business Administration	Scientific Methodology	Certificate	
2012	2012	British Council	IELTS teacher Training Workshop	Certificate	
2012	2012	Cambridge ESOL	ESOL Teacher Training Workshop	Certificate	
2012	2012	Global Leadership Academy	Management Skills in modern business environment	Certificate	
2013	2013	Thai Nguyen University of Economics & Business Administration	Economic Integration	Certificate	
2014	2014	Fullbright	Training course for Speaking Examiners	Certificate	
2014	2014	Ha Noi #2 University of Education & Training	Educational certificate for lecturers at higher institutions	Certificate	Very Good

2.4. Foreign language proficiency

<i>Language</i>	<i>Level</i>
English	C1
Chinese	B1

3. Professional experience (in 5 recent years)		
<i>Duration (from date to date)</i>	<i>Workplace</i>	<i>Position or responsibility</i>
2015-2019	Feng Chia University, Taiwan	PhD students
2015-2019	Feng Chia University, Taiwan	Researching Assistant
2015-2019	Feng Chia University, Taiwan	Teaching Assistant
2019 - present	TUEBA Vietnam	Lecturer
2019-2020	Asia University, Taiwan	International Guest Speakers/ Jury/ Scholar

4. Scientific research			
4.1. Field of research			
<i>Expertise</i>	Management, systems-thinking, entrepreneurship, service innovation		
<i>Main research orientation</i>	systems-thinking applications		
4.2. Publications and accomplishments			
4.2.1. Textbooks, Monographs			
<i>Year</i>	<i>Authors</i>	<i>Title</i>	<i>Publisher/ISBN</i>
4.2.2. Articles in national scientific journals			
<i>Year</i>	<i>Authors</i>	<i>Article title</i>	<i>Name of publisher, number, volume, pages/ISSN</i>
2014	<u>Pham Thuy Duong</u>	Entrepreneurial Propensity of senior students at Thainguyen University of Economics & Business Administration	TNU Journal of Science and Technology, ISSN 1859-2171; e-ISSN 2615-9562
4.2.3. Articles in international journals			
<i>Year</i>	<i>Authors</i>	<i>Article title</i>	<i>Name of publisher, number, volume, pages</i>
2020	<u>Pham Thuy Duong</u> , Lai Wen Hsiang	Systemic design & mass customised service delivery: one-stop services for university students in Taiwan.	International Journal of Applied Business and Economic Research, Volume 18, Number 1, 2020, ISSN : 0972-7302, pp 1-20
2020	Vu Kieu Hanh, Trieu Thanh Nam, <u>Pham Thuy Duong</u>	Evaluation on the suitability of the new cutting edge textbooks in an efl teaching context: a case study in Thai Nguyen	International Journal of Advance Research and Innovative Ideas in Education (IJARIE); Volume 6 – Issue 2, ISSN

		university, Vietnam	2395-4396, pp 1292-1296
2019	Nguyen Bich Hong, <u>Pham Thùy Dương</u> Li- Shiue Gau, Wu Chang Hsieh, Nguyen Thi Lan Anh	Examining Sport Provision Diversity at Universities in Vietnam: Personality Traits, Personal and Cultural Values, and Diversity Value Orientation	Hsiuping Journal, 2019 Special Issue, ISSN 1817-2954, Vol. 2, pp 205-209
2019	Vu Kieu Hanh, <u>Pham Thuy Duong</u>	The Effectiveness of Using Multimedia in Enhancing English Speaking Skills: a Case Study in Advanced Programis at Thai Nguyen University of Agriculture and Forestry, Vietnam	Journal of Research and Method in Education (IOSR-JRME); e-ISSN: 2320-1959.p- ISSN: 2320-1940 Volume 9, Issue 6 Ser. III. pp 27-34
2018	<u>Pham Thuy Duong</u> , Ayham Jaaron	Design for Mass Customisation in Higher Education: a Systems-Thinking Approach.	Systemic Practice and Action Research, Volume 31.3 ISSN: 1094429X, 15739295 pp. 293-310. <u>SSCI Journal</u>

4.2.4. National conference reports

<i>Year</i>	<i>Authors</i>	<i>Article title</i>	<i>Conference name, Venue</i>	<i>Name of publisher, number, volume, pages</i>
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4.2.5. International conference reports

<i>Year</i>	<i>Authors</i>	<i>Article title</i>	<i>Conference name, Venue</i>	<i>Name of publisher, number, volume, pages</i>
2020	Gau, Li-Shiue, Kim, Jong-Chae, Nguyen Bich Hong & <u>Pham Thuy Duong</u>	From Traits and Value Orientation to Sport Provision Diversity at College Lives in Vietnam, Taiwan and United States of America	2020 Applied Sport Management Association (ASMA) Annual Conference, Waco, TX, USA	Oral Presentation, February 27-29, 2020
2019	<u>Pham Thuy Duong</u> , Vu Kieu Hanh, Phan Minh Huyen	Authentic English Communication Experiences in Open Spaces: A Systems–Thinking Design	International conference on sustainable development and the roles of universities in the fourth industrial revolution, Thai	Poster Session October 3-4, 2019

			Nguyen University of Economics & Business Administration, Thai Nguyen city, Vietnam.	
2019	Nguyen Thi Bich Hong, <u>Pham Thuy Duong</u> , Nguyen Thi Lan Anh, Li-Shiue Gau, Wu-Chang Hsieh	Examining diversity of sports at universities across countries: personality traits, personal and cultural values and multiple values.	SUB-LAB3 2019 INTERNATIONAL CONFERENCE , Taichung, Taiwan,	Oral Presentation. 19-21 March, 2019
2018	Gau, li-Shiue, <u>Pham Thuy Duong</u> , Pham Van Hanh, Nguyen Bich Hong, and Jui-Chuan Huang	Sport Provision Diversity of Educational Service in Vietnam.	Joint International Conference of Service Science and Innovation and Serviceology – ICSSI 2018 & IC Serv 2018, Taichung, Taiwan,	Oral Presentation 13-15 November, 2018.
2018	<u>Pham, Thuy Duong</u> , Wu-Chang Hsieh	A Systemic Design for Operationalization of Authentic Experimental training in Coffee shops in Vietnam.	Joint International Conference of Service Science and Innovation and Serviceology – ICSSI 2018 & IC Serv 2018, Taichung, Taiwan.	Oral Presentation 13-15 November, 2018.
2018 (April 29)	<u>Duong Thuy Pham</u> , Wen- Hsiang Lai	CORRELATES OF SERVICE DELIVERY SYSTEM DESIGN AND MASS CUSTOMIZATION: AN EMPIRICAL VALIDATION IN TAIWAN	ISER- 366th International Conference on Economics and Business Research (ICEBR-2018) Tokyo, Japan	Oral Presentation 29-30 April, 2018
2017 May 3	<u>Duong Thuy Pham</u> , Mitchell M Tseng	Customized higher education based on learning from mass customization manufacturing	50 th CIRP-CMS International Conference on Manufacturing Systems Taichung, Taiwan	Oral Presentation 3-5 May, 2017

4.3. Research projects				
<i>Project duration</i>	<i>Project name</i>	<i>Funding institution</i>	<i>Funded amount</i>	<i>Position/role in the project</i>
March 2018 – December 2018	Correlates of mass customization of students' service operationalization: Cross country empirical validation using Taiwan and Vietnam as examples	Taiwan's Ministry of Education	120,000 TWD	Project Manager
2015-2017	Customized higher education based on learning from mass customization manufacturing	Taiwan's Ministry of Science & Technology	120,000 TWD	Researching Assistant
4.4. Scientific research awards				
<i>Year</i>	<i>Award</i>	<i>Awarding organization</i>		
2016	Excellent International Mentor	2016 International and Interdisciplinary iDEAS! workshop Feng Chia University, Taiwan		
2018	Authors with excellent international publications	Vietnam's Ministry of Education, Vietnam		
2018	Authors with excellent international publications	Thai Nguyen University, Vietnam		
2018	Best Paper	ISER- - 366th International Conference on Economics and Business Research, Japan		
2019-2020	International Consultant/ Speaker/ Jury	Asia University, Taiwan		
4.5. Other information on scientific research				
<i>Member of professional organizations and associations, editorial board of national and international journals, member of the national/international council ...etc.</i>				
<i>Name of organization</i>			<i>Responsibility</i>	
ISER- 366th International Conference on Economics and Business Research			Session Chair	
International conference on sustainable development and the roles of universities in the fourth industrial revolution			Secretary, Session #1	

5. Teaching	
5.1. Majors for teaching	<ul style="list-style-type: none"> - At TUEBA: English for Communication, English for specific purposes. - At FCU: Principles of Management, Entrepreneurship and Innovation, Statistics for Business and Economics (International programs), Organization theory & Management
5.2. Courses/modules can be taken	<ul style="list-style-type: none"> - Principles of Management - Entrepreneurship and Innovation - Organization theory & Management - Business Research Methodology (qualitative, quantitative & mixed/ blended)

....., *date* *month* *year*

Applicant's Institution

Applicant

Pham Thuy Duong, PhD