



Ph. D

Tran Thi Bich Hang

I. GENERAL INFORMATION

- Date of birth: February 2nd 1977
- Gender: Female
- Address: Room 305, CT6, My Dinh Urban Area, Me Tri, My Dinh 1, Nam Tu Liem Dist, Hanoi
- Current position : Member of the Science council of the Institute of Brand competitiveness and strategy

II. SCIENTIFIC RESEARCH PROCESS

2.1. Published scientific projects

- Developing sustainable types of tourism in Da Nang, Writer, International seminar proceeding “Developing sustainable tourism in South Central Coast region”, University of Commerce, Thong Ke publishing house, Hanoi, 7/2016.
- Developing vacation ownership business in Vietnam, Writer, Commercial Science journal, 8/2016

2.2. Textbooks / reference books / monographs

- Operational management for tourism enterprises, Member, 2011 / Thong Ke publishing house
- Circumstances of Operational management for tourism enterprises, Member, 2011 / Thong Ke publishing house
- Service management, Member, 2014 / Thong Ke publishing house

2.3. Topics, projects, tasks of science and technology

- University level topic “Applicability of e-commerce in tourism business in Vietnam”, 2003, Leader
- Ministry of Education and Training level topic “Improving the attraction of tourist destinations in Northern business growth triangle area (Hanoi – Hai Phong – Quang Ninh)” (B2005-39-73), 2005-2006, Member.
- Ministry of Education and Training level topic “Solutions for developing market information service in tourism in Hanoi” (B2006-07-01), 2006-2007, Member
- Ministry of Education and Training level topic “Solutions for developing travel business of Hanoi in current context” (B2007-07-31), 2006-2008, Leader
- Ministry of Industry & Trade level topic “Analyzing the impact of environmental regulations in the form of environmental barriers to exporting Vietnamese leader commodities”, 2007-2008, Member
- Ministry of Education and Training level topic “Studying and proposing solutions for sustainable development of sea tourism in the northern provinces of Vietnam” (B2009-07-84TĐ), 2009-2011, Secretary
- University level topic “Studying the framework of business theory of travel agencies” (CS-2016-07), 2016, Leader
- Ministry of Education and Training level topic “Developing traditional handicrafts business of ethnic minority people associated with North West tourism development” (KTKD.02), 2016-2017, member, Grassroots level inspected.
- Ministry of Education and Training level topic “State management with the development of spiritual tourism in Vietnam” (B2016-TMA-02), 2016-2017, Member, processing
- Ministry of Education and Training level topic “Developing tourism in the Red River Delta and the North East Coast from 2020 to 2030” (B2017-TMA-10), 2017-2018, Leader, processing.