

## **Le Chi Cong**

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Tourism Administration Department, Faculty of Economics  
Nha Trang University,  
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Nha Trang city, Vietnam

### **EDUCATION**

*The National Economics University*, Vietnam

PhD degree about tourism economics, 2011-2014

*Tromso University*, Norway

MSc degree about economics, 2008-2010

*The National Economics University*, Vietnam

BSc degree (Bachelor of Economics) about Business Administration, 1999-2003

*Nha Trang University*, Vietnam

BSc degree (Bachelor of English language) about English language, 2006-2008

### **RESEARCH INTERESTS**

- Consumer behavior in Tourism
- Competitiveness of products/firms/sectors
- Sustainable Development

### **TEACHING RESPONSIBILITY**

#### **Undergraduate**

1. Tourism Economics
2. Strategy Management
3. Scientific Management

## **Graduate**

1. Tourism Economics
2. Strategy Management
3. Service Quality Management
4. Business Plan
5. Resort Management

## **PUBLICATIONS AND PRESENTATIONS**

### **Books (in Vietnamese)**

1. Basic Resort Management, Publisher of The national economics university, Hanoi, 2015.
2. A research model of factors influencing tourists loyalty to Vietnam's beaches tourism, Publisher of The national economics university, Hanoi, 2017.

### **International Journals (in English)**

There are three research papers in international journals as follow:

1. **Le Chi Cong (2017)**, Factors affecting European tourists' satisfaction in Nha Trang city: perceptions of destination quality, *International Journal of Tourism Cities*, Vol.3, pp 1-13.
2. Ho Huy Tuu, Svein Ottar Olsen, **Le Chi Cong**, Patterns of Vietnamese buying behaviors on luxury branded products, *Asia Pacific Journal of Marketing and Logistics*, Vol.
3. **Le Chi Cong (2016)**, A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam, *Journal of Hospitality and Tourism Management*, Vol.26, pp.50-62.
4. **Le Chi Cong**, Sven Ottar Olsen, Ho Huy Tuu (2013), The roles of ambivalence, preference conflict and family identity: A study of food

- choice among Vietnamese consumers, *Journal of Food Quality and Preference*, Vol. 28 pp.92-100.
5. **Le Chi Cong**, Pham Hong Chuong, Lai Phi Hung (2013), The roles of variety seeking in the satisfaction-destination intentional loyalty relationship: An empirical test from Vietnamese visitor's beach, *Journal of Development and Economics*, Vol. 15, (2), pp. 19 - 37.

### **Vietnamese Journals (in Vietnamese)**

More than 20 articles in Vietnamese top journals as follow:

1. **Le Chi Cong** (2017), Factors affecting the behavioral intention to use green tourism: A case study with international tourists to Nha Trang beach city, *Journal of Economics and Development*, Vol. 214, pp.96-104.
2. **Le Chi Cong** (2017), Effects of perceived risk on attitude and intention to use the four islands services of international tourist to Nha Trang, *Journal of Development Economic*, Vol.262, pp.2-10.Vol.28.2, pp.84-104.
3. **Le Chi Cong** (2016), The relationship between trust to corporate social responsibility, commitment and intention to use the Salaganes Nest, *Journal of Economics and Development*, Vol.229, pp.66-75.
4. **Le Chi Cong**, Dong Xuan Dam (2016), Effecting of the local food on tourist's satisfaction: A case study with international tourist to Nha Trang, *Journal of Economics and Development*, Vol.224, pp.88-99.
5. **Le Chi Cong**, Ho Huy Tuu (2015), Application the modeling of customer value innovation to enhance the competitiveness of beach tourism destination South Central, *Journal of Economics Management*, Vol.73, pp.30-40.
6. **Le Chi Cong**, Le Cong Hoa (2015), Factors influencing tourism students' intention to apply to work in luxury hotels, *Journal of Economics and Development*, Vol.217, pp.57-66.

7. **Le Chi Cong**, Vo Hoan Hai (2015), A study on the Impact of Entrepreneur to Competitiveness in Enterprises Case for Hotel Business Units in Nha Trang City, *Trade Sciences Review*, Vol.82+83, pp.82-90.
8. **Le Chi Cong**, Vo Hoan Hai (2015), Research on the attitude of the local community for sustainable development of beaches tourism, *Economy and Forecast Review*, Vol.8, pp.42-44.
9. **Le Chi Cong** (2015), Building the indicators of sustainable tourism development: The case of Nha Trang city, *Journal of Economics and Development*, Vol.217, pp.56-64.
10. **Le Chi Cong**, Dong Xuan Dam (2014), The study effects of perceived risk on visitor's loyalty: a case study with international tourist to Nha Trang beach city, *Journal of Economics and Development*, Vol.210, pp.62-72.
11. Do Thi Thanh Vinh, Nguyen Thi Thanh Nhan, **Le Chi Cong** (2014), A study on factors that affect employees' loyalty in luxury hotels in Nha Trang City, *Journal of Economics and Development*, Vol.204, pp.115-124.
12. **Le Chi Cong**, Nguyen Van Manh (2013), Destination quality: a study comparative between two beaches city in Viet Nam, *Journal of Development Economic*, Vol.262, pp.2-10.
13. **Le Chi Cong**, Huynh Cat Duyen (2013), Applying IPA model on evaluating the beaches service quality in Nha Trang, *Economy and Forecast Review*, Vol.88, pp.32-39.
14. **Le Chi Cong**, Doan Nguyen Khanh Tran (2012), Improving the quality of tourism human Khanh Hoa, *Tourism Review*, Vol.12, pp.24-25.
15. **Le Chi Cong**, Le Cong Hoa (2012), Applying IPA model on evaluating the telecommunication service quality in Vietnam, *Journal of Development Economic* Vol.265, pp.3-11.
16. **Le Chi Cong** (2011), The role of private enterprises to sustainable development in the tourism business in Khanh Hoa Province, *Economic Management Review*, Vol.47, pp.45-51

17. **Le Chi Cong** (2011), Forecasting manpower demand for tourism development in 2011 – 2020 periods, orienting and suggesting solutions for tourism training at Nhatrang University, Journal of Economics and Development, Vol.164, pp.24-27.
18. **Le Chi Cong** (2010), WOM - An approach in promoting tourism image of Nha Trang city, Economy and Forecast Review, Vol.57, pp.44-47.
19. **Le Chi Cong** (2006), Vertical Integration- The way to create competitiveness for businesses in context of Vietnam's international economic integration, Journal of Economics and Development, Vol.10, pp.33-36.
20. **Le Chi Cong** (2006), Evaluation on the competitiveness of enterprises by matrix, Journal of Vietnam Industry, Vol.1, pp.24-25.

#### **Conference Proceedings**

1. **Le Chi Cong** (2014), The roles of perceived service quality, switching cost, and customer satisfaction: A study of mobile telecommunication service loyalty among Vietnamese customers, 6th International Science, Social Sciences, Engineering and Energy Conference 17-19 December, 2014, Prajaktra Design Hotel, Udon Thani, Thailand.
2. **Le Chi Cong** (2014), The roles of family conflict and identity in the theory of planned behavior, The IIFET 2014 Australia conference at Queensland University of Technology, Brisbane, Australia from 7 to 11 July 2014.
3. **Le Chi Cong, Le Cong Hoa** (2013), Research on the Impact of Leadership on Business Competitiveness: Case Studies in Nha Trang, Hanoi University of Science and Technology.