

## Curriculum Vitae

<b>Surname:</b>	Thi Phuong Lien
<b>First Name:</b>	LE
<b>Date of Birth:</b>	13/11/1986
<b>Academic Qualification:</b>	Master of Business Administration
<b>Venia Legendi (qualification to teach):</b>	Certification of International Board Standard for Training Performance Instruction  Qualification of Pedagogical Specialist
<b>Further Qualifications:</b>	Certificate of Achievement for Public Relations course

<b>At the Higher Education Institution (to be accredited) since:</b>	2018
<b>Level of Employment (part-time or full-time):</b>	Part-time
<b>Teaching Focus:</b>	Professional Competences Division
<b>Interdisciplinary Aspects:</b>	Soft skills, Management
<b>Activities in the Areas:</b>	
- Further Education	
- Research	
- Consultancy	
<b>How are personal research activities reflected in teaching activities?</b>	

<b>Work experience:</b>	
- General	Business strategy, Marketing and Branding.
- Activities as an Expert:	
<b>Publications:</b>	<p>Le, T.P.L et al. (forthcoming). Trioethnography approach to reflect Vietnamese Education in the COVID-19. <i>Pacific-Asian Education journal, Special issue: Education in turbulent times.</i></p> <p>Le, T.P.L (2021). Product Market Fit Framework to transform post pandemic: The Case of Vietnamese SMEs. International Conference in Business (ICB).</p> <p>Le, T.P.L (2021). Integrated sustainable development goals (SDGs) into curriculum: The case of Pearson BTEC Higher Nationals in Business Programme (PBhnBp). Vietnam Education Symposium.</p> <p>Le, T.P.L &amp; Nguyen, L.C. (2020). Application of OKRs to University Governance in the context of increasing institutional Autonomy in Vietnam. Provincial scientific conference, Tien</p>



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	Giang University.
<b>Memberships:</b>	
<b>International experience through:</b>	
- <b>Management Activities</b>	
- <b>Academic Activities</b>	Manage Pearson BTEC Higher Nationals in Business Programme (PBhnBp)
- <b>Personal Background/ Experience</b>	
<b>Other:</b>	