

## Curriculum Vitae



<b>Surname:</b>	<b>LE MAI KIM</b>
<b>First Name:</b>	<b>CHI</b>
<b>Date of Birth:</b>	May 7 <sup>th</sup> , 1981
<b>Academic Qualification:</b>	The degree of Engineer Home Economics The degree of Bachelor English The degree of Master Education
<b>Venia Legendi (qualification to teach):</b>	Certificate of Pedagogical skills for college and university lecturers Certificate of Postgraduate Course_Teaching Methodology in Higher Education Certificate of Postgraduate Course_Methods of Education Science Research Certificate of Postgraduate Course_Philosophy
<b>Further Qualifications:</b>	The Diploma of Vocational Training_Intermediate Level_Computer Science Professional Makeup Certificate Foundation European Cake Certificate Advanced European Cake Certificate Certificate Course in Business Proficiency and Life Skills of India Japanese traditional Cake Certificate Certificate of Attendance Food Hygiene and Safety Seminar Certificate of Attendance U.S. Poultry Workshop

<b>At the Higher Education Institution (to be accredited) since:</b>	Working for HCMC University of Technology and Education (HCMUTE) since 2008
<b>Level of Employment (part-time or full-time):</b>	Head of Department (full time)
<b>Teaching Focus:</b>	Introduction to Restaurants and Eatery Services Management Food and Party Decoration Practice Stylist Food & Food Photography Pastry Theory Eatery Services Project Practice Event Management Floral Arrangement Make up Graphic Design Application
<b>Interdisciplinary Aspects:</b>	Make-up object

<b>Activities in the Areas:</b>	
- <b>Further Education</b>	None
- <b>Research</b>	Having 8 publics and 1 scientific research in Hospitality area.
- <b>Consultancy</b>	<ul style="list-style-type: none"> <li>- HCMUTE's consultant expert in Restaurant Management major.</li> <li>- Host in students' projects, skill competitions and cuisine culture exchange.</li> <li>- Judges in provincial and national level cuisine competitions.</li> <li>- Training college teachers to compete national good vocational teaching contest.</li> <li>- Participation on constructing the curriculum of Restaurant Management and Eatery Service Major for HCMUTE.</li> <li>- Participation on renovation workshops project for Restaurant Management and Eatery Service Major.</li> <li>- Participation on equipments investment project for Restaurant Management and Eatery Service Major.</li> </ul>
<b>How are personal research activities reflected in teaching activities?</b>	Lessons and teaching methods are renewed frequently. There are many different kinds of exercises and learning activities in each class. Creative is one of mandatory requirements in all students' learning activities. And all learners' discussion must be explained on a scientific basis and must be showed personal opinions.

<b>Work experience:</b>	Having nearly 20 years' experience in teaching
- <b>General</b>	<ul style="list-style-type: none"> <li>- Garment Technologist Lecturer in Ly Tu Trong College, 2005 - 2008.</li> <li>- Home Economics Lecturer in HCMUTE, 2008 - 2013.</li> <li>- Head of Home Economics Department in HCMUTE, 2013 - 2019.</li> <li>- Head of Restaurant Department in HCMUTE, 2019 - 2025.</li> <li>- Restaurant &amp; Eatery Service Management Lecturer in HCMUTE, 2025-now.</li> </ul>
- <b>Activities as an Expert:</b>	<ol style="list-style-type: none"> <li>1. Host students' projects, skills competitions, and cuisine culture exchanges consist of HCMUTE Cuisine projects; projects of baking mooncake instruction for kids; School level and Faculty level Seminar and Cooking Contests; Leading students to compete outside of school; Cuisine culture exchange between foreigner students and UTE students.</li> <li>2. Judges in Cooking Competitions for HCMC Women's Union; HCMC Women's Culture house; Companies; Hospitals; Schools.</li> <li>3. Judges in Teaching methods provincial and national competitions consist of HoChiMinh City; Hanoi City; Daklak City; Ba Ria Vung Tau provinces; DongThap province.</li> <li>4. TV station collaborator: Enjoy living everyday channel, VTV3 station consist of 10 topics.</li> </ol>
<b>Publications:</b>	<ol style="list-style-type: none"> <li>1. Đinh Hoàng Anh Tuấn*, <b>Lê Mai Kim Chi**</b>, Nguyễn Thiện Hùng***, Nguyễn Tiên Huy****, Nguyễn Phương Tâm*****; Training service quality and satisfaction of graduate students: case study of Business Administration major at Phan Thiet University; Journal of Economics and Forecasting, 201-204.</li> <li>2. <b>Le Mai Kim Chi</b>, Mai Ngoc Khanh; Analysis of Sheraton Hotel's recruitment plan post-Covid-19 period; International Journal of Advanced Multidisciplinary Research and Studies, 677-683.</li> <li>3. <b>Le Mai Kim Chi</b>, Vo Khac Truong Thanh; Remuneration policy for</li> </ol>

	<p>foreigners working in Vietnam's hotel industry; International Journal of All Multidisciplinary Research Studies 2023; 2(1):31-39.</p> <p>4. Vo Khac Truong Thanh, <b>Le Mai Kim Chi</b>; Talent management in Vietnamese tourism and hospitality enterprises; International Journal of All Multidisciplinary Research Studies 2023; 2(1):24-30.</p> <p>5. <b>Le Mai Kim Chi</b>, Dinh Hoang Anh Tuan; Centralization in the hotel management in Vietnam; Int. j. adv. multidisc. res. stud. 2023; 3(1):81-88.</p> <p>6. Tran Thi Huong 1 , The-Bao Luong<sup>1*</sup>, Ho Mai Phuong Uyen<sup>1</sup> , Le Hoang Anh<sup>1</sup> , <b>Le Mai Kim Chi</b><sup>5</sup>; How Does The Social Media Platform Tiktok Influence The Intention To Buy Snacks: An Empirical Study Of The Vietnamese Youth Generation; Journal of Business &amp; Management e-ISSN 2985-7899 Vol. 1 No. 3, July 2023.</p> <p>7. Luong The Bao<sup>1</sup>; Ha Thi Hue<sup>2</sup>; <b>Le Mai Kim Chi</b><sup>3</sup>; The influence of uses and gratifications motivation theory on tourist satisfaction and destination loyalty: a case study from da nang city; Hội thảo Khoa học quốc gia cán bộ trẻ các trường đại học sư phạm lần thứ X, năm 2003.</p> <p>8. The-Bao Luong, Thi-Kieu-Diem Bui, <b>Mai-Kim-Chi Le</b>, Tuan-Kiet Nguyen; Understanding the Relationship Between Attitude, Experiences, Awareness and Students Satisfaction with Sustainable Food: A case study in Ho Chi Minh; Journal on Tourism &amp; Sustainability; Volume 7 Issue 1 and 2 June 2024 ISSN: 2515-6780; Jun 30, 2024; pp. 44-54.</p> <p>9. Tuan-Kiet Nguyen, The-Bao Luong*, Thi-Kieu-Diem Bui, <b>Mai-Kim-Chi Le</b>; Sustainable Food Consumption: A case of Students in Ho Chi Minh City; Proceedings of 2024 7<sup>th</sup> International conference on Green Techonology and Sustainable development (GTSD); VNUHCM Press; pp.357-366.</p> <p>10. Thi-Thuy-Tien Nguyen, The-Bao Luong*, Xuan-Bach Luu, Ngoc-Kim-Phi Ho, <b>Mai-Kim-Chi Le</b>; Vegetarian Restaurants’ Maketing Campaigns through the Lens of Social Media Marketing; Proceedings of 2024 7<sup>th</sup> International conference on Green Techonology and Sustainable development (GTSD); VNUHCM Press; pp.367-376.</p> <p>11. <b>Le Mai Kim Chi</b>, Ha Thi Hue, Dinh Hoang Anh Tuan; Factors affecting tourist satisfaction towards the Vietnamese rice industry international festival – Hau Giang; Review of Finance; ISSN – 2615 – 8973; Issue 02, April 2025 (847); pp.95-98.</p>
<b>Memberships:</b>	None
<b>International experience through:</b>	
- <b>Management Activities</b>	<p>Sign the Memorandum of Understanding with the World Association of Master Chefs Viet Nam chapter (WAMCVN).</p> <p>Organizing in culture exchanges and workshops.</p>
- <b>Academic Activities</b>	<p>- Host cuisine culture exchanges between Southeast Asian Youth and UTE students, between Australia students and UTE students.</p> <p>- Host a France Cheese Seminar, sponsored by European Union.</p> <p>- Host a France Cheese Seminar, sponsored by Paysan Breton brand.</p> <p>- Host a Creative Vietnamese Cuisine with USA Blueberries workshop, sponsored by The U.S Highbush Blueberry Council.</p> <p>- Host a Tailored Seminar and Cooking Contest for HCMUTE, sponsored by</p>

- <b>Personal Background/ Experience</b>	USA Poultry & Egg Export Council. - Lead students to compete the Creative Bread Filling Contest organised by WAMCVN and The Youth Newspaper. - Lead students to compete the Vietnam Culinary Challenge, sponsored by European Union and Americas.
	Culture exchange with Asian friends in India.

<b>Other:</b>	- Visiting lecturer (part time) in other colleges and Universities: BachViet College, HUTECH, Saigon University. - Upgrading major knowledge myself by joining F&B seminars or shorttime classes, by visiting Hotels and Resorts outside, by class observations or combining teaching with F&B experts and by organising F&B events projects for students. - Phone: 0946 82 22 82 - Email: chilmk@hcmute.edu.vn
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