

ABOUT ME

Business student at RMIT University Vietnam with experience in academic and applied research, including market analysis, consumer behaviour, and strategic problem-solving. I offer strong analytical thinking, clear synthesis, and the ability to translate research into practical recommendations. I aim to build a career in research and strategy, particularly in fintech, digital products, and emerging markets.

SELECTED RESEARCH & PROJECTS

Academic Research

Published in a Q1 marketing journal - #2 in Marketing (2026): Reshaping Electronic Word-of-Mouth and Commitment to Second-Hand High-End Fashion with Blockchain-Enabled Sustainability Information: Comparing Vietnam and France [[Link](#)]

- Identified and narrowed research scope from broad sustainable fashion to the secondary luxury market by analyzing that second-hand channels offer greater sustainability impact than production-side interventions.
- Designed and led cross-country consumer behavior research (Vietnam vs. France) using qualitative and quantitative methods to assess how blockchain-enabled information shapes purchasing decisions.
- Synthesized complex market and academic evidence into a publishable paper through seven rounds of peer review, demonstrating rigorous analytical thinking and iterative refinement.

Research Manuscript Under Review: Under review, Round 2

Shaping Ethical Behavior in Learning with AI-Powered Applications: The Interplay of Teachers, Higher Education Institutions, and Students

- Developed a structured analytical framework examining how institutional and individual factors shape ethical behavior in AI-powered learning, mapping the interplay between technology adoption, stakeholder influence, and behavioral outcomes

Winning Case Pitch, Strategic Games for Business

Beiersdorf vs Unilever Case Analysis

RMIT University, Jul 2025

- Led competitive analysis using game theory to evaluate rival strategies, consumer responses, and market incentives in the personal care industry.
- Synthesized research findings into a compelling presentation, communicating strategic recommendations to faculty stakeholders.
- Awarded winning pitch by demonstrating strong analytical reasoning and clear, persuasive communication of insights.

WORK EXPERIENCE

Independent Strategy Research Assistant

2025

Freelance Project Support

- Conducted desk-based market and customer research for a few sectors including fintech, identifying consumer pain points and growth opportunities.
- Synthesized qualitative and quantitative insights to develop actionable recommendations such as user acquisition and feature prioritization features.
- Structured and delivered presentation materials communicating strategic findings to senior stakeholders in a high-stakes setting.

Budget Planner and Management

Mar 2023 – Dec 2024

Ho Nguyen Violin Company

- Planned and tracked event budgets across concerts and education programs, improving resource allocation through structured financial management and strategic changes in operation.
- Designed a financial recording and reporting system for a micro business, enhancing data clarity for stakeholder planning.

HR Team Member | Project Leader, Induction Day

Jun 2023 – Jan 2024

RMIT Business Club

- Led cross-functional coordination of Induction Day under tight deadlines, aligning 20 members across departments to deliver a successful club-wide event.
- Co-managed end-to-end recruitment and internal communication, strengthening team engagement through team-building initiatives.

EDUCATION

Bachelor of Business, Major in Economics and Finance

RMIT University Vietnam

Expected Graduation: **Dec 2026**

Relevant Coursework: Financial Instruments and Technologies; Strategic Games for Business; Big Data, Machine Learning and Society; Basic Econometrics, Digital Business Development.

SKILLS

Research: Qualitative & Quantitative Methods, Market Analysis, Data Synthesis, Databases usage (namely Euromonitor Passport, Marketline, Statista, EBSCOhost Web, Scopus, and SAGE Business Case).

Office: Microsoft Office (excluding Access and Publisher), Google Workspace.

Code: R Studio, Google Colab, VS Code, Antigravity.