

ABOUT ME

I am a Business student at RMIT University Vietnam with experience in academic and applied research, including market analysis, consumer behaviour, fintech research, and strategy-related projects. Skilled at synthesising academic, market, and database sources into clear business recommendations. Interested in research roles that help businesses understand markets, test assumptions, and make better decisions.

EDUCATION

Bachelor of Business, Major in Economics

RMIT University Vietnam

Expected Graduation: **Dec 2026**

Relevant Coursework: Strategic Games for Business; Big Data, Machine Learning and Society; Basic Econometrics.

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.
- Delivered the winning pitch by demonstrating strong analytical reasoning and clear, persuasive communication of insights.

WORK EXPERIENCE

Independent Strategy Research Assistant

2025

Freelance Project Support

- Conducted market and competitive research across Vietnam's fintech sector, with focus areas including consumer payment behaviour and lending dynamics.
- Developed product strategy deliverables for a Vietnamese consumer fintech engagement, including user segmentation, journey mapping, competitor benchmarking, and phased go-to-market planning.
- Synthesised qualitative and quantitative findings from industry databases and market reports into stakeholder-ready presentations communicating strategic recommendations to senior decision-makers.

Budget Planning and Management Assistant

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 operational adjustments.
- 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 with +50 participants.
- Co-managed end-to-end recruitment and internal communication, strengthening team engagement through team-building initiatives.

SKILLS

- **Research:** Survey Quantitative Research Method, Market Analysis, Data Synthesis, Databases Research (frequently using Euromonitor Passport, Marketline, Statista, EBSCOhost Web, Scopus, and SAGE Business Case).
- **Tools:** PowerPoint, Excel, Word, Google Workspace, R Studio, basic SPSS.
- **Language:** Vietnamese (native), English (C1)