

## 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 and Finance

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:** Quantitative Research Methods, Basic Qualitative Research Methods, Market Analysis, Data Synthesis, Databases Research (including 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)