NGUYEN THU HANG

Research Assistant

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Objectives

In the short term, I aim to deepen my knowledge of service marketing and customer behavior through active involvement in research projects. I hope to strengthen my research skills, particularly in literature review, data analysis and academic writing, while learning from experienced researchers.

In the long term, my goal is to to become a researcher specializing in consumer behavior. I am interested in understanding the factors that influence consumer decisions and experiences, and I hope to contribute meaningful researches that advance both academic knowledge and practical applications in the field.

Education

National Economics University **August, 2023 - Present**

Bachelor of Public Relations

- CGPA: 3.97/4.0
- Earned Merit-based Scholarship 3/6 semester
- Key Courseworks: Statistics in Economics and Business (10.0/10.0), Principles of Marketing (9.3/10.0), Principles of Public Relations (9.5/10), Brand Management (9.6/10.0), Research Marketing (8.4/10.0)
- Consolation Prize - NEU's Student Scientific Research Competition 2025, Second Prize - NEU's Student Scientific Research Competition 2026

Research Projects

Consumer behavior in healthcare sector **July, 2025 - Present**

Sub-leader

- Research Title: "Factors Influencing Patients' Intention to Adopt Proton Beam Therapy in Vietnam"
- Conducted under the supervision of Assoc. Prof. Pham Thi Huyen, Vice Dean of the Faculty of Marketing, National Economics University (NEU)
- Primarily responsible for conducting the literature review, including collecting and analyzing studies related to consumer behavior in the healthcare sector.
- Developed research questionnaires for both the pilot study and the main survey.

Consumer behavior in public transportation sector **December, 2024 - June, 2025**

Leader

- Research title: "Sensory marketing in public transport: evaluating its impact on commuter satisfaction and reuse intentions in Hanoi"
- Conducted under the supervision of PhD. Huynh Van Khai - Lecturer of the Faculty of Marketing, NEU
- In charge of collecting papers related to consumer behavior in public sectors
- Constructed the research questionnaire optimizing for participants' experience
- Cleaned and processed research data using Microsoft Excel, SPSS 20, AMOS 20

Publication

Van, K.H., **Thu, H.N.**, Duc, H.P. and Van, T.P. (xxxx) 'Sensory marketing in public transport: evaluating its impact on commuter satisfaction and reuse intentions in Hanoi', Int. J. Services, Economics and Management (Scopus Q4), Vol. X, No. Y, pp.xxx–xxx. (Accepted for Publication)

Skills and Certifications

Technical skills:

- Basic use of statistical packages: SPSS, AMOS, Smart-PLS
- Data collection and visualization
- Academic writing
- Survey constructing

Soft Skills:

- Leadership skill
- Communication

Languages: Vietnamese (Native), English (IELTS 7.0), Chinese (Pre-Intermediate)