



## TRAN, TO DIEM HANG (FLORA)

PhD, AFHEA | Graduate Teaching Assistant



Date of birth: March 14<sup>th</sup>, 1992

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Citizenship: Vietnamese

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### RESEARCH PROFILE

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- Dedicated and meticulous researcher with five years of experience in qualitative and quantitative research.
- Scientific author of academic publications contributing to international business and consumer behaviour analysis.
- Enthusiastic speaker at conferences and energetic educator, confidently explaining complex knowledge to audiences of all levels.

### EDUCATION

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| 2023 – Present | <b>PhD Candidate in Marketing</b><br><a href="#">University of Leicester</a> • <a href="#">United Kingdom</a><br><u>Focus:</u> <i>Immersive experience (VR/AR), Wildlife ecotourism</i>                               |
| 2019 – 2022    | <b>PhD in International Business and Trade</b><br><a href="#">Keimyung University</a> • <a href="#">Daegu, South Korea</a><br><u>Focus:</u> <i>Digital communication, platforms, user behaviour</i><br>GPA: 4.5/4.5   |
| 2017 – 2019    | <b>MA in International Business and Trade</b><br><a href="#">Keimyung University</a> • <a href="#">Daegu, South Korea</a><br><u>Focus:</u> <i>Commercial arbitration, legal institutions, Vietnam</i><br>GPA: 4.5/4.5 |
| 2013 – 2017    | <b>BA in Social Work</b><br><a href="#">Duksung Women's University</a> • <a href="#">Seoul, South Korea</a><br><u>Focus:</u> <i>Community practice, social welfare, fieldwork (355 hrs)</i><br>GPA: 3.3/4.5           |

## ACADEMIC EMPLOYMENT

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- 2023 – Present     **Graduate Teaching Assistant (GTA)**  
[University of Leicester](#) • [School of Marketing and Strategy](#)
- Deliver seminars and discussions in modules such as *Principles of Marketing, Consumers, Brands & Digital Marketing, Consultancy Challenge, Services Marketing*.
  - Mark undergraduate assignments and exams, offering timely and constructive feedback.
  - Provide office hours for individual support and inquiries.
- 2024 – 2026     **Academic Advisor (Remote)**  
[Thang Long University](#) • [Department of Marketing](#)
- Supervise Postgraduate students, offering guidance on research development, thesis progress, and academic writing.
  - Provide advice on curriculum development to enhance programme structure and content.
- 2022 – 2023     **Graduate Research Assistant (GRA)**  
[Keimyung University](#) • [Faculty of Economics and Commerce](#)
- Managed funds and arranged schedules for research projects.
  - Designed research models, prepared questionnaires, and conducted interviews.
  - Analysed data to identify potential issues and develop evidence-based solutions.
  - Presented literature reviews and research summaries in conferences, journal clubs, and internal meetings.
- 2018 – 2022     **Visiting Lecturer**  
[Keimyung University](#) • [Global Trade Experts Incubation Programme](#)
- Instructed the course '*Language and Business Culture in Vietnam*'.
  - Developed a new course structure for both offline and online classes.
  - Designed learning objectives, lesson plans, and activities to achieve course targets.
  - Provided students with foundational knowledge of Vietnam's business culture and received consistently positive feedback from GTEP evaluations.

2018 – 2021

**International Students Supporter and Academic Mentor**

Keimyung University • Office of International Cooperation

- Established connections between Keimyung University and Vietnamese high schools, colleges, and educational institutions.
- Developed and coordinated several resources (e.g., training programmes, scholarships, workshops) to support international students.

**PROFESSIONAL SKILLS**

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- Well-developed qualitative and analytical research skills, with a proven ability to conduct independent research.
- Strong conceptual skills in analysing complex problems and developing rational, integrated solutions, as demonstrated in Master's and Doctoral research, as well as published academic articles.
- Proficient in the use of digital teaching tools (e.g., Zoom, MS Teams), Microsoft Office, and statistical software for social sciences (e.g., SPSS, AMOS, Smart-PLS).
- Capacity to provide mentoring support to students of different academic levels.

**SELECTED RECENT PUBLICATIONS**

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**Tran, T. D. H., & Kim, M. S. (2023).** "Factors influencing the continued intent to use virtual interactive platforms in Korean small-and medium-sized enterprises for remote and hybrid work". *Sustainability*, 15(13), 9972. DOI: 10.3390/su15139972 **(SCOPUS)**

**Tran, T. D. H., & Kim, M. S. (2022).** "A study on personal traits, social influences and, the flow experience of video conference service users". *Journal of Global Business and Trade*, 18(3), 17-40. DOI: 10.20294/jgbt.2022.18.3.17 **(SCOPUS)**

**Tran, T. D. H., & Kim, M. S. (2021).** "A study on the perceived value of video conferencing platform: Focused on Heuristic-Systematic Model and Value-based Adoption Model". *Asia-Pacific Journal of Business*, 12(2), 205-222. DOI: 10.32599/apjb.12.2.202106.205 **(KCI)**

**Tran, T. D. H., & Kim, M. S. (2020).** "An analysis of the factors affecting continuous usage intention of ride-hailing services of Vietnamese customers". *Journal of International Trade and Commerce*, 16(4), 401-424. DOI: 10.16980/jitc.16.4.202008.401 **(KCI)**

## CONFERENCE PRESENTATIONS

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- Tran, T. D. H.** (2025). *Exploring the influence of virtual reality on pro-environmental behaviours in wildlife ecotourism*. Oral and poster presentations at the ULSB PGR Conference 2025, [University of Leicester, United Kingdom](#).
- Tran, T. D. H., & Kim, M. S.** (2022). *A comparative analysis of global video conferencing platform users' continuance intention: Focused on Google Meet, WebEx, and Zoom users*. Oral presentation at the KEBA 2022 Fall International Conference, [Daegu, South Korea](#).
- Tran, T. D. H., & Park, S. H.** (2019). *A study on the international arbitration in Vietnam: Focusing on the analysis of commercial arbitration cases*. Oral presentation at The 1<sup>st</sup> World Allied Trade Associations Biennial Meeting Jointly with the 22<sup>th</sup> IAGBT-KITRI Biannual Conference and Research Symposium, [Busan, South Korea](#).

## LANGUAGE PROFICIENCY

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<b>Vietnamese</b>	Native Speaker
<b>Korean</b>	High Advanced – TOPIK Level 6 (245/300) • July 2023
<b>Chinese</b>	Advanced – OPIc Speaking Level AL • May 2019
<b>English</b>	Advanced – IELTS 6.5 • January 2023

## CERTIFICATIONS

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2025	<b>Associate Fellow of the Higher Education Academy (AFHEA)</b> Advance HE • United Kingdom
2024	<b>Principles of Teaching Programme</b> University of Leicester • ULSB Teaching Training Center
2022	<b>Immigrant Adaptation Instructor Training</b> Migration Research and Training Centre (MRTC)
2021	<b>Statistical Analysis (SPSS &amp; AMOS)</b> Keimyung University • Graduate School
2017	<b>Official Development Assistance (ODA) Programme Training</b> Daegu International Development Cooperation Center

## AWARDS AND HONORS

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- 2025      **Outstanding Presentation**  
Awarded for the excellent presentation at the *ULSB Postgraduate Researcher Conference*, University of Leicester (UK).
- 2021      **Excellence Mentor Award**  
Awarded for the K-Circle mentoring programme on *Language, Culture, and Major Project* by Keimyung University (South Korea).
- 2020      **Excellence Activist Award**  
Awarded for *Daegu International Trade Monitors* programme by the Mayor of Daegu City (South Korea).
- 2017      **Excellence Internship Award**  
Awarded for the *NGO Internship Program*, Citibank – Kyunghee University.
- 2016      **Excellence Team Award**  
Awarded for *The 4th Youth Activist Training Project* by the Migrant Youth Foundation, Seoul (South Korea).

## GRANTS AND SCHOLARSHIPS

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- 2023      **Graduate Teaching Assistant (GTA) Studentship**  
Granted by *University of Leicester (UK)*  
Annual payment for the GTA teaching role (2023–present).
- 2017      **Special Merit Scholarship**  
Granted by *Keimyung University (South Korea)*  
Full 4-year scholarship for the best academic performance (2017–2021).
- 2013      **Duksung Global Partnership Scholarship**  
Granted by *Duksung Women’s University (South Korea)*  
Full 4-year scholarship (2013–2017).
- 2013      **LOTTE Scholarship**  
Granted by *LOTTE Scholarship Foundation*  
Awarded to students with outstanding academic performance.
- 2011      **KEB Scholarship**  
Granted by *Korea Exchange Bank (KEB) Foundation*  
Supported excellent students from low-income families in Vietnam.

## EXTRACURRICULAR ACTIVITIES

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- 2025      **Conference Staff**  
College of Business PGR Conference • University of Leicester
- Designed promotional materials (e.g., banner, poster, and website) for the conference.
  - Provided logistical support, including event setup and coordination.
- 2017      **Internship**  
The 11<sup>th</sup> Citi - Kyunghee University NGO Internship Program
- Provided administrative support.
  - Contributed to the organisation of fundraising activities.
  - Organised campaigns to raise awareness of NGOs.
- 2016      **Tutoring**  
Multicultural Youth Mentoring Program • Migrant Youth Foundation
- Taught the Korean language to migrant adolescents.
  - Supported students with their personal and academic development.
- 2015      **Volunteer Work**  
The 7<sup>th</sup> Happy Yes Youth Volunteers • Hyundai Steel
- Worked to protect the environment and improve living conditions for low-income families.
  - Rehabilitated neglected areas of Incheon city (South Korea), transforming them into vegetable gardens.

## REFERENCES

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**Min-Sook Kim (Dr.)**

*Associate Professor*

Faculty of Economics and Commerce  
Keimyung University

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**Sung-Ho Park (Prof.)**

*Dean of International Office*

Faculty of Economics and Commerce  
Keimyung University

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*Deputy Head of School*

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University of Leicester

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