Mr Hoang Tam Le

Contact:

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Perspective of success:

- Keep walking, you will come.
- It is better to deserve honors and not have them than to have them and not deserve them.
- Doing the same thing over and over again and expecting different results.
- There is a will, there is a way.

Ambition:

- Become a leading expert in R, SQL data analyst in Vietnam.

Career goals:

- Proficiency in all statistical methods R, SQL related work.
- Study and translate the latest statistical methods in the world.
- Programme my own statistical software for Vietnam via R and C #, C ++, JAVA.

Personal information:

- Birthday: 09/12/1983
- Address: No. 36, Tu Mo Street, Ward 7, Go Vap District, Ho Chi Minh City, Vietnam.

Education:

- 2008: Graduated from Faculty of Information Technology - University of Science.
- 2008 - now: Studies in statistics, data science, data analysis, SQL, Java, C++, C# programming ... especially R.
- 2015: Master of Business Administration, University of Finance & Marketing.

Skill:

- Leader.
- Creation.
- Negotiation, communication.
- Work independently / group
- Adapting to high pressure work.
- Recruitment and management skills.
- Training skills.
- Business, customer, market analysis skills

Work experience:

❖ Experience in the field of statistics, data analysis, data science, programming, R, sales, sales management and marketing:

- **Established Tin Nghia Company Limited (2008-2010)**
  - Identify opportunities from the market with dozens of industrial parks, hundreds of companies and hundreds of thousands of workers in Thuan An, Binh Duong. This is a market that has a great demand for air travel.
  - Since then, we have built and developed a company that sells retail air tickets to companies and employees in Binh Duong, agents at all levels. Ensure sales> 4 billion VND / month.
  - Establish a loyal customer database and maintain steady growth.

- **Sales Manager of En Viet Trading & Services Joint Stock Company (2010-2012)**
  - Recruiting and training sales staff.
  - Planning for the sales team.
  - Planning and developing, expanding agent distribution system and major customers in Ho Chi Minh City and Binh Duong.
  - Monitor the sales team in loyal customer care.
  - Develop and implement programs to ensure sales targets.
  - Evaluate, analyze and solve crises and risks.
  - Participate in brand building and development for the company.
    http://vemaybaytructuyen.com/

- **Online customer development for Microheli Co., Ltd. (2012-2013)**
  - Search for customer database sources using internal software system.
  - Analyze, evaluate, and select to develop new customers.
  - Supervise the implementation of the order, payment and delivery to customers.
    http://heliwow.com/

- **Sales Manager of Viet Tra Co., Ltd. Korea (2013-now)**
  - Planning for the sales team.
  - Planning and developing, expanding agent distribution network and key customers in South Vietnam.
  - Supervise the sales team in customer care activities.
  - Develop and implement programs to ensure sales targets.

- **Teaching, researching and analyzing data of projects associated with University of Finance and Marketing, Bac Lieu University, GIMO Co. Ltd, THINH GIA HUY Co.Ltd, Import Export Company 2-9, Department of Culture, Sports and Tourism of Binh Phuoc, Global Petroleum Bank, Supermarket Coop ... (2013-now)**

- Project "Buying laptop behavior of students in Ho Chi Minh City"
  - Data analysis: descriptive statistics, plotting, Guttman's lambda 3, EFA with ML, CFA, SEM with SPSS and AMOS software.

- Project "Measuring the perceived value of voluntary health insurance in District 3"
  - Data analysis: descriptive statistics, plotting, coefficient Cronbach 'Alpha, PCA, correlation, regression with SPSS software.

- Project "Factors affecting the intention to choose Ca Mau City to work for students of Bac Lieu University after graduation"
  - Data analysis: Assumptions of standard distribution, Histogram plot, Cronbach 'Alpha, PCA, correlation, regression, test hypothesis with SPSS software.

- Project "Factors influencing customers' decision to buy meat at the supermarket chain Co.opmart TP. Ho Chi Minh"
  - Data analysis:Histogram plot, Cronbach 'Alpha, Principal Component Analysis, correlation analysis, multivariate regression analysis with SPSS software.

- Project "Factors Affecting Employee Loyalty for Enterprises at 2-9 Dak Lak Import Export Company Limited"
  - Data analysis: Assumptions of standard distribution, Histogram plot, Cronbach 'Alpha, PCA, Correlation, Regression, ANOVA, hypothesis testing with SPSS software.

- Project "Impacting the image of Binh Phuoc destination to the loyalty of visitors"
  - Data analysis: Assumptions of normal distribution, Histogram plot, Cronbach 'Alpha, PCA, correlation, regression, ANOVA, test of residual assumptions with SPSS software.

- Project "Factors affecting staff loyalty to the enterprise at THINH GIA HUY CO., LTD"
  - Data Analysis: Standard Distribution Test, Histogram, Cronbach 'Alpha, PCA, Correlation, Regression, ANOVA, test of residual assumptions with SPSS software.

- Project "Perception value of customers at Sai Gon Branch when using ATM card of Global Petroleum Commercial Bank"
  - Data analysis: Descriptive statistics, Guttmann's lambda 3, Chi-square statistics, Bartlett's test, KMO, EFA with ML, CFA, SEM with SPSS and AMOS.

- Project "Factors Influencing Student's Smartphone Buying Decision"
  - Data analysis: descriptive statistics, Guttman's lambda 3, Chi-square statistics, Bartlett's test, KMO, EFA with ML, CFA, SEM with Stata software.

Experience with R:

- Bartlett Test and calculate the KMO coefficient: *cortest.bartlett()* in William Revelle's *psych* package. The *paf()* function in Michael Chajewski's *rela* package.
- Determine the number of factors retained: *nScree()* function in Gilles Raiche' *nFactors* package.
- Find the appropriate number of factors: *pca()* function in the *stats* package to do PCA and then plot the screeplot graph through the *screeplot()* function to find the appropriate number of factors.
- Factor analysis: *factanal()* in the *stats* package with *promax* rotation.
- McDonald's Omega coefficient rating scale (The latest reliability method, first used in Vietnam): *omega()* function for calculating McDonald's Omega in William Revelle's *psych* package.
- Total Variable Correlation Coefficient: *item.total()* function in Paul Bliese's *multilevel* package.
- CFA:
    - *specify.model()* function in the *sem* package for transmission to the measurement model.
    - *sem()* function in the *sem* package of John Fox for CFA.
    - *summary()* function in the *base* package to display the results of the analysis.
    - *standardizedCourific()* function in the John Fox' *sem* package to display the normalization coefficient.
- SEM analysis for the model:
    - *lavaan :: sem ()* for SEM analysis.
    - *lavaan :: summary()* to display normalized and non-normalized results
    - *lavaan::fitMeasures()* to return all the fit measures
    - *lavaan::modindices()* to display modification indices
    - *subset()* in the *base* package to display the results that need to modify the model.
- Using Bootstrap:
    - *lavaan::fitMeasures()* and *lavaan::bootstrapLavaan()* function.
- Show model:
    - *semPaths()* function in *semPlot* package

- Multi-group analysis:
  - *lavaan :: sem ()* with the *wishart likelihood* approach
- Regression analysis:
  - *lm()* function
- ANOVA
  - *lm()* and *anova()* fuction
- Logistic regression analysis:
  - *glm()* and *predict()* function
- PCA:
  - *pca()* and *princomp()* function
- Diagram drawing:
  - Histogram: *his()* function
  - *boxplot()* function
  - Scatter: *plot()* function
  - *Multivariate correlation diagram: cbind() and paire.pannels()* in the *psych* package.
- Correlation coefficients:
  - Pesrson: *cor()*
  - Spearman: *cor.test(x,y,method="spearman")*
  - Kendall: *cor.test(x,y,method="kendall")*
- Statistical description analysis:
  - *describe()* function in William Revelle's *psych* package
  - Standard distribution tests: *shapiro.test ()* function.
  - T-test: *t.test()* function
  - Variance - test: *var.test()*
  - Wilcoxon - test: *wilcox.test()*
  - Proportional - test: *prop.test()*
  - Chi-square – test: *chisq.test()*
  - Fisher - test: *fisher.test()*
- Basic analysis: A series of other fundamental analysis ...

- **Some programming R codes:**

- Input function from Excel file:

```
# Step 1. Save Excel file with .CSV extension
# Step 2. set working directory
# Default:  "C:/Users/Administrator/Desktop"
 nhapLieu <-
function(duongDan="C:/Users/Administrator/Desktop/HANGLV",tenFile="Trung
Gian.xlsx")
 {
   library(rJava)
   library(xlsxjars)
   library(xlsx)

   setwd(duongDan)
   duLieu=read.xlsx(tenFile, 1)
   attach(duLieu)
   return(data.frame(duLieu))
 }
```

- This function returns an object that matches the correlation coefficient interval

```
traVeDoiTuongPhuHop <- function(doiTuong1,
heSoTuongQuan1,heSoTuongQuan2)
{
  doiTuong2 <- data.frame(doiTuong1)
  heSoTuongQuan=cor(doiTuong2,doiTuong1)
  n <- nrow(doiTuong2)
  while(heSoTuongQuan < heSoTuongQuan1 | heSoTuongQuan >
heSoTuongQuan2)
  {
     # Get 5 random positions
     temp <- sample(1:n, 5, replace=F)
     temp1 <- data.frame(temp)
     # Get 5 random values from 1 to 5
     temp3 <- sample(1:5, 5, replace=T)
     temp4 <- data.frame(temp3)
     doiTuong2[temp1[1,1],1] <- temp4[1,1]
     doiTuong2[temp1[2,1],1] <- temp4[2,1]
     doiTuong2[temp1[3,1],1] <- temp4[3,1]
     doiTuong2[temp1[4,1],1] <- temp4[4,1]
     doiTuong2[temp1[5,1],1] <- temp4[5,1]
     heSoTuongQuan=cor(doiTuong2,doiTuong1)
  }
    return(doiTuong2)
  }
```

- This function returns a frame of interger numbers

```
traVeSoNguyen  <- function(duLieu_f)
{
   duLieu_f  <- data.frame(duLieu_f)
   duLieu2<-duLieu_f
   nDong <- nrow(duLieu_f)
   nCot <- ncol(duLieu_f)
   for(i in 1:nDong)
   {
    for(j in 1:nCot)
    {
     if(duLieu_f[i,j]  <= 1.8)
     {duLieu2[i,j]  <- 1 }
     if(1.8 < duLieu_f[i,j]  & duLieu_f[i,j]  <= 2.6)
     {duLieu2[i,j]  <- 2 }
     if(2.6 <duLieu_f[i,j]  & duLieu_f[i,j]  <= 3.4)
     {duLieu2[i,j]  <- 3 }
     if(3.4 < duLieu_f[i,j]  & duLieu_f[i,j]  <= 4.2)
     {duLieu2[i,j]  <- 4  }
     if(4.2 <duLieu_f[i,j])
     {duLieu2[i,j]  <- 5 }
    }
   }
   return(duLieu2)
}
```

- This function generates the number of observable variables

```
taoRaSoLuongBienQuanSat <- function(doiTuong,n=3)
{
  temp <- data.frame(doiTuong)
  for(i in 2:n)
  {doiTuong2 <- data.frame(doiTuong,temp)
    doiTuong <- doiTuong2 }
  return(doiTuong)
}
```

- This function edits random numbers

```
suaSoNgauNhien <- function(doiTuong1, soLuong = 10)
{
  doiTuong2 <- data.frame(doiTuong1)
  n <- nrow(doiTuong2)
  m <- ncol(doiTuong2)
  for(j in 1:m)
  {
    for(i in 1:soLuong)
    {
      temp <- sample(1:n, 1, replace=F)
      temp3 <- sample(1:5, 1, replace=T)
      doiTuong2[temp,j] <- temp3
    }
  }
    return(doiTuong2)
  }
```

- **Data analysis project with R: "Smartphone purchase behavior of students in Ho Chi Minh City"**

- Qualitative research: Combining theoretical background, previous research models with group discussion techniques (group discussion with 3 groups of students from different schools). From this result, build a formal questionnaire.
- Quantitative research: interviewed 600 students from colleges in Ho Chi Minh City, data processing and test model (EFA, Scale Reliability, CFA, SEM , Bootstrap, multi-group). With the support of packages on software R.
- Processing methods: EFA, McDonald's Omega Reliability, CFA, SEM, Bootstrap, Multi-group.

- R Code has done on the project:

1. Run imput function

```
nhapLieu <- function(duongDan="C:/Users/DELL/Desktop/LUAN VAN
TAM",tenFile="DuLieu.xlsx")
 {
   library(rJava)
   library(xlsxjars)
   library(xlsx)
   setwd(duongDan)
   duLieu=read.xlsx(tenFile, 1)
   attach(duLieu)
   return(data.frame(duLieu))
 }
dt1 <- nhapLieu()
```

2. Taking quantitative variables

```
dt2 <- dt1[,c(1:25)]
```

3. Describe the observed variables

```
library(psych)
describe(dt2)
```

4. Bartlett Test

```
library(psych)
cortest.bartlett(dt2)
```

5. Calculate the KMO coefficient

```
library(rela)
paf(as.matrix(dt2))
```

6. Calculate the number of factors retained

6a. Using nScree() function

```
library(nFactors)
ev <- eigen(cor(dt2))  # Lay igenvalues
ap <- parallel(subject=nrow(dt2),var=ncol(dt2),rep=100,cent=.05,model=
"factors")
nS <- nScree(x=ev$values, aparallel=ap$eigen$qevpea)
plotnScree(nS)
nS
```

6b.Using pca() function

```
library(stats)
pca <- princomp(dt2, scores= TRUE, cor= TRUE)
screeplot(pca,type="line", main="Scree Plot")
```

7. EFA first

```
library(stats)
factanal(x=dt2, factors=6, rotation = "promax")
```

8. *EFA second remove TimKiem4*

```
library(stats)
dt3 <- dt2[,c(1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,18,19,20,21,22,23,24,25)]
factanal(x=dt3, factors=6, rotation = "promax")
```

9. EFA third remove NhuCau6

```
library(stats)
dt4 <- dt2[,c(1,2,3,4,5,6,7,8,9,11,12,13,14,15,16,18,19,20,21,22,23,24,25)]
factanal(x=dt4, factors=6, rotation = "promax")
```

10. EFA fourth remove NhuCau5

```
library(stats)
dt5 <- dt2[,c(1,2,3,4,5,6,7,8,11,12,13,14,15,16,18,19,20,21,22,23,24,25)]
factanal(x=dt5, factors=6, rotation = "promax")
```

11. Reliability of the scales

```
library(psych)
marketing <- dt2[,c(1:4)]
moiTruong <- dt2[,c(11:13)]
nhuCau <- dt2[,c(5:8)]
timKiem <- dt2[,c(14:16)]
yDinh <- dt2[,c(18:20)]
quyetDinh <- dt2[,c(21:25)]
omega(m=marketing, nFactors=3, fm = "ml")
omega(m=moiTruong, nFactors=1, fm = "ml")
omega(m=nhuCau, nFactors=2, fm = "ml")
omega(m=timKiem, nFactors=1, fm = "ml")
omega(m=yDinh, nFactors=1, fm = "ml")
omega(m=quyetDinh, nFactors=3, fm = "ml")
```

12. CFA

```
library(sem)
moHinh <- specify.model()
tuongQuan <- cov(dt5)
n <- nrow(dt5)
CFA1 <- sem(moHinh, tuongQuan, n)
summary(CFA1, conf.level=.90,fit.indices=c("GFI", "AGFI", "RMSEA", "NFI",
"NNFI", "CFI", "RNI", "IFI", "SRMR"))
standardizedCoefficients(CFA1)
```

13. Display CFA model

```
library(semPlot)
semPaths(CFA1, "std", color = list(lat = rgb(238, 213, 210, maxColorValue =
255), man = rgb(142, 229, 238, maxColorValue = 255)),mar = c(10, 5, 10, 5))
```

14. SEM first

```
library(lavaan)
 moHinhSEM1 <- '
 MARKETING =~ Marketing1 + Marketing2 + Marketing3 + Marketing4
 QUYETDINH =~ QuyetDinh1 + QuyetDinh2 + QuyetDinh3 + QuyetDinh4 +
QuyetDinh5
 NHUCAU    =~ NhuCau1 + NhuCau2 + NhuCau3 + NhuCau4
 YDINH     =~ YDinh1 + YDinh2 + YDinh3
 MOITRUONG =~ MoiTruong1 + MoiTruong2 + MoiTruong3
 TIMKIEM   =~ TimKiem1 + TimKiem2 +TimKiem3
 NHUCAU    ~  MARKETING + MOITRUONG
 TIMKIEM   ~  NHUCAU
 YDINH     ~ NHUCAU +TIMKIEM
 QUYETDINH ~ YDINH
'
```

```
SEM1 <- lavaan::sem(moHinhSEM1,  data = dt5, fixed.x=FALSE)
lavaan::fitMeasures(SEM1,  c("chisq","df", "pvalue", "cfi", "gfi", "agfi",
"srmr","rmsea"))
lavaan::summary(SEM1,  standardized=TRUE, rsq = TRUE)
```

15. modification model

```
library(lavaan)
MI1 <- lavaan::modindices(SEM1)
subset(MI1, mi>20)
```

16. SEM second

```
moHinhSEM2  <-'
MARKETING =~ Marketing1  + Marketing2 + Marketing3  + Marketing4
QUYETDINH =~ QuyetDinh1  + QuyetDinh2 + QuyetDinh3  + QuyetDinh4 +
QuyetDinh5
NHUCAU    =~ NhuCau1  + NhuCau2  + NhuCau3  + NhuCau4
YDINH     =~ YDinh1 + YDinh2 + YDinh3
MOITRUONG =~ MoiTruong1  + MoiTruong2  + MoiTruong3
TIMKIEM   =~ TimKiem1 + TimKiem2 +TimKiem3
NHUCAU    ~  MARKETING + MOITRUONG
TIMKIEM   ~  NHUCAU
YDINH     ~  TIMKIEM
QUYETDINH ~ YDINH
Marketing1 ~~ Marketing4
`
SEM2 <- lavaan::sem(moHinhSEM2,  data = dt5, fixed.x=FALSE)
lavaan::fitMeasures(SEM2,  c("chisq","df", "pvalue", "cfi", "gfi", "agfi",
"srmr","rmsea"))
lavaan::summary(SEM2,  standardized=TRUE, rsq = TRUE)
```

17. Using bootstrap technique

```
T.orig <- lavaan::fitMeasures(SEM2, "chisq")
T.boot <- lavaan::bootstrapLavaan(SEM2, R=50,
type="bollen.stine",FUN=lavaan::fitMeasures, fit.measures="chisq")
pvalue.boot <- length(which(T.boot > T.orig))/length(T.boot)
pvalue.boot
```

18. Display SEM

```
library(semPlot)
semPaths(SEM2, "std", color = list(lat = rgb(245, 213, 118, maxColorValue =
255), man = rgb(155, 153, 175, maxColorValue = 255)),mar = c(10, 5, 10, 5))
semPaths(SEM2, "std", color = list(lat = rgb(238, 213, 210, maxColorValue =
255), man = rgb(142, 229, 238, maxColorValue = 255)),mar = c(10, 5, 10, 5))
semPaths(SEM2, "std", color = list(lat = rgb(245, 253, 118, maxColorValue =
255), man = rgb(155, 253, 175, maxColorValue = 255)),mar = c(10, 5, 10, 5))
```

19. Multi-group analysis

```
library(lavaan)
model.s <- '
MARKETING =~ Marketing1 + Marketing2 + Marketing3 + Marketing4
QUYETDINH =~ QuyetDinh1 + QuyetDinh2 + QuyetDinh3 + QuyetDinh4 +
QuyetDinh5
NHUCAU    =~ NhuCau1 + NhuCau2 + NhuCau3 + NhuCau4
YDINH     =~ YDinh1 + YDinh2 + YDinh3
MOITRUONG =~ MoiTruong1 + MoiTruong2 + MoiTruong3
TIMKIEM   =~ TimKiem1 + TimKiem2 +TimKiem3
NHUCAU    ~  MARKETING + MOITRUONG
Marketing1 ~~ Marketing4
`
```

```
dtDaNhom <-
dt1[,c(1,2,3,4,5,6,7,8,11,12,13,14,15,16,18,19,20,21,22,23,24,25,27)]
SEM_KB <- lavaan::sem(model.s, data=dtDaNhom, group="GioiTinh")
lavaan::summary(SEM_KB)
SEM_BB <- lavaan::sem(model.s, data=dtDaNhom, group="GioiTinh",
group.equal="regressions")
lavaan::summary(SEM_BB)
```

20. Transmit to the CFA model at the analytical step 12

```
MARKETING -> Marketing1, ma_lam1, NA
MARKETING -> Marketing2, ma_lam2, NA
MARKETING -> Marketing3, ma_lam3, NA
MARKETING -> Marketing4, ma_lam4, NA
QUYETDINH -> QuyetDinh1, qd_lam1, NA
QUYETDINH -> QuyetDinh2, qd_lam2, NA
QUYETDINH -> QuyetDinh3, qd_lam3, NA
QUYETDINH -> QuyetDinh4, qd_lam4, NA
QUYETDINH -> QuyetDinh5, qd_lam5, NA
NHUCAU -> NhuCau1, nc_lam1, NA
NHUCAU -> NhuCau2, nc_lam2, NA
NHUCAU -> NhuCau3, nc_lam3, NA
NHUCAU -> NhuCau4, nc_lam4, NA
YDINH -> YDinh1, yd_lam1, NA
YDINH -> YDinh2, yd_lam2, NA
YDINH -> YDinh3, yd_lam3, NA
```

MOITRUONG -> MoiTruong1, mt_lam1, NA

MOITRUONG -> MoiTruong2, mt_lam2, NA

MOITRUONG -> MoiTruong3, mt_lam3, NA

TIMKIEM -> TimKiem1, tk_lam1, NA

TIMKIEM -> TimKiem2, tk_lam2, NA

TIMKIEM -> TimKiem3, tk_lam3, NA

Marketing1 <-> Marketing1, e1, NA

Marketing2 <-> Marketing2, e2, NA

Marketing3 <-> Marketing3, e3, NA

Marketing4 <-> Marketing4, e4, NA

QuyetDinh1 <-> QuyetDinh1, e5, NA

QuyetDinh2 <-> QuyetDinh2, e6, NA

QuyetDinh3 <-> QuyetDinh3, e7, NA

QuyetDinh4 <-> QuyetDinh4, e8, NA

QuyetDinh5 <-> QuyetDinh5, e9, NA

NhuCau1 <-> NhuCau1, e10, NA

NhuCau2 <-> NhuCau2, e11, NA

NhuCau3 <-> NhuCau3, e12, NA

NhuCau4 <-> NhuCau4, e13, NA

YDinh1 <-> YDinh1, e14, NA

YDinh2 <-> YDinh2, e15, NA

YDinh3 <-> YDinh3, e16, NA

MoiTruong1 <-> MoiTruong1, e17, NA

MoiTruong2 <-> MoiTruong2, e18, NA

MoiTruong3 <-> MoiTruong3, e19, NA

TimKiem1 <-> TimKiem1, e20, NA

TimKiem2 <-> TimKiem2, e21, NA

TimKiem3 <-> TimKiem3, e22, NA

MARKETING <-> MARKETING, NA, 1

QUYETDINH <-> QUYETDINH, NA, 1

NHUCAU <-> NHUCAU, NA, 1

YDINH <-> YDINH, NA, 1

MOITRUONG <-> MOITRUONG, NA, 1

TIMKIEM <-> TIMKIEM, NA, 1

MARKETING <-> QUYETDINH, M_Q, NA

MARKETING <-> NHUCAU, M_N, NA

MARKETING <-> YDINH, M_Y, NA

MARKETING <-> TIMKIEM, M_T, NA

MARKETING <-> MOITRUONG, M_M, NA

QUYETDINH <-> NHUCAU, Q_N, NA

QUYETDINH <-> YDINH, Q_Y, NA

QUYETDINH <-> TIMKIEM, Q_T, NA

QUYETDINH <-> MOITRUONG, Q_M, NA

YDINH <-> TIMKIEM, Y_T, NA

YDINH <-> MOITRUONG, Y_M, NA

YDINH <-> NHUCAU, Y_N, NA

NHUCAU <-> TIMKIEM, N_T, NA

NHUCAU <-> MOITRUONG, N_M, NA

TIMKIEM <-> MOITRUONG, T_M, NA

Marketing4<->Marketing1, m_m, NA

- **Study, apply the latest tatistical methods to R in projects:**

1. "lavaan: An R Package for Structural Equation Modeling"

   Authors: Yves Rosseel, posted on *JOURNAL OF STATISTICAL SOFTWARE*, Volume 48 Isue 2, May/2012.

   Download: https://www.jstatsoft.org/article/view/v048i02/v48i02.pdf

2. "Using the lavaan package (in R) for latent variable modeling (SEM)"

   Authors : Dr. William Revelle, Ph.D - Northwestern University posted on *Stats Make Me Cry* December/2013.

   Web: http://www.statsmakemecry.com/smmctheblog/using-the-lavaan-package-in-r-for-latent-variable-modeling-sem

3. "R packages for Structural Equation Model: SEM with R"

   Author: Pairach Piboonrungroj, PhD posted on *Supply Chain Analytics* with R: August/2011.
   Source: https://pairach.com/2011/08/13/r-packages-for-structural-equation-model/

4. "R Tutorial Series"

   Author: John M Quick: October/2011.
   Source: http://rtutorialseries.blogspot.com/2011/10/r-tutorial-series-exploratory-factor.html

5. "A Rant About Uncorrelated Normal Random Variables"

   Author: Jeffrey S. Rosenthal, 2005

   Source: http://probability.ca/jeff/teaching/uncornor.html

6. "Step out of the past: Stop using coefficient alpha; there are better ways to calculate reliability."

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- **Ability:**

  - English: Reading, writing, speaking about work.
  - Study and read, apply new statistical techniques in the world
  - Debug in programming and data analysis with R and other programming applications.
  - Use Rstudio, SPSS, Stata proficiently
  - Ability to use any statistical software
  - Ability to program: C #, JAVA, C ++, SQL ...
  - Apply the latest statistical methods
  - Large data processing.
  - Recruitment and training
  - Ability to analyze market, analyze business
  - Online Marketing Capabilities
  - Creativity in business
  - Search, build and develop new customer networks;
  - Proposing sales policies, gathering information, analyzing and proposing types and quantities from time to time for the company to implement import/ export plan.
  - Investigate the market, competitors, advise in time to have appropriate business strategies, oriented to develop sustainable markets.
  - Ability to advise on products and services to the board of directors.