

Le Thi Hoang Yen

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Location: Hanoi, Vietnam

Education

Foreign Trade University (FTU), Vietnam

Bachelor of International Business & Economics

Aug 2021 – Apr 2025

GPA: 3.8/4.0

Key Coursework: Supply Chain Management, Logistics & International Freight Forwarding, Business Analytics.

Graduation Thesis: Evaluating the Competitive Strategy of VFRACHT Danang Shipping and Chartering Company.

Seoul National University (SNU), South Korea

Exchange Student, Business Administration

Aug 2024 – Dec 2024

Management Science (4.3/4.3) - Applied descriptive analytics, decision trees, optimization, and risk analysis to managerial decision-making

Decision Analysis (3.7/4.3) – Studied machine learning (Python), optimization models, and multi-criteria decision methods (DEA, AHP).

Research Interest

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- International trade & Supply chain strategy: competitiveness and resilience in global trade flows and export performance.
 - Technology adoption & human interaction: behavioral resistance and adaptation in the adoption of decision-support systems and digital tools.
 - Sustainability & operations: biases in sustainable supply chain decisions and interventions to encourage pro-environmental operational behavior.

Research & Publications

Journal Publications

Nguyen Duc Thao, **Le Thi Hoang Yen**, Ta Thuy Quynh, Dinh Ngoc Minh, & Le Thao Linh (2024).

[Tariffs and Vietnam's Exports of Machinery and Electronic Products to CPTPP Partners.](#)

HCMCOUJS – Economics and Business Administration, 14(1), 123–133.

Le, T. H. Y., Nguyen, T. C., Phan, D. C., Nguyen, T. N., & Nguyen, V. D. (2025). [Factors Influencing](#)

[Consumer Intention to Purchase Remanufactured Products within the Vietnamese](#)

[Circular Economy](#). Dalat University Journal of Science, 15(1), 152–169.

Conference Presentation

Tran Phuong Thanh, Bach Nguyen Huyen Anh, Nguyen Khanh Linh, Pham Phuong Thao, **Le Thi**

Hoang Yen (2024). A Study on Vietnam's Fruit Export by Applying Generalized Double

Diamond. The Student Research - International Conference for Young Researchers in

Economics and Business (SRCYREB 2024).

Work Experience

TAL Corporation

Customs Clearance Executive

Mar 2025 – Aug 2025

- Reduced data discrepancies by 30% through reconciliation reports integrating customs systems with ERP, strengthening audit readiness.
- Streamlined cross-functional KPI tracking by collaborating with Customer Service, Production, and Warehouse teams, improving operational alignment.
- Enhanced production planning and shipment accuracy by synchronizing material consumption data across customs and ERP workflows.

FedEx Express

Operations Intern

Jan 2024 – Apr 2024

- Cut reporting time by 60% by automating dashboards with Power BI and SQL, boosting decision-making efficiency across departments.
- Developed initiative to resolve failed package deliveries; solution was selected for implementation at the company level.

Extracurricular Activities

Tomorrow Entrepreneurs Club (TEC FTU)

The organizer of Kawai Business Startup, Vietnam's largest student startup competition

Member, Research & Development Department

Oct 2021 – Nov 2022

- Conducted market research and investment analysis to support early-stage startups and strengthen fundraising opportunities through investor connections.
- Co-developed standardized evaluation templates with VSV Capital, later adopted in national startup competitions.
- Coordinated 17 training workshops with industry experts, delivering practical knowledge to hundreds of student entrepreneurs.

Honors & Awards

- Champion of the Tax Factor, (organized by Banking Academy and sponsored by KPMG).
- Second Prize, FTU Scientific Research Student Competition (Preliminary Round).

Certificates

- **Wesearch Innorect Certificate** – *Certified by FTU Innovation and Incubation Space*
Trained in research methodology; completed workshops on academic writing, data-driven research design, and entrepreneurial thinking.
- **Google Data Analytics Professional Certificate** – *Certified by Google*
Completed an 8-course specialization covering data cleaning, visualization, SQL, and R for business analytics; applied case-based projects to real-world decision-making problems.
- **The Cool Connection Certificate** – *Certified by Inchainge*
Awarded for completing a global supply chain simulation program, optimizing end-to-end logistics, financial trade-offs, and cross-functional decision-making under uncertainty.