



● Personal Information

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● Education

National Taiwan University of Science and Technology	Department of Business Administration	Ph.D	2017/02~2021/12
Chang Gung University	Department of Business Administration	MBA	2015/02~2017/01
Ho Chi Minh City University of Technology- Viet Nam National University Ho Chi Minh City	Department of Industrial Management	BBA	2019/09~2014/04

● Experience

Asia Eastern University of Science and Technology	Department of Industrial Management	Assistant Professor	2023/08~Now
Taiwan Ministry of Science and Technology	High Level Industrial Professionals Cultivation Program	Vietnam Investment Advisor	2022/04~2023/05

● Expertise

Marketing Management, Marketing Science, Business Management, and Business analysis

● Research Outcomes

Journal Publications

1. **Thi Kim Lien, N*.**, Thi Thu Thuy, N., & Duy Phuong, N. (2026). Ad Relevance vs. Skepticism: Explaining Avoidance and Purchase Intention. International Journal of Market Research 68(4), 523-545. Sage Publisher (SSCI). (First and Corresponding Author)
2. Nguyen Thi Thu Thuy, **Nguyen Thi Kim Lien***, Phan Thi Van, Hoang Phuong Lam, Nguyen Le Thanh Truc. (2026). Assessing the impact of ChatGPT in education: perspectives from Vietnamese educators. International Journal of Evaluation and Research in Education (IJERE), 15(1). pp. 136~145. Institute of Advanced Engineering and Science (IAES). (Corresponding Author)
3. Pinandhito, K., **Lien, N. T. K.**, Martia, D. Y., Putri, A. G., & Prasetyo, J. A. (2026). DO IDX30 INVESTMENT STOCKS OFFER OPTIMAL RISK–RETURN TRADEOFFS? A POST-COVID STUDY. Applied Accounting and Management Review (AAMAR), 5(1), 48-58.
4. **Nguyen, L. T. K***, Lin, T. M. Y., & Lam, H. P. (2021). The Role of Co-Creating Value and Its Outcomes in Higher Education Marketing. Sustainability, 13(12), 6724. (SSCI) (First and Corresponding Author)
5. **Nguyen, L. T. K***, Chung, H. H., Tuliao, K. V., & Lin, T. M. (2020). Using XGBoost and skip gram model to predict online review popularity. SAGE Open, 10(4), 2158244020983316. (SSCI) (First and Corresponding Author)



Conference Papers

1. Nhu-Tai Do, Quoc-Huy Nguyen, Dat Nguyen Khanh & **Lien Nguyen Thi Kim***. (2025, November). Duck3D: Multi-Scale Residual Attention for Brain Tumor Segmentation. In The 30th International Conference on Technologies and Applications of Artificial Intelligence. Taiwan. (Corresponding Author)
2. Quoc-Huy Nguyen, Quan Do Minh, Nhu-Tai Do & **Lien Nguyen Thi Kim***. (2025, November). Multi-Scale Feature Extraction for Cognitive Load Classification. In The 30th International Conference on Technologies and Applications of Artificial Intelligence. Taiwan. (Corresponding Author)
3. Le, N. T., **Lien, N. T. K.**, & Tai, D. N. (2023, December). Cryptocurrency Investment Using the Analytic Hierarchy Process. In International Conference on Advances in Information and Communication Technology (pp. 392-402). Cham: Springer Nature Switzerland.
4. **Nguyen, L. T. K***, Lin, T. M., Chung, H. H. & Lin, H. Click Prediction on Website Link. International Conference on Innovation and Design. In Conference Proceeding, Chihlee University of Technology, New Taipei City, Taiwan, October 2019. (First and Corresponding Author)

● Book

Nguyen Thi Kim Lien & Nguyen Thi Thu Thuy. Electronic Payment: A Business Solution for the Digital Age. Women's Publishing House. ISBN: 978-632-632-961-4 (First Author)

● Industry Program

Program	Institution	Period
Vietnam's Investment Trends and Market Opportunities for Taiwanese Enterprises	Nishikawa Associates Co., Ltd.	6/30/2026~12/31/2026
A Study on Training Programs and Career Orientation for International Students in the Service Industry	Chun Qiu Health International Co., Ltd.	11/01/2024~04/30/2025

● Awards

1. Full scholarship for Ph.D program in Business Administration, National Taiwan University of Science and Technology (2/2017-12/2021)
2. Full scholarship for Master Program in Business Administration, Chang Gung University (2/2015-1/2017)