Minh Trung Hoai PHAN

Ph.D. Student

Assistant Professor, Marketing

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EDUCATION

2017   Master, IT, Big Data Analytics for Business, IÉSEG School of Management, France

2017   Ph.D. Student, University of Lille 1, France

2012   Bachelor, Audit and Finance, International Finance, Foreign Trade University, Vietnam

PROFESSIONAL CERTIFICATION

2017   TOEIC 930, ETS GLOBAL / TOEIC, Vietnam

2017   Bloomberg Market Concepts, Bloomberg L.P., France

2017   SAS Certified Base Programmer for SAS 9, SAS Institute, France

RESEARCH INTERESTS

 Data Analytics, Learning Analytics

PROFESSIONAL EXPERIENCE

ACADEMIC:

2017 - Present Teaching and Research Assistant, IÉSEG School of Management, France

COURSES TAUGHT

- Customer intelligence

- Connected vision tour

- Statistical & machine learning approaches for marketing

- Financial programming

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- Statistical & machine learning approaches for marketing

- Financial programming

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

De Caigny A., Coussement K., Verbeke W., Idbenjra K., Phan M., (2021), Uplift Modeling And Its Implications For B2B Customer Churn Prediction: A Segmentation-Based Modeling Approach, *Industrial Marketing Management*, 99(2021), pp. 28-39

Coussement K., Phan M., De Caigny A., Benoit D. F., Raes A., (2020), Predicting Student Dropout In Subscription-based Online Learning Environments: The Beneficial Impact Of The Logit Leaf Model, *Decision Support Systems*, 135(August), pp. 1-11

Communications in refereed conferences

International

Phan M., Coussement K., De Caigny A., (2020), *Integrating the Student Feedback Textual Data into a Decision Support System: An Application of Early Detection Dropout in Higher Education* In Proceedings of the 22nd Conference of the International Federation of Operational Research Societies, June 21-26 (2020), Seoul, Korea

Phan M., Coussement K., Benoit D., De Caigny A., Raes A., (2019), *Detecting Online Student Dropout: A Machine Learning Approach* In Proceedings of the 30th European Conference on Operational Research, June 23-26 (2019), Dublin, Ireland

Phan M., Coussement K., Benoit D., Raes A., De Caigny A., (2018), *The Beneficial Effect of Ensemble Learning in Predicting Student Drop-out in Online Learning Environment* In Proceedings of the 29th European Conference on Operational Research, Valencia, Spain

Other conference and seminar presentations

International

Phan M., Coussement K., De Caigny A., (2020), *Improving Student Dropout Prediction By Integrating Feedback Textual Data* Analytics for Management and Economics Conference (AMEC 2020), Online, Russia

Phan M., Coussement K., De Caigny A., (2020), *Integrating Textual Feedback Data for Predicting Student Dropout in Private Higher Education Institute in France* 51st Annual Conference of the Decision Sciences Institute, Online, USA