



**Minh Trung Hoai PHAN**

**Ph.D. Student**

**Assistant Professor, Marketing**

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## **EDUCATION**

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- 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**

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- 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**

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Data Analytics, Learning Analytics

## **PROFESSIONAL EXPERIENCE**

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### **ACADEMIC:**

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

## **COURSES TAUGHT**

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- Customer intelligence
- Connected vision tour
- Statistical & machine learning approaches for marketing
- Financial programming
- Customer intelligence

- Connected vision tour
- Statistical & machine learning approaches for marketing
- Financial programming

## INTELLECTUAL CONTRIBUTIONS

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### Papers in refereed journals

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#### 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

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#### 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

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#### 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