

CURRICULUM VITAE

Personal Information:

Full name: Bui Anh Tuan

Gender: Male

Date of birth: 30/10/1993

Birthplace: Hanoi

Hometown: Hanoi

Ethnic group: Kinh

Highest degree: Master

Year, place of Master recognition: 2022, University of Social Sciences and Humanities, Vietnam National University, Hanoi

Scientific titles (Professor, Associate professor): Year of endorsement:

Employment unit: Marketing Department – Economic Research Institute of Post and Telecommunication Posts and Telecommunications Institute of Technology

Teaching subjects:

Research Interest Areas: Digital journalism, Multimedia communication, National image communication, Personal and organizational branding communication on social media, The relationship between communication, culture and social responsibility.

Contact:

Workplace: Marketing Department, Posts and Telecommunications Institute of Technology

Personal number: 84-90-193-6013

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I. Education history:

1. Undergraduate:

Bachelor degree in Vietnamese Studies

Formal University Training at : Hanoi National University of Education

Graduated year: 2022

2. Post-graduate:

Master of Journalism issued in: 2022

Training at: University of Social Sciences and Humanities, Vietnam National University, Hanoi

Graduated year: 2021

Ph.D/ Doctor of Philosophy degree: PhD candidate in public relations

Highest degree thesis: Messages about the real estate sector in the press from a cultural perspective

3. Languages:

- a. English degree: B2 (FCE) Usage fluency: 4 skills
b. Other languages: Usage fluency:

II. Work history

Time	Place	Role
06/2015 - 04/2018	VietnamPlus Online Newspaper (Vietnam News Agency)	Reporter, Graphic designer
05/2018 - 11/2018	Vietnam National Commission for UNESCO	Communications Assistant
01/2019 - 03/2022	Dai bieu Nhan dan Newspaper	Reporter, Editor
04/2022 - 01/2026	TH Group	Communications Specialist
09/2021 - 12/2025	Diplomatic Academy of Vietnam	Guest Lecturer
05/2026 - Currently	Posts and Telecommunications Institute of Technology	Lecturer

III. Scientific research results:

1. Research projects

No	Research title/ Applicable field	Year Concluded	Research level	Role in the research
1				

2. Research publication

No	Research title	Author or co-author of the research paper	Place of publication	Year of publication
1	Applying artificial intelligence to promote policy communication in the context of digital transformation in Vietnam	Author	Nguoi Lam Bao Magazine	2024
2	Developing the cultural industry in conjunction with national brand communication: International experiences and recommendations for Vietnam	Author	Proceedings of the National Scientific Conference: The Cultural Industry in Vietnam in the Context of Digital Transformation, Integration, and Sustainable Development	2025