Rosalie Lai

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Education

Norwegian School of Economics, Bergen, Norway   Aug. 2024 – Present
PhD Research Scholar at the Department of Strategy and Management (SOL)

Norwegian School of Economics, Bergen, Norway   Sept. 2021 – Jun. 2023
Double Degree MSc in Economics and Business Administration, Business Analytics
- Thesis: Consumer Motives for Vegan Food Consumption among Millennials in Norway – Integrating the virtual self-identity into the theory of planned behaviour

Ivey Business School, Western University, Ontario, Canada   Sept. 2020 – Oct. 2023
Double Degree Master of Science in Management (MSc), Business Analytics
- Cumulative GPA: 3.9/4

Beedie School of Business, Simon Fraser University, British Columbia, Canada   Sept. 2014 – Aug. 2020
Bachelor of Business Administration (Honours with Distinction)
- Major in Operations Management, Human Resource Management, and Extended Minor in Economics
- Cumulative GPA: 3.97/4.33

School of Business and Economics, Maastricht University, Maastricht, the Netherlands   Feb. 2017 – Jul. 2017
- Academic Exchange Program

Research Interests

Marketing analytics, consumer behaviour, digitalization, retailing

Work Experience

Norwegian School of Economics, Bergen, Norway   Feb. 2023 – Dec. 2023
Research Assistant
- Developed Python scripts to extract data from APIs in the electricity market
- Cleaned, processed, and analyzed large datasets using R and Tableau to create visualizations and models for global retail research

Beedie School of Business, Simon Fraser University, British Columbia, Canada   Jan. 2018 – Dec. 2021
Teaching Assistant and Tutor Marker, Courses taught: Business statistics, Customer Analytics
- Mentored over 200 students in statistical modeling and machine learning, providing instruction and detailed feedback on academic assessments

Riff Official, Canada   May 2021 – Jul. 2021
Marketing Growth and Analytics Intern
- Led a 12-member team in initiating, organizing, and executing a project to implement Google Analytics into the company's digital infrastructure, including stakeholder consultation and setting requirements for dashboard creation and analysis
- Revamped segment profiles by analyzing research data, including user interviews and engagement trends, and collaborated with the marketing team to align with strategic priorities

Vancouver Coastal Health, British Columbia, Canada   Jan. 2020 – Apr. 2020

Business Analyst

- Managed an analytics project analyzing large patient datasets using R and Tableau to gain insights and propose recommendations for optimizing staffing schedules and enhancing healthcare services
- Supported the Decision Support team in data integration tasks, including acquiring, cleansing, and manipulating datasets from diverse stakeholders, and assisted in identifying data gaps and refining collection methods

The Hongkong and Shanghai Banking Corporation (HSBC), Hong Kong   Jul. 2019 – Dec. 2019

Co-op Student Trainee in Retail Banking and Wealth Management (Digital Channel)

- Developed analytics dashboards to analyze customer journeys and product performance, supporting functional partners in evaluating business performance and profitability
- Conducted strategic A/B testing to improve website design, analyzed consumer behaviors and business trends, and refined marketing strategies to reduce cost per application
- Conducted competitor analysis on product page designs, promotional offers, and communication strategies and proposed solutions to enhance customer awareness and online sales

PricewaterhouseCoopers (PwC), Hong Kong   Jan. 2019 – Apr. 2019

Audit Intern

- Performed internal and external audits for six listed companies, ensuring financial report accuracy and resolving issues to maintain regulatory compliance

Simon Fraser University, British Columbia, Canada   Sept. 2017 – Dec. 2018

Academic Tutor

- Worked with NCAA student-athletes, Indigenous students, WUSC students, and Uggla Family Scholars across various disciplines to help them understand course concepts and develop academic learning strategies

Honours and Awards

Dean's Honour Roll	Fall 2017, Summer 2020
Alumni Association of the University of Hong Kong, British Columbia Award	Spring 2020
International Co-Operative Education Award	Spring 2019, Fall 2019
SFU Business Analytics Hackathon (The Best Predictive Model 3rd Place)	Nov. 2018
Undergraduate Open Scholarship	Summer 2018, Fall 2018
Honourable William M. Hamilton Scholarship	Fall 2016, Spring 2017, Fall 2017
Business International Mobility Award	Spring 2017
SFU Second Annual Economics Case Competition (3rd Place)	Oct. 2016

Others

Languages: English (Fluent), Cantonese (Native), Mandarin (Fluent), Korean (Elementary), Norwegian (Elementary)
Technical Skills: R, Tableau, Python, SQL, Stata, Geographic Information Systems (GIS), Arena Simulation
Computer Skills: Proficient in Microsoft Office (Excel, Word, PowerPoint, VBA), Google Analytics