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Her research focuses on religious practices, cultural heritage, and transnationalism, with particular expertise in traditional village festivals, Mother Goddess worship, and intangible cultural heritage (ICH). She has published extensively, authoring and co-authoring numerous books, edited volumes, and research papers on ICH safeguarding, ritual creativity, water culture, and cultural policy. Beyond scholarship, she has played an active role in heritage policy practice, especially as a member of the Evaluation Body for the UNESCO 2003 Convention (2012–2014; 2017–2020). She has also contributed significantly to the preparation of Vietnam's national nomination files for UNESCO inscription under the 2003 Convention.