



PROCEEDINGS OF THE 7TH INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS & FINANCE

ECONOMICS, BUSINESS AND FINANCE
IN THE NEW ERA: ADAPTATION AND DEVELOPMENT

University of Economics, Hue University
December, 2025



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PREFACE

The new era of the global economy is shaped by the dynamic interplay of technological innovation, geoeconomic restructuring, and the rising demand for sustainable development. Rapid advances in artificial intelligence, the digital and circular economies, green energy, and large-scale automation are redefining national competitiveness. At the same time, trade fragmentation, geopolitical tensions, and macroeconomic volatility continue to heighten global uncertainty. Together, these forces are driving a new era in which adaptation and innovation have become essential determinants of countries' long-term growth.

To provide deeper insight into these ongoing transformations, Hue University of Economics, in collaboration with a broad network of domestic and international partners, including the School of Economics, Can Tho University; Foreign Trade University - Campus II, Ho Chi Minh City; the University of Economics and Business Administration, Thai Nguyen University; Bac Lieu University; Tay Nguyen University; the University of Aveiro (Portugal); the International Forum for Science, Technology and Innovation in Healthcare (Portugal); and Kalasin University (Thailand), jointly organized the 7th International Conference on Economics, Business, and Finance, titled “**Economics, Business, and Finance in the New Era: Adaptation and Development**”. The partnership with reputable institutions created a high-quality academic forum for scholars, researchers, and policymakers to explore emerging challenges and share insights relevant to the new era.

The conference is held on 5 December 2025 in a hybrid format at the University of Economics, Hue University, with the participation of 250 representatives from academia, government agencies, enterprises, and the media. The plenary session, together with six parallel sessions, offered diverse and insightful perspectives, reflecting growing scholarly interest in contemporary economic, business, and financial issues amid profound structural transformations.

In parallel with the conference's discussions, the Organizing Committee presents this proceedings volume to disseminate significant research contributions. The conference received 150 submissions, all of

which underwent independent peer review by qualified experts to ensure academic rigor. The selected papers reflect diverse analytical perspectives on contemporary issues in economics, business, and finance, offering valuable insights for research, education, managerial practice, and policymaking in the new era.

The Editorial Board is honored to present these Proceedings as a continuation of the scholarly dialogues fostered by this conference. We firmly believe that the contributions contained herein not only reflect the latest academic evidence but also stimulate critical thinking, broaden research horizons, and promote future scientific collaboration.

We wish to express our heartfelt gratitude to all authors, peer reviewers, and co-organizing institutions for their dedication, expertise, and steadfast support in the preparation of this publication. Their invaluable contributions underpin the academic rigor and excellence embodied in these Proceedings.

On behalf of the Editorial Board

Assoc. Prof. Truong Tan Quan

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DIGITAL TRANSFORMATION PROMOTES ONLINE SALES OF HANDICRAFT PRODUCTS IN HUE CITY

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ABSTRACT

This study aims to identify factors influencing the adoption of digital transformation applications in online sales among handicraft producers in Thua Thien Hue Province (now Hue City). The research model was developed based on three factors: Technological Context (T), Organizational Context (O), and Environmental Context (E), with the dependent variable being the level of acceptance of digital transformation applications in online sales by handicraft producers in Hue City. Data were collected from 90 producers using 13 observed variables. All measurement scales demonstrated high reliability (Cronbach's Alpha > 0.7) and were validated through exploratory factor analysis (EFA), which extracted three factors with a total variance explained of 71.63%. Multiple regression analysis showed that the model is a good fit (Adjusted $R^2 = 0.589$) and meets statistical assumptions (Durbin-Watson = 1.831; VIF < 2). All three factors T, O, and E had positive and statistically significant impacts on the dependent variable (sig < 0.05). Among them, Technology had the strongest influence ($\beta = 0.397$), followed by Environment ($\beta = 0.359$), and finally Organization ($\beta = 0.190$).

The results indicate that to promote the adoption of digital transformation in online sales, it is necessary to focus on improving technological infrastructure, the business environment, and the internal capacity of producers. This serves as a crucial foundation for enhancing competitiveness, increasing product consumption, and achieving sustainable development of the local handicraft industry.

Keywords: *Digital transformation adoption, TOE model, online sales, handicrafts, Hue City*

JEL Classification: *O33, L10*

1. INTRODUCTION

According to the Ministry of Information and Communications, 2024 marks the year of digital economy development, built on four pillars: “*Information technology industry, digitalization of economic sectors, digital governance, and digital data - key drivers for rapid and sustainable socio-economic development.*” The added value of digital economic activities is estimated at over VND 1.5 quadrillion (equivalent to USD 62.7 billion), accounting for 13.17% of GDP and representing a 20% increase compared to 2023 (GSO, 2024). At current prices, the scale of the digital economy in 2024 increased by 14.1% compared to 2023. On average, during 2020-2024, the share of digital economy production value in the

the TOE model, combined with other support measures, have clearly outlined an implementation roadmap from technology, organization, to the legal environment and infrastructure. However, successful implementation requires the joint effort of many stakeholders.

The Hue city government needs to promptly issue specific support mechanisms regarding finance, infrastructure, and digital human resource training. Industry associations should act as a bridge, organizing training programs and building collective brands. For production establishments, it is necessary to proactively raise awareness, boldly invest in technology, and participate in e-commerce platforms. In particular, a mechanism for monitoring and evaluating effectiveness after implementation should be established to promptly adjust support policies.

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