



# The 11<sup>th</sup> International Conference For Young Researchers in Economics and Business

## Program at a glance

Friday, August 29<sup>th</sup> 2025, Danang, Vietnam (GMT+7)

ICYREB-2025 Morning sessions		
07:30- 08:00	Registration & Morning tea (On-site participants)	
08:00-08:15	Welcome and Opening Remarks	Main Hall E
	<i>Representative of The University of Danang – University of Economics</i>	
08:15-09:00	Keynote Address 1	Main Hall E
	<i>Dr. Robert Radics Lincoln University (New Zealand)</i>	
09:00-09:45	Keynote Address 2	Main Hall E
	<i>Professor Gary Lit Yin Loong GL Academy and Consultancy (Singapore)</i>	
09:45-10:00	Tea Break	
10:00-11:30	Roundtable <i>Representatives of ICYREB co-organizers</i>	
10:00-11:30	Parallel Sessions (Onsite and Online)	
11:30-13:30	Networking Lunch	1 <sup>st</sup> floor, the Administrative Building
ICYREB-2025 Afternoon sessions		
13:30-15:30	Parallel Sessions (Onsite and Online)	
15:30-15:45	Tea Break	
15:45-16:00	Best Paper Awards Closing Remarks & Group Photo	Main Hall E

## Morning parallel sessions

Session M01		Room E202
10:00-10:20	<p><b>FROM PUSH-PULL-MOORING AND TPB: UNVEILING RESIDENTS' SUPPORT FOR SUSTAINABLE TOURISM DEVELOPMENT IN CENTRAL VIETNAM</b></p> <p><i>Authors:</i> Tran Thi Kim Phuong, Ho-Mai Thao Nhi, Tran Nien Tuan</p> <p><i>Presenter:</i> Tran Thi Kim Phuong (University of Economics Ho Chi Minh City) &amp; Tran Nien Tuan (University of Economics – The University of Danang)</p> <p><i>Discussant:</i> Nguyen Thuy Hang (University of Economics – The University of Danang)</p>	
10:20-10:40	<p><b>ENHANCING TAX COMPLIANCE THROUGH TAX EDUCATION IN VIETNAM: AN EMPIRICAL STUDY IN THE DIGITAL ERA</b></p> <p><i>Authors:</i> Mac Thi Hai Yen</p> <p><i>Presenter:</i> Mac Thi Hai Yen (National Economics University)</p> <p><i>Discussant:</i> Tran Thi Kim Phuong (University of Economics Ho Chi Minh City)</p>	
10:40-11:00	<p><b>UNDERSTANDING INDIVIDUAL UNLEARNING: THE ROLE OF PERSONAL, GROUP BEHAVIORAL, AND ORGANIZATIONAL FACTORS AMONG UNIVERSITY LECTURERS IN VIETNAM</b></p> <p><i>Authors:</i> Nguyen Duc Nhan, Nguyen Ngoc Hien</p> <p><i>Presenter:</i> Nguyen Duc Nhan (National Economics University)</p> <p><i>Discussant:</i> Mac Thi Hai Yen (National Economics University)</p>	
11:00-11:20	<p><b>SUPPLY CHAIN RESILIENCE CAPABILITIES: CASE STUDY OF DANANG ENTERPRISES</b></p> <p><i>Authors:</i> Hang Thi Minh Le, Thuy-Hang Nguyen, Anh Thi Phuong Tran</p> <p><i>Presenter:</i> Nguyen Thuy Hang (University of Economics – The University of Danang)</p> <p><i>Discussant:</i> Nguyen Duc Nhan (National Economics University)</p>	
Session M02		Room E204
10:00-10:20	<p><b>THE IMPACT OF CLIMATE CHANGE ON BANKS' STABILITY IN THE CONTEXT OF DIGITAL TRANSFORMATION – EMPIRICAL EVIDENCE FROM SOUTHEAST ASIAN COUNTRIES</b></p> <p><i>Authors:</i> Vu Thi Kim Oanh, Giang Thi Thu Huyen</p> <p><i>Presenter:</i> Vu Thi Kim Oanh (Banking Academy of Vietnam)</p> <p><i>Discussant:</i> Vu Thi Thuy Van (National Economics University)</p>	
10:20-10:40	<p><b>DETERMINANTS INFLUENCING SUSTAINABLE PURCHASE BEHAVIOR IN VIETNAMESE E-COMMERCE</b></p> <p><i>Authors:</i> Chu Viet Cam, Huynh Ngoc Nhu Y, Nguyen Thi Thuy Hanh</p> <p><i>Presenter:</i> Nguyen Thi Thuy Hanh (University of Economics and Law)</p>	

	<b>Discussant:</b> Vu Thi Kim Oanh (Banking Academy of Vietnam)
10:40-11:00	<p><b>WHAT ATTRACTS CUSTOMERS TO BUY NOW, PAY LATER (BNPL)? UNPACKING THE INTENTION TO USE BNPL SERVICES ON FOREIGN E-COMMERCE PLATFORMS UNDER THE LENS OF THE EXTENDED VALENCE THEORY</b></p> <p><b>Authors:</b> Phung Nam Phuong, Le Thi Anh Minh, Tran Thi Phuong Dung, Vo Thi Giang, Le Truong Thi Huyen</p> <p><b>Presenter:</b> Phung Nam Phuong (University of Economics - The University of Danang)</p> <p><b>Discussant:</b> Nguyen Thi Thuy Hanh (University of Economics and Law)</p>
11:00-11:20	<p><b>THE IMPACT OF GEOPOLITICAL RISK ON THE SUSTAINABLE GROWTH RATE OF LISTED COMPANIES IN VIETNAM</b></p> <p><b>Authors:</b> Vu Thi Thuy Van, Duong Thu Huyen</p> <p><b>Presenter:</b> Vu Thi Thuy Van (National Economics University)</p> <p><b>Discussant:</b> Phung Nam Phuong (University of Economics - The University of Danang)</p>
<b>Session M03</b>	
<b>Room E205</b>	
10:00-10:20	<p><b>INNOVATION IN SCIENTIFIC RESEARCH TOWARDS BUILDING A SMART UNIVERSITY AT THE UNIVERSITY OF DANANG, UNIVERSITY OF ECONOMICS</b></p> <p><b>Authors:</b> Le Bao, Nguyen Thi Thu Ha, Nguyen Thi Minh Khanh</p> <p><b>Presenter:</b> Nguyen Thi Minh Khanh (University of Economics, The University of Danang)</p> <p><b>Discussant:</b> Le Thanh Tam (National Economics University)</p>
10:20-10:40	<p><b>PROMOTING ETHICAL CONSUMPTION IN VIETNAM: INSIGHTS FROM FAIR TRADE PRODUCTS AND THE ROLE OF ANTICIPATED EMOTIONS AND NORMS</b></p> <p><b>Authors:</b> Pham Thi Be Loan, Tang Khanh Vy, Le Minh Quan, Nguyen Thi Anh Tu, Dang Nguyen Ngoc My</p> <p><b>Presenter:</b> Pham Thi Be Loan (University of Economics, The University of Danang)</p> <p><b>Discussant:</b> Nguyen Thi Minh Khanh (University of Economics, The University of Danang)</p>
10:40-11:00	<p><b>UNDERSTANDING THE FACTORS INFLUENCING STUDENTS' PREFERENCES FOR COFFEE SHOPS AS INFORMAL LEARNING SPACES: A QUALITATIVE APPROACH</b></p> <p><b>Authors:</b> Nguyen Nhu Phuong Anh, Nguyen Thai Ha, Nguyen Ngoc Thao Vy</p> <p><b>Presenter:</b> Nguyen Nhu Phuong Anh (University of Economics, Hue University)</p> <p><b>Discussant:</b> Pham Thi Be Loan (University of Economics, The University of Danang)</p>

	Danang)
11:00-11:20	<p><b>FINANCIAL EDUCATION FOR FINANCIAL INCLUSION: CASE STUDY OF VIETNAM IN THE CONTEXT OF DIGITAL TRANSFORMATION</b></p> <p><b>Authors:</b> Hoang Viet Trung, Phung Thi Lan Huong, Le Thanh Tam, Le Viet Trinh</p> <p><b>Presenter:</b> Le Thanh Tam (National Economics University)</p> <p><b>Discussant:</b> Nguyen Nhu Phuong Anh (University of Economics, Hue University)</p>
<div>Session M04</div> <div>Room E301</div>	
10:00-10:20	<p><b>THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON PURCHASE INTENTION OF CONSUMERS USING MOTORBIKE: A CASE STUDY OF HONDA MOTOR IN DANANG</b></p> <p><b>Authors:</b> Duong Thi Thuy Quynh, Nguyen Bui Thuc Anh, Phan Thi My Hanh, Phung Le Phuong Uyen</p> <p><b>Presenter:</b> Duong Thi Thuy Quynh (University of Economics, The University of Danang)</p> <p><b>Discussant:</b> Nguyen Thi Hai Thuy (Foreign Trade University)</p>
10:20-10:40	<p><b>TOURIST SENTIMENT ANALYSIS ON LARGE-SCALE HOTEL REVIEWS IN VIETNAM: A MACHINE LEARNING AND DEEP LEARNING APPROACH</b></p> <p><b>Authors:</b> Lien Thi Quynh Le, Dung Quoc Ho</p> <p><b>Presenter:</b> Lien Thi Quynh Le (University of Economics, Hue University)</p> <p><b>Discussant:</b> Duong Thi Thuy Quynh (University of Economics, The University of Danang)</p>
10:40-11:00	<p><b>EXPLORING THE NEXUS OF GENERATIVE ARTIFICIAL INTELLIGENCE AND MARKETING COMMUNICATION: RESEARCH TRENDS AND EMERGING THEMES</b></p> <p><b>Authors:</b> Ngo Thi Dung</p> <p><b>Presenter:</b> Ngo Thi Dung (University of Economics and Law)</p> <p><b>Discussant:</b> Lien Thi Quynh Le (University of Economics, Hue University)</p>
11:00-11:20	<p><b>ANALYZING KEY DRIVERS OF PERCEIVED PACKAGING QUALITY: A CONSUMER-BASED STUDY IN HO CHI MINH CITY</b></p> <p><b>Authors:</b> Nguyen Thi Hai Thuy, Phan Thi Thu Hien, Hoang Khanh Long, Nguyen Tri Dung</p> <p><b>Presenter:</b> Nguyen Thi Hai Thuy (Foreign Trade University)</p> <p><b>Discussant:</b> Ngo Thi Dung (University of Economics and Law)</p>
<div>Session M05</div> <div>Room E302</div>	
10:00-10:20	<p><b>HARMONIZING STATE SOVEREIGNTY AND INVESTOR RIGHTS: A COMPARATIVE LEGAL PERSPECTIVE ON CALLEJO v. BANCOMER</b></p>

	<p><b>AND VIETNAM'S 2020 LAW ON INVESTMENT</b></p> <p><i>Authors:</i> Phung Ngoc Tung</p> <p><i>Presenter:</i> Phung Ngoc Tung (National Economics University)</p> <p><i>Discussant:</i> Nguyen Tan Dat (Ho Chi Minh City Open University)</p>
10:20-10:40	<p><b>DEEPAKES AND ITS SOCIAL IMPACTS: PROPOSED MODALITIES OF GOVERNANCE FOR VIETNAMESE LEGAL FRAMEWORK FROM THE APPROACH OF LESSIG'S CYBERSPACE REGULATORY THEORY</b></p> <p><i>Authors:</i> Pham Duong Hoang Phuc, Nguyen Hoang Linh Dan</p> <p><i>Presenter:</i> Pham Duong Hoang Phuc (University of Economics and Law)</p> <p><i>Discussant:</i> Phung Ngoc Tung (National Economics University)</p>
10:40-11:00	<p><b>JAPAN'S POLICY TO ATTRACT HIGHLY-SKILLED FOREIGN TALENT A FOCUS ON INTERNATIONAL STUDENTS' EMPLOYMENT</b></p> <p><i>Authors:</i> Cao Thi Khanh Nguyet</p> <p><i>Presenter:</i> Cao Thi Khanh Nguyet (Kyoto University of Advanced Science)</p> <p><i>Discussant:</i> Pham Duong Hoang Phuc (University of Economics and Law)</p>
11:00-11:20	<p><b>DETERMINANTS OF CAPITAL STRUCTURE IN ESG-FOCUSED AND GENERAL COMPANIES: EVIDENCE FROM VIETNAM STOCK MARKET</b></p> <p><i>Authors:</i> Nguyen Tan Dat, Co Van Chien</p> <p><i>Presenter:</i> Nguyen Tan Dat (Ho Chi Minh City Open University)</p> <p><i>Discussant:</i> Cao Thi Khanh Nguyet (Kyoto University of Advanced Science)</p>
<div>Session M06</div> <div>Room E303</div>	
10:00-10:20	<p><b>HOW GAMIFICATION SHAPES CONSUMER RESPONSES TOWARDS E-COMMERCE APPLICATIONS: AN EMPIRICAL STUDY IN VIETNAM</b></p> <p><i>Authors:</i> Oanh Dinh Yen Nguyen, Thi Nha Do, Tri Ngoc Nguyen, Anh Thi Van Nguyen</p> <p><i>Presenter:</i> Oanh Dinh Yen Nguyen (Can Tho University)</p> <p><i>Discussant:</i> Nguyen Thi Thanh Binh (University of Economics, Hue University)</p>
10:20-10:40	<p><b>FACTORS AFFECTING CONSUMERS' INTENTION TO USE AMAZON DASH CARTS IN THE VIETNAMESE RETAIL MARKET: THE MODERATING ROLE OF PERSONAL INNOVATIVENESS</b></p> <p><i>Authors:</i> Nguyen Thi Phuong Thao, Nguyen Thi My Linh, Ho Thi Dieu Anh, Nguyen Thi Ngoc Bich, Nguyen Thi Truc Quynh</p> <p><i>Presenter:</i> Nguyen Thi Phuong Thao (University of Economics - The University of Danang)</p> <p><i>Discussant:</i> Oanh Dinh Yen Nguyen (Can Tho University)</p>
10:40-11:00	<p><b>ARE CONSUMERS WILLING TO PAY MORE FOR GREEN FREIGHT-LABELED GOODS? - A STUDY ON GENERATION Z IN DANANG, VIETNAM</b></p>

	<p><b>Authors:</b> Nguyen Ngan Ha, Nguyen Thi Thu Ngan, Nguyen Quynh Nhu, Phan Nhu Quynh, Phan Xuan Thuy Tien, Nguyen Duc Nhat Huy</p> <p><b>Presenter:</b> Nguyen Ngan Ha (University of Economics - The University of Danang)</p> <p><b>Discussant:</b> Nguyen Thi Phuong Thao (University of Economics - The University of Danang)</p>
11:00-11:20	<p><b>DOES CEO AGE MATTER IN A CRISIS? EMPIRICAL EVIDENCE FROM VIETNAM'S COVID-19 EXPERIENCE</b></p> <p><b>Authors:</b> Nguyen Thi Thanh Binh</p> <p><b>Presenter:</b> Nguyen Thi Thanh Binh (University of Economics, Hue University)</p> <p><b>Discussant:</b> Nguyen Ngan Ha (University of Economics - The University of Danang)</p>
<div> <div>Session S01</div> <div>ONLINE</div> </div>	
10:00-10:20	<p><b>SYNERGIES AND TRADE-OFFS: INTERACTIVE EFFECTS OF TRADE OPENNESS, FDI, AND NATURAL RESOURCES ON ECONOMIC GROWTH – EMPIRICAL EVIDENCE FROM ASEAN</b></p> <p><b>Authors:</b> Nguyen Thi Thanh</p> <p><b>Presenter:</b> Nguyen Thi Thanh (Thuongmai University)</p> <p><b>Discussant:</b> Tran Duy Thanh (University of Economics and Law)</p>
10:20-10:40	<p><b>DETERMINANTS INFLUENCING EMPLOYEES' GREEN BEHAVIOR AND ORGANIZATIONAL SUSTAINABLE PERFORMANCE</b></p> <p><b>Authors:</b> Le Thi Nuong</p> <p><b>Presenter:</b> Le Thi Nuong (Hong Duc University)</p> <p><b>Discussant:</b> Nguyen Thi Thanh (Thuongmai University)</p>
10:40-11:00	<p><b>TRANSFORMING CIRCULAR BUSINESS MODELS IN THE DIGITAL AGE: OPPORTUNITIES, CHALLENGES AND STRATEGIES FOR VIETNAMESE ENTERPRISES</b></p> <p><b>Authors:</b> Nghiem Xuan Khoat, Dang Minh Hien</p> <p><b>Presenter:</b> Nghiem Xuan Khoat (Institute of Economics and Public Policy, Vietnam - Hung Industrial University)</p> <p><b>Discussant:</b> Le Thi Nuong (Hong Duc University)</p>
11:00-11:20	<p><b>DEVELOPING MOBILE COMMERCE APPLICATION FOR THE O2O BUSINESS MODEL WITH BEHAVIOR ANALYSIS AND PRODUCT RECOMMENDATION BASED ON MACHINE LEARNING</b></p> <p><b>Authors:</b> Cac-Tuong Cao, Bao-Ngoc Tran, Nguyen-Thanh-Nha Le, Le-Thao-My Nguyen, Duy Thanh Tran</p> <p><b>Presenter:</b> Tran Duy Thanh (University of Economics and Law, VNU - HCM)</p> <p><b>Discussant:</b> Nghiem Xuan Khoat (Institute of Economics and Public Policy, Vietnam - Hung Industrial University)</p>



Session S02		ONLINE
10:00-10:20	<b>CAPITAL ADEQUACY REGULATION FOR VIETNAMESE COMMERCIAL BANKS: RESTRICTING PROFITABILITY OR ENHANCING SUSTAINABILITY?</b> <i>Authors:</i> Nguyen Tri Minh <i>Presenter:</i> Nguyen Tri Minh (University of Economics Ho Chi Minh City) <i>Discussant:</i> Mai Thi Thanh Mai (University of Economics and Business)	
10:20-10:40	<b>FACTORS INFLUENCING THE TURNOVER INTENTION OF UNSKILLED WORKERS IN ELECTRONIC COMPONENT ASSEMBLY PLANTS SUPPLIED BY GTV INVESTMENT CONSULTING JOINT STOCK COMPANY</b> <i>Authors:</i> Le Thu Hanh, Nguyen Bao Trang Nguyen <i>Presenter:</i> Le Thu Hanh (Banking Academy of Vietnam) <i>Discussant:</i> Nguyen Tri Minh (University of Economics Ho Chi Minh City)	
10:40-11:00	<b>FACTORS AFFECTING FINANCIAL LITERACY IN DONG THAP PROVINCE, VIETNAM</b> <i>Authors:</i> Nguyen Hoang Thanh Truc, Le Long Hau <i>Presenter:</i> Nguyen Hoang Thanh Truc (Nam Can Tho University) <i>Discussant:</i> Le Thu Hanh (Banking Academy of Vietnam)	
11:00-11:20	<b>THE IMPACT OF PROVINCIAL ECONOMIC INSTITUTIONAL QUALITY ON THE FINANCIAL PERFORMANCE OF PRIVATE SECTOR ENTERPRISES: EVIDENCE FROM VIETNAM</b> <i>Authors:</i> Tran Thi Thu Huyen, Vu Thi Tuyet Mai <i>Presenter:</i> Vu Thi Tuyet Mai (National Economics University) <i>Discussant:</i> Nguyen Hoang Thanh Truc (Nam Can Tho University)	
11:20-11:40	<b>THE EUROPEAN GREEN DEAL RESHAPES EU'S NON-TARIFF MEASURES POLICY AND IMPLICATIONS FOR VIETNAM'S AGRI-FOOD EXPORT</b> <i>Authors:</i> Mai Thi Thanh Mai, Nguyen Nhu Y Ngoc, Ta Anh Thu, Nguyen Thi Thanh Binh, Do Thao Nguyen, Nguyen Thi Yen Nhi <i>Presenter:</i> Mai Thi Thanh Mai (University of Economics and Business) <i>Discussant:</i> Vu Thi Tuyet Mai (National Economics University)	
Session S03		ONLINE
10:00-10:20	<b>DECONSTRUCTING COMPETITIVENESS FOR SUSTAINABLE TOURISM DEVELOPMENT IN VIETNAM'S EXPANDED LAM DONG REGION</b> <i>Authors:</i> Nguyen Duy Anh Dong <i>Presenter:</i> Nguyen Duy Anh Dong (University of Economics Ho Chi Minh City) <i>Discussant:</i> Nguyen Thi Khanh Linh (University of Khanh Hoa)	

10:20-10:40	<p><b>EXPLORING THE ROLE OF VIRTUAL CSR IN GAMIFIED STRATEGIES TO DRIVE GEN Z'S GREEN CONSUMPTION</b></p> <p><i>Authors:</i> Dinh Tien Minh, Tran Hoang Kim Ngan, Le Thuy Bao Khanh, Le Thuy Hien</p> <p><i>Presenter:</i> Dinh Tien Minh (University of Economics Ho Chi Minh City)</p> <p><i>Discussant:</i> Nguyen Duy Anh Dong (University of Economics Ho Chi Minh City)</p>
10:40-11:00	<p><b>CYBERSECURITY RISK MANAGEMENT IN DIGITAL BANKING IN VIETNAM: LESSONS FROM JAPAN AND THE USA</b></p> <p><i>Authors:</i> Nguyen Minh Hien</p> <p><i>Presenter:</i> Nguyen Minh Hien (Thuong Mai University)</p> <p><i>Discussant:</i> Dinh Tien Minh (University of Economics Ho Chi Minh City)</p>
11:00-11:20	<p><b>SMART CONTRACTS IN SUPPLY CHAIN MANAGEMENT: RESEARCH IN SOME CASE STUDY</b></p> <p><i>Authors:</i> Nguyen Thi Khanh Linh</p> <p><i>Presenter:</i> Nguyen Thi Khanh Linh (University of Khanh Hoa)</p> <p><i>Discussant:</i> Nguyen Minh Hien (Thuong Mai University)</p>
<div> <div>Session S04</div> <div>ONLINE</div> </div>	
10:00-10:20	<p><b>UNPACKING ECO-CONSCIOUS PURCHASES: HOW SOCIAL MEDIA MARKETING AND INFLUENCERS SHAPE GREEN CONSUMPTION BEHAVIORS AMONG GEN Z IN VIETNAM</b></p> <p><i>Authors:</i> Minh Quang Le, Bui Thu Ha, Pham My Tue, Le Thi Trang</p> <p><i>Presenter:</i> Le Thi Trang (Institute of Culture and Development, Ho Chi Minh National Academy of Politics)</p> <p><i>Discussant:</i> Nguyen Thi Lam Nghi (University of Economics and Law – Vietnam National University of Ho Chi Minh City)</p>
10:20-10:40	<p><b>HOW STARA AWARENESS SHAPES EMPLOYEES' INNOVATION BEHAVIOR: EVIDENCE FROM THE VIETNAMESE BANKING SECTOR</b></p> <p><i>Authors:</i> Van Thanh Pham</p> <p><i>Presenter:</i> Van Thanh Pham (National Economics University)</p> <p><i>Discussant:</i> Le Thi Trang (Institute of Culture and Development, Ho Chi Minh National Academy of Politics)</p>
10:40-11:00	<p><b>APPLICATION OF DIGITAL TECHNOLOGY IN TOURISM SUPPLY CHAIN MANAGEMENT IN VIETNAM: CURRENT SITUATION AND SOLUTIONS</b></p> <p><i>Authors:</i> Cao Thi Tham</p> <p><i>Presenter:</i> Cao Thi Tham (Dong Nai University of Technology)</p> <p><i>Discussant:</i> Van Thanh Pham (National Economics University)</p>
11:00-11:20	<p><b>CONSTITUENT ELEMENTS OF DIGITAL TRANSFORMATION</b></p>



	<p><b>CAPABILITY IN ENTERPRISES OPERATING IN HAIPHONG INDUSTRIAL ZONES: CURRENT SITUATION AND PROPOSED SOLUTIONS</b></p> <p><i>Authors:</i> Nguyen Phuong Linh, Nguyen Thi Lien</p> <p><i>Presenter:</i> Nguyen Thi Lien (Hai Phong University)</p> <p><i>Discussant:</i> Cao Thi Tham (Dong Nai University of Technology)</p>
11:20-11:40	<p><b>COPYRIGHT CRISIS IN ARTIFICIAL INTELLIGENCE TRAINING</b></p> <p><i>Authors:</i> Nguyen Thi Lam Nghi</p> <p><i>Presenter:</i> Nguyen Thi Lam Nghi (University of Economics and Law – Vietnam National University of Ho Chi Minh City)</p> <p><i>Discussant:</i> Nguyen Thi Lien (Hai Phong University)</p>
<div>Session S05</div> <div>ONLINE</div>	
10:00-10:20	<p><b>EXPLORING THE INFLUENCING FACTORS ON CARRER ORIENTATION OF AUDITING STUDENTS</b></p> <p><i>Authors:</i> Nguyen Thu Hoai, Hua Thi Hong Hoa, Nguyen Huong Giang, Nguyen Huyen Nhi, Vu Thi Hong Nhung</p> <p><i>Presenter:</i> Nguyen Thu Hoai (Thuong Mai University)</p> <p><i>Discussant:</i> Duong Thi Chi (School of Accounting and Auditing)</p>
10:20-10:40	<p><b>DIGITAL TRANSFORMATION IN VIETNAM'S TOURISM INDUSTRY: IMPACTS ON BUSINESS MODELS AND CUSTOMER EXPERIENCE IN THE CONNECTED ERA</b></p> <p><i>Authors:</i> Nguyen Xuan Vinh</p> <p><i>Presenter:</i> Nguyen Xuan Vinh (Danang Architecture University)</p> <p><i>Discussant:</i> Nguyen Thu Hoai (Thuong Mai University)</p>
10:40-11:00	<p><b>IMPACT OF E-COMMERCE LOGISTICS SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY WHEN BUYING FASHION PRODUCTS: EMPIRICAL EVIDENCE FROM VIETNAM</b></p> <p><i>Authors:</i> Tran Hai Yen</p> <p><i>Presenter:</i> Tran Hai Yen (Thuong Mai University)</p> <p><i>Discussant:</i> Nguyen Xuan Vinh (Danang Architecture University)</p>
11:00-11:20	<p><b>THE INTERPLAY BETWEEN FOMO AND ESG AWARENESS IN SHAPING CONSUMER LOYALTY IN SOCIAL COMMERCE</b></p> <p><i>Authors:</i> Nguyen Duy Phuong, Bui Thanh Khoa, Luong Thi Kim Ngan</p> <p><i>Presenter:</i> Nguyen Duy Phuong (Industrial University of Ho Chi Minh City)</p> <p><i>Discussant:</i> Tran Hai Yen (Thuong Mai University)</p>
11:20-11:40	<p><b>THE IMPACTS OF GOVERNANCE INSTITUTION QUALITY AND CONSUMER PRICE INDEX ON FIRM SUSTAINABLE GROWTH</b></p> <p><i>Authors:</i> Duong Thi Chi, Nguyen Thu Hang, Dang Thi Tra Giang</p> <p><i>Presenter:</i> Duong Thi Chi (School of Accounting and Auditing)</p>

	<i><b>Discussant:</b> Nguyen Duy Phuong (Industrial University of Ho Chi Minh City)</i>	
<b>Session S06</b>		<b>ONLINE</b>
10:00-10:20	<b>EXPLORING AI'S EDUCATIONAL IMPACT: USING CHATGPT TO FOSTER CRITICAL THINKING AND CREATIVITY IN VIETNAMESE UNIVERSITY STUDENTS</b> <i><b>Authors:</b> Nguyen Thanh Ngan, Nguyen Thi Huong Giang, Dang Thi Hong Dien, Ly Gia An</i> <i><b>Presenter:</b> Nguyen Thanh Ngan (University of Economics Ho Chi Minh City)</i> <i><b>Discussant:</b> Quyen Ngo Thi Thuy (Academy Of Finance)</i>	
10:20-10:40	<b>TIME AND FREQUENCY DYNAMIC CONNECTEDNESS BETWEEN CRYPTOCURRENCIES AND FINANCIAL ASSETS IN VIETNAM.</b> <i><b>Authors:</b> Do Quynh Trang, Nguyen Hong Minh</i> <i><b>Presenter:</b> Do Quynh Trang, Nguyen Hong Minh (University of Economics and Business- Vietnam National University)</i> <i><b>Discussant:</b> Nguyen Thanh Ngan (University of Economics Ho Chi Minh City)</i>	
10:40-11:00	<b>THE IMPACT OF DIGITAL TRANSFORMATION ON THE LABOR PRODUCTIVITY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN VIETNAM</b> <i><b>Authors:</b> Tran Trong Duc, Nguyen Quang Huy, Vu Ngoc Khanh, Nguyen Tuan Kiet, Nguyen Danh Duc, Tran Thi Thuy Linh, Hoang Dinh Chien, Giap Thu Huong</i> <i><b>Presenter:</b> Nguyen Quang Huy (National Economics University)</i> <i><b>Discussant:</b> Do Quynh Trang, Nguyen Hong Minh (University of Economics and Business- Vietnam National University)</i>	
11:00-11:20	<b>USING THE UNIFIED THEORY OF ACCEPTANCE AND USE TECHNOLOGY (UTAUT) TO EXPLORE AI PERSONALIZATION EXPERIENCE OF ONLINE CONSUMER IN HANOI</b> <i><b>Authors:</b> Anh Tho Thi Nguyen, Tien Minh Vu, Mai Quynh Pham, Thom Hong Thi Ngo, Phuong Mai Nguyen</i> <i><b>Presenter:</b> Nguyen Thi Anh Tho (Foreign Trade University)</i> <i><b>Discussant:</b> Nguyen Quang Huy (National Economics University)</i>	
11:20-11:40	<b>THE APPLICATION OF SUSTAINABILITY REPORTING IN VIETNAM'S PUBLIC SECTOR</b> <i><b>Authors:</b> Quyen Ngo Thi Thuy, Huyen Pham Thu</i> <i><b>Presenter:</b> Quyen Ngo Thi Thuy (Academy Of Finance)</i> <i><b>Discussant:</b> Nguyen Thi Anh Tho (Foreign Trade University)</i>	
<b>Session S07</b>		<b>ONLINE</b>
10:00-10:20	<b>REDESIGNING BUSINESS MODELS FOR THE DIGITAL ERA: DATA-DRIVEN APPROACHES TO VALUE CREATION</b>	

	<p><b>Authors:</b> Nguyen Hong Hanh</p> <p><b>Presenter:</b> Nguyen Hong Hanh (Foreign Trade University)</p> <p><b>Discussant:</b> Tran Thi Thanh Hoa (University of Economics and Law)</p>
10:20-10:40	<p><b>THE RELATIONSHIP BETWEEN UNCERTAINTY AND FIRM PROFITABILITY: EVIDENCE FROM VIETNAMESE COMPANIES</b></p> <p><b>Authors:</b> Long Phi Tran, Hoang Duc Le, Chi Ha Tran</p> <p><b>Presenter:</b> Long Phi Tran (National Economics University)</p> <p><b>Discussant:</b> Nguyen Hong Hanh (Foreign Trade University)</p>
10:40-11:00	<p><b>HIGH HYPE OR HIGH REWARD? EXPLAINING HIGH-RISK INVESTMENT AMONG METROPOLITAN YOUTH: AN EXTENDED APPROACH OF PLANNED BEHAVIOR MODEL</b></p> <p><b>Authors:</b> Quang Minh Le, Dao Nguyen Thuyen Phung, Nguyen Minh Duc</p> <p><b>Presenter:</b> Quang Minh Le (VNU University of Economics and Business)</p> <p><b>Discussant:</b> Long Phi Tran (National Economics University)</p>
11:00-11:20	<p><b>RESEARCH ON THE FACTORS AFFECTING ENTREPRENEURIAL ACTIVITIES OF UNIVERSITY STUDENTS IN HANOI CITY, VIETNAM</b></p> <p><b>Authors:</b> Dao Thu Ha, Dinh Thi Ngoc Anh</p> <p><b>Presenter:</b> Dao Thu Ha (Hanoi University of Industry)</p> <p><b>Discussant:</b> Quang Minh Le (VNU University of Economics and Business)</p>
11:20-11:40	<p><b>MARITIME ECONOMY DEVELOPMENT STRATEGIES FOR THE PROVINCE OF QUANG NGAI</b></p> <p><b>Authors:</b> Tran Thi Thanh Hoa, Nguyen Hong Nga</p> <p><b>Presenter:</b> Tran Thi Thanh Hoa (University of Economics and Law)</p> <p><b>Discussant:</b> Dao Thu Ha (Hanoi University of Industry)</p>
<div> <div>Session S08</div> <div>ONLINE</div> </div>	
10:00-10:20	<p><b>ADAPTIVE ASSET ALLOCATION BASED ON ROOT MEAN SQUARED ERROR AND FORECAST RETURNS</b></p> <p><b>Authors:</b> Minh Duc Nguyen</p> <p><b>Presenter:</b> Minh Duc Nguyen (University of Economics – Hue University)</p> <p><b>Discussant:</b> Phan Thi Xuan (Academy of Finance)</p>
10:20-10:40	<p><b>THE IMPACT OF DIGITAL TRANSFORMATION ON DIGITAL FINANCE IN ASEAN: EVIDENCE FROM PANEL DATA ANALYSIS (2000–2023)</b></p> <p><b>Authors:</b> Le Thanh Hoa</p> <p><b>Presenter:</b> Le Thanh Hoa (University of Economics and Law – Vietnam National University)</p> <p><b>Discussant:</b> Minh Duc Nguyen (University of Economics – Hue University)</p>
10:40-11:00	<p><b>IMPACT OF DIGITAL FINANCIAL LITERACY ON SAVING BEHAVIOR</b></p> <p><b>Authors:</b> Pham Thi Huyen</p>

	<p><b>Presenter:</b> <i>Pham Thi Huyen (Banking Academy of Vietnam)</i></p> <p><b>Discussant:</b> <i>Le Thanh Hoa (University of Economics and Law – Vietnam National University)</i></p>
11:00-11:20	<p><b>THE IMPACTS OF THE EXCHANGE RATE ON THE TRADE BALANCE IN VIETNAM DURING THE PERIOD 2010 – 2024</b></p> <p><b>Authors:</b> <i>Phan Thi Xuan, Do Tuan An</i></p> <p><b>Presenter:</b> <i>Phan Thi Xuan (Academy of Finance)</i></p> <p><b>Discussant:</b> <i>Pham Thi Huyen (Banking Academy of Vietnam)</i></p>
<div>Session S09</div> <div>ONLINE</div>	
10:00-10:20	<p><b>DEVELOPING INLAND WATERWAY TRANSPORTATION TOWARD GREEN LOGISTICS DIRECTION IN QUANG NINH PROVINCE</b></p> <p><b>Authors:</b> <i>Hoang Huong Giang</i></p> <p><b>Presenter:</b> <i>Hoang Huong Giang (Thuongmai University)</i></p> <p><b>Discussant:</b> <i>Duong Vu Hang Nga (Thuong Mai University)</i></p>
10:20-10:40	<p><b>ANALYZE THE DYNAMICS OF VIETNAM'S COFFEE EXPORTS THROUGH EXTENSIVE AND INTENSIVE MARGINS</b></p> <p><b>Authors:</b> <i>Thang Huu Nguyen</i></p> <p><b>Presenter:</b> <i>Thang Huu Nguyen (Foreign Trade University; State Audit Office of VietNam)</i></p> <p><b>Discussant:</b> <i>Hoang Huong Giang (Thuong Mai University)</i></p>
10:40-11:00	<p><b>FACTOR INFLUENCING GREEN PURCHASING BEHAVIOR OF YOUNG CON-SUMERS IN SOUTHERN VIETNAM</b></p> <p><b>Authors:</b> <i>Ngo Thi Thuy Trang</i></p> <p><b>Presenter:</b> <i>Ngo Thi Thuy Trang (Industrial University of Ho Chi Minh City)</i></p> <p><b>Discussant:</b> <i>Thang Huu Nguyen (Foreign Trade University; State Audit Office of VietNam)</i></p>
11:00-11:20	<p><b>THE ECONOMIC IMPACTS OF THE EU'S CARBON BORDER ADJUSTMENT MECHANISM (CBAM) ON VIETNAM: A COMPUTABLE GENERAL EQUILIBRIUM (CGE) MODEL APPROACH</b></p> <p><b>Authors:</b> <i>Duong Vu Hang Nga</i></p> <p><b>Presenter:</b> <i>Duong Vu Hang Nga (Thuong Mai University)</i></p> <p><b>Discussant:</b> <i>Ngo Thi Thuy Trang (Industrial University of Ho Chi Minh City)</i></p>
<div>Session S10</div> <div>ONLINE</div>	
10:00-10:20	<p><b>EXPLORING GREEN CONSUMERISM AND ADOPTION INTENTION FOR ONLINE SUBSCRIPTION-BASED RENTAL APPS MODEL: AN EXTENDED MGDB APPROACH</b></p> <p><b>Authors:</b> <i>Do Ngoc Bich, Luong Ngoc Di An, Hoang Ngoc Hung, Nguyen Chi Thinh, Nguyen Ha Vy</i></p> <p><b>Presenter:</b> <i>Do Ngoc Bich (University of Economics Hochiminh City)</i></p>

	<b><i>Discussant:</i></b> Dinh Tien Minh (University of Economics Hochiminh City)
10:20-10:40	<b><i>THE IMPACT OF SOCIAL EXCLUSION PSYCHOLOGY AND FOMO ON CONSUMER ENGAGEMENT IN THE DIGITAL ECONOMY: A MULTIDISCIPLINARY PERSPECTIVE</i></b> <b><i>Authors:</i></b> Nguyen Duy Phuong, Bui Thanh Khoa, Luong Thi Kim Ngan <b><i>Presenter:</i></b> Nguyen Duy Phuong (Industrial University of Ho Chi Minh City) <b><i>Discussant:</i></b> Do Ngoc Bich (University of Economics Hochiminh City)
10:40-11:00	<b><i>FROM COMPETENCE TO CONCERN: INVESTIGATING THE MEDIATING ROLE OF STARA AWARENESS IN THE DIGITAL WORKFORCE</i></b> <b><i>Authors:</i></b> Van Thanh Pham <b><i>Presenter:</i></b> Van Thanh Pham (National Economics University) <b><i>Discussant:</i></b> Nguyen Duy Phuong (Industrial University of Ho Chi Minh City)
11:00-11:20	<b><i>CAN CARTOONS SELL GREEN? THE IMPACT OF VIRTUAL INFLUENCERS' APPEARANCE ON GEN Z'S PURCHASE INTENTION</i></b> <b><i>Authors:</i></b> Dinh Tien Minh, Tran Ngoc Mai Huong, Au Sao Mai, Pham Bui Hoang Nhi, Tran Nguyen Kieu Oanh, Nguyen Thanh Thao Tien <b><i>Presenter:</i></b> Dinh Tien Minh (University of Economics Hochiminh City) <b><i>Discussant:</i></b> Van Thanh Pham (National Economics University)
<b>Session S11</b>	
	<b>ONLINE</b>
10:00-10:20	<b><i>FROM ENTERPRISE RISK MANAGEMENT TO ORGANIZATIONAL PERFORMANCE: THE ROLE OF INTERNAL AUDIT QUALITY IN VIETNAMESE FIRMS</i></b> <b><i>Authors:</i></b> Nguyen Van Nam, Bui Quang Hung <b><i>Presenter:</i></b> Nguyen Van Nam (University of Economics Ho Chi Minh City) <b><i>Discussant:</i></b> Le Nguyen Linh Giang (Thu Dau Mot University)
10:20-10:40	<b><i>MAPPING THE NEXUS BETWEEN ENVIRONMENTAL MANAGEMENT ACCOUNTING AND ENVIRONMENTAL PERFORMANCE: A SYSTEMATIC REVIEW AND FUTURE RESEARCH AGENDA</i></b> <b><i>Authors:</i></b> Ngoc Thanh Thuy Tran <b><i>Presenter:</i></b> Ngoc Thanh Thuy Tran (University of Economics and Law) <b><i>Discussant:</i></b> Nguyen Van Nam (University of Economics Ho Chi Minh City)
10:40-11:00	<b><i>THE ADOPTION OF CAATS IN INTERNAL AUDITING: A BIBLIOMETRIC ANALYSIS</i></b> <b><i>Authors:</i></b> Tran Nguyen Bich Hien, Vu Thi Thu Huyen, Luong Thi Hong Ngan <b><i>Presenter:</i></b> Tran Nguyen Bich Hien (Institute of Accounting and Auditing) <b><i>Discussant:</i></b> Ngoc Thanh Thuy Tran (University of Economics and Law)
11:00-11:20	<b><i>FACTORS AFFECTING DIGITAL TRANSFORMATION IN ACCOUNTING IN THE SOUTH REGION OF VIETNAM: A PROPOSED</i></b>

	<b>RESEARCH MODEL</b> <i>Authors:</i> Truong A Binh, Le Nguyen Linh Giang <i>Presenter:</i> Le Nguyen Linh Giang (Thu Dau Mot University) <i>Discussant:</i> Tran Nguyen Bich Hien (Institute of Accounting and Auditing)	
<b>Session S12</b>		<b>ONLINE</b>
10:00-10:20	<b>ENABLING PEER-TO-PEER LENDING SERVICE ADOPTION: AN EMPIRICAL EXAMINATION IN VIETNAM</b> <i>Authors:</i> Phan Thi Thanh Hoa , Dinh Minh Trang, Dinh Ngoc Khanh, Nguyen Thu Thuy <i>Presenter:</i> Nguyen Thu Thuy (National Economics University) <i>Discussant:</i> Nguyen Tien Duc (University of Economics and Business)	
10:20-10:40	<b>FACTORS INFLUENCING ENTREPRENEURIAL SPIRIT AMONG ENTREPRENEURS IN SMALL AND MEDIUM-SIZED ENTERPRISES IN HANOI CITY</b> <i>Authors:</i> Vu Thu Ha, Dang Thanh Dat, Tran Anh Quang <i>Presenter:</i> Vu Thu Ha (University of Economics and Business) <i>Discussant:</i> Nguyen Thu Thuy (National Economics University)	
10:40-11:00	<b>DRIVING SME PERFORMANCE IN EMERGING MARKETS: THE ROLE OF SERVANT LEADERSHIP AND FRUGAL INNOVATION CAPABILITIES</b> <i>Authors:</i> Truong Thi Phuong Anh, Pham Ngoc Duy <i>Presenter:</i> Truong Thi Phuong Anh (Vietnam Maritime University) <i>Discussant:</i> Vu Thu Ha (University of Economics and Business)	
11:00-11:20	<b>OPEN INNOVATION APPLICATION IN GREEN STARTUPS IN VIETNAM</b> <i>Authors:</i> Nguyen Tien Duc <i>Presenter:</i> Nguyen Tien Duc (University of Economics and Business) <i>Discussant:</i> Truong Thi Phuong Anh (Vietnam Maritime University)	
<b>Session S13</b>		<b>ONLINE</b>
10:00-10:20	<b>THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND INFLATION: A CASE STUDY OF VIETNAM</b> <i>Authors:</i> Nguyen Ngoc Dinh <i>Presenter:</i> Nguyen Ngoc Dinh (National Economics University) <i>Discussant:</i> Bui Dinh Tuan (National Economics University)	
10:20-10:40	<b>FOREIGN CAPITAL AND SOCIAL DIVIDE: THE ROLE OF FDI IN SHAPING INCOME INEQUALITY IN ASIA</b> <i>Authors:</i> Nguyen Thi Thuong, Vu Thi Anh Ngoc, Ngo Hoang Tung, Tran Lan Anh, Nguyen Thanh Loan, Nguyen Quang Truong <i>Presenter:</i> Nguyen Thi Thuong (National Economics University)	



	<b><i>Discussant:</i></b> Nguyen Ngoc Dinh (National Economics University)
10:40-11:00	<b><i>THE IMPACT OF FOREIGN DIRECT INVESTMENT AND INTERNATIONAL TRADE ON THE ADDED VALUE OF THE MACHINERY AND TRANSPORT EQUIPMENT INDUSTRY IN VIETNAM</i></b> <b><i>Authors:</i></b> Phong Quoc Nguyen, Le Huong Tra Nguyen <b><i>Presenter:</i></b> Phong Quoc Nguyen (Hung Yen University of Technology and Education) <b><i>Discussant:</i></b> Nguyen Thi Thuong (National Economics University)
11:00-11:20	<b><i>STRATEGIC HEALTHCARE WORKFORCE TRANSFORMATION: POLICY-DRIVEN HUMAN RESOURCE DEVELOPMENT FRAMEWORK FOR VIETNAM'S PRIMARY CARE SYSTEM</i></b> <b><i>Authors:</i></b> Bui Dinh Tuan, Hoang Van Hoa <b><i>Presenter:</i></b> Bui Dinh Tuan (National Economics University) <b><i>Discussant:</i></b> Phong Quoc Nguyen (Hung Yen University of Technology and Education)

## Afternoon parallel sessions

Session A01		Room E202
13:30-13:50	<p><b>A DUAL-PATH ANALYSIS OF TECHNOLOGICAL AND GREEN INNOVATIONS: EVIDENCE FROM VIETNAMESE STEEL EXPORTING ENTERPRISES UNDER CBAM</b></p> <p><i>Authors:</i> Tran Hong Ngoc, Pham Mai Thuy Tien</p> <p><i>Presenter:</i> Tran Hong Ngoc (National Economics University)</p> <p><i>Discussant:</i> Thi Khue Thu Ngo (University of Economics – The University of Danang)</p>	
13:50-14:10	<p><b>DEMAND FOR DIGITAL WORKFORCE IN HIGH-TECH AGRICULTURAL ZONES IN VIETNAM</b></p> <p><i>Authors:</i> Nguyen Thi Hong, Le Thi Bich Ngoc</p> <p><i>Presenter:</i> Nguyen Thi Hong (Posts and Telecommunications Institute of Technology)</p> <p><i>Discussant:</i> Tran Hong Ngoc (National Economics University)</p>	
14:10-14:30	<p><b>NAVIGATING THE DIGITAL TIDE: MANAGING GEN Z'S BEHAVIORAL CHALLENGES AND MENTAL WELL-BEING FOR SUSTAINABLE ECONOMIC GROWTH</b></p> <p><i>Authors:</i> Le Vu Lan Oanh, Hoang Thi Ly Uyen, Nguyen Cao Quang Vu</p> <p><i>Presenter:</i> Hoang Thi Ly Uyen (Van Lang University)</p> <p><i>Discussant:</i> Nguyen Thi Hong (Posts and Telecommunications Institute of Technology)</p>	
14:30-14:50	<p><b>DECODING THE FAKE OUT-OF-HOME ADVERTISING TREND ON SOCIAL MEDIA: A CONCEPTUAL FRAMEWORK.</b></p> <p><i>Authors:</i> Thi Khue Thu Ngo, Hoang Lan Uyen Duong, Anh-Thi Hoang Nguyen</p> <p><i>Presenter:</i> Anh-Thi Hoang Nguyen (University of Economics – The University of Danang)</p> <p><i>Discussant:</i> Hoang Thi Ly Uyen (Van Lang University)</p>	
Session A02		Room E204
13:30-13:50	<p><b>POTENTIAL OPPORTUNITIES FOR VIETNAM'S FRUITS AND VEGETABLES EXPORT TO THE UNITED ARAB EMIRATES MARKET UNDER THE COMPREHENSIVE ECONOMIC PARTNERSHIP AGREEMENT</b></p> <p><i>Authors:</i> Doan Nguyen Minh, Le Hoang Quynh</p> <p><i>Presenter:</i> Doan Nguyen Minh (Thuong Mai University)</p> <p><i>Discussant:</i> Le Thi Thao (Hanoi University)</p>	
13:50-14:10	<p><b>THE IMPACT OF MICRO-LEVEL DETERMINANTS ON BANK</b></p>	

	<p><b>PERFORMANCE: EMPIRICAL EVIDENCE FROM VIETNAMESE JOINT-STOCK COMMERCIAL BANKS</b></p> <p><i>Authors:</i> Pham Thi Hong Nhung</p> <p><i>Presenter:</i> Pham Thi Hong Nhung (Thuy Loi University)</p> <p><i>Discussant:</i> Doan Nguyen Minh (Thuong Mai University)</p>
14:10-14:30	<p><b>EXCESSIVE FINANCIALIZATION AND BANKING STABILITY: AN EMPIRICAL STUDY IN VIETNAM</b></p> <p><i>Authors:</i> Nguyen Thanh Trung, Truong Thi Hoai Linh</p> <p><i>Presenter:</i> Nguyen Thanh Trung (National Economics University)</p> <p><i>Discussant:</i> Pham Thi Hong Nhung (Thuy Loi University)</p>
14:30-14:50	<p><b>CONTROL RIGHTS TRANSFER AND STOCK LISTING: SEQUENCING MATTERS FOR GOVERNANCE AND SOCIAL IMPACT IN ENTERPRISE REFORM</b></p> <p><i>Authors:</i> Duc Kien Vu, Konari Uchida</p> <p><i>Presenter:</i> Duc Kien Vu (Academy of Finance)</p> <p><i>Discussant:</i> Nguyen Thanh Trung (National Economics University)</p>
14:50-15:10	<p><b>THE IMPACT OF CLIMATE RISK ON THE OPERATIONAL PERFORMANCE OF TEXTILE ENTERPRISES IN THE ASIA-PACIFIC REGION</b></p> <p><i>Authors:</i> Le Thi Thao, Nguyen Thi Nhung</p> <p><i>Presenter:</i> Le Thi Thao (Hanoi University)</p> <p><i>Discussant:</i> Duc Kien Vu (Academy of Finance)</p>
<div>Session A03</div> <div>Room E205</div>	
13:30-13:50	<p><b>INTERNATIONAL EXPERIENCES IN INTERNAL CONTROL FOR FRAUD DETECTION – LESSONS FOR VIETNAM</b></p> <p><i>Authors:</i> Lai Thi Thu Thuy</p> <p><i>Presenter:</i> Lai Thi Thu Thuy (Thuongmai University)</p> <p><i>Discussant:</i> Phuong Thao Nguyen (University of Economics – The University of Danang)</p>
13:50-14:10	<p><b>A MIXED-METHODS INVESTIGATION INTO THE FACTORS INFLUENCING INTERNATIONAL STUDENTS' PARTICIPATION IN EXCHANGE PROGRAMS AT UDON THANI RAJABHAT UNIVERSITY</b></p> <p><i>Authors:</i> Asadang Suwanpakdee, Narakorn Janlawong, Ponlawat Laimanoo, Mai Xuan Hung</p> <p><i>Presenter:</i> Asadang Suwanpakdee (Udon Thani Rajabhat University)</p> <p><i>Discussant:</i> Lai Thi Thu Thuy (Thuongmai University)</p>
14:10-14:30	<p><b>EXAMINING THE RELATIONSHIP BETWEEN BITCOIN TRADING, DIGITAL ECONOMY AND ENERGY TRANSITION: EVIDENCE FROM PANEL QUANTILE REGRESSION ANALYSIS</b></p>

	<p><b>Authors:</b> Thai Hong Le, Chau Minh Thi Nguyen, Duong Hoang Vo, Huong Mai Bui, Hieu Trung Tran</p> <p><b>Presenter:</b> Huong Mai Bui (University of Economics and Business - Vietnam National University Hanoi)</p> <p><b>Discussant:</b> Asadang Suwanpakdee (Udon Thani Rajabhat University)</p>
14:30-14:50	<p><b>UNDERSTANDING GREEN PURCHASE INTENTIONS IN VIETNAM: THE ROLES OF GREEN BRAND IMAGE, GREEN ADVERTISING AND GREEN BRAND TRUST</b></p> <p><b>Authors:</b> Pham Hoang Dung, Phuong Thao Nguyen</p> <p><b>Presenter:</b> Phuong Thao Nguyen (University of Economics – The University of Danang)</p> <p><b>Discussant:</b> Huong Mai Bui (University of Economics and Business - Vietnam National University Hanoi)</p>
<div>Session A04</div> <div>Room E301</div>	
13:30-13:50	<p><b>VIETNAM'S GDP FORECAST: A COMPARISON OF ARIMA-BASED AND NEURAL NETWORK MODELS</b></p> <p><b>Authors:</b> <b>Phuc Trong Ho</b>, Truong Tan Quan, Pham Xuan Hung, Hoang Thi Lieu</p> <p><b>Presenter:</b> <b>Phuc Trong Ho</b> (Hue University of Economics)</p> <p><b>Discussant:</b> Hai-Phuong Thi Duong (University of Economics – Hue University)</p>
13:50-14:10	<p><b>ENHANCING RETENTION THROUGH EMPLOYER BRANDING: A STUDY OF KEY DRIVERS IN THE INSURANCE INDUSTRY</b></p> <p><b>Authors:</b> Tran Thi Hong Nhung, Trieu Le Gia Khanh</p> <p><b>Presenter:</b> <b>Tran Thi Hong Nhung</b> (VNUK Institute for Research and Executive Education, The University of Danang)</p> <p><b>Discussant:</b> <b>Phuc Trong Ho</b> (Hue University of Economics)</p>
14:10-14:30	<p><b>ASYMMETRIC EFFECTS OF ENERGY CONSUMPTION ON CO<sub>2</sub> EMISSIONS IN VIETNAM: A NARDL APPROACH</b></p> <p><b>Authors:</b> Tran Thi Thuy Ngoc, Nguyen Thi Phuong Thao, Tran Thi Hoang Yen</p> <p><b>Presenter:</b> Tran Thi Hoang Yen (University of Economics – The University of Danang)</p> <p><b>Discussant:</b> Tran Thi Hong Nhung (VNUK Institute for Research and Executive Education, The University of Danang)</p>
14:30-14:50	<p><b>FROM BEHAVIORAL DATA TO ACTIONABLE STRATEGY: CUSTOMER SEGMENTATION IN DIGITAL MARKETING USING THE K-MEANS ALGORITHM</b></p> <p><b>Authors:</b> Hai-Phuong Thi Duong, Dung Quoc Ho, Lien Thi Quynh Le</p> <p><b>Presenter:</b> Hai-Phuong Thi Duong (University of Economics – Hue University)</p> <p><b>Discussant:</b> Tran Thi Hoang Yen (University of Economics – The University of</p>

	Danang)	
Session A05		Room E302
13:30-13:50	<p><b>THE IMPACT OF HUMAN RESOURCE MANAGEMENT PRACTICES ON ORGANIZATIONAL COMMITMENT: EVIDENCE FROM UNIVERSITIES IN NORTHERN MIDLAND AND MOUNTAINOUS REGION</b></p> <p><i>Authors:</i> Hoang Anh Dao</p> <p><i>Presenter:</i> Hoang Anh Dao (Tan Trao University)</p> <p><i>Discussant:</i> S. Huong Do (University of Economics – Hue University)</p>	
13:50-14:10	<p><b>FROM MOTIVATION TO ACTION: A VIETNAM-BASED STUDY ON PUBLIC SELF-SERVICE TECHNOLOGY ADOPTION THROUGH THE LENS OF SDT-TAM INTEGRATION, WITH PERCEIVED WAITING TIME AS A MODERATING FACTOR</b></p> <p><i>Authors:</i> Pham Thi Be Loan, Tran Khanh Huyen, Nguyen Bui Minh Thu, Nguyen Thi Phuong Linh, Luong Thi Ly Na</p> <p><i>Presenter:</i> Pham Thi Be Loan (University of Economics – The University of Danang)</p> <p><i>Discussant:</i> Hoang Anh Dao (Tan Trao University)</p>	
14:10-14:30	<p><b>THE IMPACT OF SELF-EFFICACY AND SOCIAL MEDIA ON THE ENTREPRENEURIAL INTERESTS OF VIETNAMESE YOUTH</b></p> <p><i>Authors:</i> Vu Thi Thuy Hang, Pham Thi Thanh Huyen, Khuong Thi Hong</p> <p><i>Presenter:</i> Vu Thi Thuy Hang (Thuongmai University)</p> <p><i>Discussant:</i> Pham Thi Be Loan (University of Economics – The University of Danang)</p>	
14:30-14:50	<p><b>BUY NOW, PAY LATER (BNPL) ADOPTION IN E-COMMERCE: A CROSS-CULTURAL APPROACH</b></p> <p><i>Authors:</i> Ngo Thi Khue Thu, Nguyen Thi Thanh Nga, Pham Tu Hang, Nguyen Quynh Nhu, Nguyen Duc Anh Thu</p> <p><i>Presenter:</i> Nguyen Duc Anh Thu (University of Economics – The University of Danang)</p> <p><i>Discussant:</i> Vu Thi Thuy Hang (Thuongmai University)</p>	
14:50-15:10	<p><b>THE DISCURSIVE CONSTRUCTION OF AI ETHICS: A THEMATIC ANALYSIS OF THE ACADEMIC ACCOUNTING LITERATURE</b></p> <p><i>Authors:</i> S. Huong Do, N. Long Ha</p> <p><i>Presenter:</i> S. Huong Do (University of Economics – Hue University)</p> <p><i>Discussant:</i> Nguyen Duc Anh Thu (University of Economics – The University of Danang)</p>	
Session A06		Room E303
13:30-13:50	ANALYZING THE MATURITY OF CARBON MARKETS USING	

	<p><b>INTEGRATED AHP-TOPSIS APPROACH: A CASE STUDY IN VIETNAM'S HYPOTHETICAL REGIONAL CARBON MARKETS</b></p> <p><b>Authors:</b> Dang Xuan Thai, Nguyen Thi Hang, Nguyen Thi Anh Tuyet</p> <p><b>Presenter:</b> Dang Xuan Thai (University of Economics and Business – Vietnam National University)</p> <p><b>Discussant:</b> Phuong Thao Nguyen (University of Economics – The University of Danang)</p>
13:50-14:10	<p><b>ADVANCING FINANCIAL FORECASTING: ON THE EFFECTIVENESS OF THE TRANSFORMER ARCHITECTURE FOR GOLD PRICE TIME SERIES ANALYSIS</b></p> <p><b>Authors:</b> Hoa Tran Thai, Cuong H. Nguyen-Dinh, Dung Thi Kim Nguyen, Hai-Phuong Thi Duong</p> <p><b>Presenter:</b> Hoa Tran Thai (University of Economics – Hue University)</p> <p><b>Discussant:</b> Dang Xuan Thai (University of Economics and Business – Vietnam National University)</p>
14:10-14:30	<p><b>WHEN A HERITAGE SITE BECOMES A SOCIAL TREND: MOTIVATIONS BEHIND VIETNAMESE'S EWOM SHARING ON FACEBOOK – HOA LO PRISON RELIC CASE</b></p> <p><b>Authors:</b> Trung Hien Nguyen, Thi Thanh Hoa Dao</p> <p><b>Presenter:</b> Thi Thanh Hoa Dao (CMC University)</p> <p><b>Discussant:</b> Hoa Tran Thai (University of Economics – Hue University)</p>
14:30-14:50	<p><b>INVESTIGATING FITNESS BEHAVIOR INTENTION IN THE AGE OF SHORT-FORM SOCIAL MEDIA VIDEO: THE ROLE OF CONTENT VALUE, INFLUENCER CREDIBILITY, AND PERCEIVED VALUE</b></p> <p><b>Authors:</b> Phuong Uyen Vo, Phuong Thao Nguyen</p> <p><b>Presenter:</b> Phuong Thao Nguyen (University of Economics – The University of Danang)</p> <p><b>Discussant:</b> Thi Thanh Hoa Dao (CMC University)</p>
<div> <div>Session A07</div> <div>Room E101</div> </div>	
13:30-13:50	<p><b>IMPACT OF DIGITAL TRANSFORMATION ON BANK RISKS: EVIDENCE FROM VIETNAMESE COMMERCIAL BANKS</b></p> <p><b>Authors:</b> Tran Phuong Nhi, Vu Thi Kim Hong, Tran Phan Hong Phuc, Nguyen Ngoc Chau Anh</p> <p><b>Presenter:</b> Le Thanh Tam (National Economics University)</p> <p><b>Discussant:</b> Tran Ngoc Diep (Thuongmai University)</p>
13:50-14:10	<p><b>ABSORPTIVE CAPACITY AND BIG DATA ANALYTICS IN OPERATIONAL PURCHASING AND SUPPLY MANAGEMENT</b></p> <p><b>Authors:</b> Nguyen Thi Bich Thuy, Tran Thi Phuong Anh, Nguyen Thi Thanh Ngan</p>



	<p><b>Presenter:</b> Anh Thi Phuong Tran (University of Economics – The University of Danang)</p> <p><b>Discussant:</b> Le Thanh Tam (National Economics University)</p>
14:10-14:30	<p><b>THE IMPACT OF DIGITAL TRANSFORMATION ON TALENT AGGLOMERATION IN VIETNAM</b></p> <p><b>Authors:</b> Thi Hue Hoang, Thi Bich Tram Nguyen, Phan Tuan Dat Le, Linh Ngoc Nguyen, Tu Tue Minh Nguyen, Phuong Anh Nguyen, Hoang Ha Ngan Nguyen.</p> <p><b>Presenter:</b> Thi Hue Hoang (National Economics University)</p> <p><b>Discussant:</b> Anh Thi Phuong Tran (University of Economics – The University of Danang)</p>
14:30-14:50	<p><b>LEGAL ISSUES ON GENERAL TERMS AND CONDITIONS OF E-COMMERCE PLATFORM UNDER VIETNAMESE LAW</b></p> <p><b>Authors:</b> Phung Bich Ngoc, Tran Ngoc Diep, Tran Thi Thu Phuong</p> <p><b>Presenter:</b> Tran Ngoc Diep (Thuongmai University)</p> <p><b>Discussant:</b> Thi Hue Hoang (National Economics University)</p>
<div>Session C01</div> <div>ONLINE</div>	
13:30-13:50	<p><b>THE IMPACT OF BLOCKCHAIN TECHNOLOGY APPLICATION IN TRACEABILITY ON GEN Z'S INTENTION TO PURCHASE GREEN FOOD: THE MODERATING OF BRAND FAMILIARITY</b></p> <p><b>Authors:</b> Hoang Cuu Long, Cao Lan Phuong, Tran Thi Thanh Van, Tran Hieu Ngan, Truong Thi Chau Anh</p> <p><b>Presenter:</b> Hoang Cuu Long (University of Economics Ho Chi Minh City)</p> <p><b>Discussant:</b> Do Minh Phuong (Thuong Mai University)</p>
13:50-14:10	<p><b>THE IMPACT OF TIME PRESSURE, QUANTITY PRESSURE, AND PARASOCIAL RELATIONSHIPS WITH CELEBRITIES ON CONSUMERS' IMPULSE BUYING BEHAVIOR ON E-COMMERCE PLATFORMS</b></p> <p><b>Authors:</b> Bui Thi Cam Tu, Nguyen Quang Hen, Tran Minh Tri, Nguyen Thi Kim Trang, Nguyen Bao Tram</p> <p><b>Presenter:</b> Bui Thi Cam Tu (UEH Mekong, University of Economics Ho Chi Minh City)</p> <p><b>Discussant:</b> Hoang Cuu Long (University of Economics Ho Chi Minh City)</p>
14:10-14:30	<p><b>USING EXPLAINABLE MACHINE LEARNING MODELS IN PREDICTING OUT-OF-POCKET HEALTHCARE EXPENDITURES: A CASE STUDY FROM VIETNAMESE HOUSEHOLDS</b></p> <p><b>Authors:</b> Dinh Quoc Thai, Nguyen Bao An, Le Thi Kim Loan</p> <p><b>Presenter:</b> Dinh Quoc Thai (Vo Truong Toan University &amp; Tra Vinh University)</p> <p><b>Discussant:</b> Bui Thi Cam Tu (UEH Mekong, University of Economics Ho Chi Minh City)</p>

14:30-14:50	<p><b>ARCHITECTURE OF A MOBILE MACHINE LEARNING SYSTEM FOR AGE AND ID VERIFICATION IN ALCOHOL SALES IN VIETNAM</b></p> <p><b>Authors:</b> Anh Tran, Tu Tran, Thu Duong, Vy Dang, Khoa Tran, Duy Thanh Tran</p> <p><b>Presenter:</b> Duy Thanh Tran (University of Economics and Law - Viet Nam National University Ho Chi Minh City)</p> <p><b>Discussant:</b> Dinh Quoc Thai (Vo Truong Toan University &amp; Tra Vinh University)</p>
14:50-15:10	<p><b>EFFECT OF STRATEGIC ORIENTATIONS AND DIGITAL COMPETENCE ON TOURISM SUPPLY CHAIN RESILIENCE</b></p> <p><b>Authors:</b> Do Minh Phuong</p> <p><b>Presenter:</b> Do Minh Phuong (Thuong Mai University)</p> <p><b>Discussant:</b> Duy Thanh Tran (University of Economics and Law - Viet Nam National University Ho Chi Minh City)</p>
<div>Session C02</div> <div>ONLINE</div>	
13:30-13:50	<p><b>IS THIS AN INVESTMENT OR JUST AN IMPULSIVE CLICK?": AN EMPIRICAL STUDY OF YOUNG INVESTORS' BEHAVIORS ON STOCK EXCHANGE MARKET</b></p> <p><b>Authors:</b> Minh Quang Le, Bui Thu Ha, Tran Hung Anh</p> <p><b>Presenter:</b> Minh Quang Le (VNU University of Economics and Business)</p> <p><b>Discussant:</b> Lai Quang Huy (Thuong Mai University)</p>
13:50-14:10	<p><b>CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE AT ENTERPRISES LISTED ON THE VIETNAMESE STOCK MARKET</b></p> <p><b>Authors:</b> Tran Thi Lan Phuong, Le Cao Thang, Nguyen Thu Ha, Pham Hai Dang, Ly Khanh Linh, Nguyen Thao Vy</p> <p><b>Presenter:</b> Tran Thi Lan Phuong (National Economics University)</p> <p><b>Discussant:</b> Minh Quang Le (VNU University of Economics and Business)</p>
14:10-14:30	<p><b>THE IMPACT OF CASH HOLDINGS ON FIRM FINANCIAL PERFORMANCE: EVIDENCE FROM BUILDING MATERIALS INDUSTRY IN VIETNAM</b></p> <p><b>Authors:</b> Long Phi Tran, Phuong Thi Mai Vu</p> <p><b>Presenter:</b> Long Phi Tran (National Economics University)</p> <p><b>Discussant:</b> Tran Thi Lan Phuong (National Economics University)</p>
14:30-14:50	<p><b>ANALYSIS OF THE RELATIONSHIP BETWEEN OVERTHINKING, MENTAL HEALTH, AND ACADEMIC PERFORMANCE: A CASE STUDY OF UNIVERSITY STUDENTS IN VINH LONG PROVINCE</b></p> <p><b>Authors:</b> Nguyen Hoang Bao Tran, Nguyen Ngoc Thao Vy , Ly Khiết My, Phan Nguyen Thuy Trinh, Nguyen Ly Kieu Chinh</p> <p><b>Presenter:</b> Nguyen Ly Kieu Chinh (University of Economics Ho Chi Minh City -</p>

	<p>Vinh Long Campus)</p> <p><b>Discussant:</b> Long Phi Tran (National Economics University)</p>
14:50-15:10	<p><b>THE IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT ON EMPLOYEE ENGAGEMENT IN VIETNAMESE JOINT-STOCK COMMERCIAL BANKS: THE MEDIATING ROLE OF EMPLOYEE PERCEPTION</b></p> <p><b>Authors:</b> Lai Quang Huy</p> <p><b>Presenter:</b> Lai Quang Huy (Thuong Mai University)</p> <p><b>Discussant:</b> Nguyen Ly Kieu Chinh (University of Economics Ho Chi Minh City - Vinh Long Campus)</p>
<div>Session C03</div> <div>ONLINE</div>	
13:30-13:50	<p><b>ENVIRONMENTAL AWARENESS MEDIATES DIGITAL LEAPFROGGING AND CIRCULAR LOGISTICS ENGAGEMENT: EVIDENCE FROM VIETNAM'S EMERGING ECONOMY</b></p> <p><b>Authors:</b> Hoang Vu Hiep, Nguyen Minh Hang, Cao Van Tai, Ngo Thi Thanh Lan, Nguyen Quang Ha</p> <p><b>Presenter:</b> Hoang Vu Hiep (National Economics University)</p> <p><b>Discussant:</b> Nguyen Ho Nam (National Economics University)</p>
13:50-14:10	<p><b>STRATEGIC GREEN INVESTMENT AND ECONOMIC DIPLOMACY: VIETNAM'S POSITION IN THE ERA OF SUSTAINABLE GLOBALIZATION</b></p> <p><b>Authors:</b> Nguyen Tuan Anh, Nguyen Ha Chau</p> <p><b>Presenter:</b> Nguyen Tuan Anh (Military Science Academy)</p> <p><b>Discussant:</b> Hoang Vu Hiep (National Economics University)</p>
14:10-14:30	<p><b>DEVELOPING CIRCULAR AGRICULTURE MODELS IN VIETNAM: CURRENT SITUATION AND SOLUTIONS</b></p> <p><b>Authors:</b> Nguyen Thi Nga</p> <p><b>Presenter:</b> Nguyen Thi Nga (Thai Nguyen University of Technology - Thai Nguyen University)</p> <p><b>Discussant:</b> Nguyen Tuan Anh (Military Science Academy)</p>
14:30-14:50	<p><b>EFFECT OF GREEN HUMAN RESOURCE MANAGEMENT ON THE ENVIRONMENTAL PERFORMANCE OF GREEN HOTELS: DO GREEN PRODUCT INNOVATION AND GREEN INTELLECTUAL CAPITAL MATTER?</b></p> <p><b>Authors:</b> Tran Thi Tuyet</p> <p><b>Presenter:</b> Tran Thi Tuyet (Thuong Mai University)</p> <p><b>Discussant:</b> Nguyen Thi Nga (Thai Nguyen University of Technology - Thai Nguyen University)</p>
14:50-15:10	<p><b>THE ASSOCIATION BETWEEN EMPLOYEE SATISFACTION WITH AI</b></p>

	<p><b>SUPPORT AND JOB PERFORMANCE: EVIDENCE FROM COMMERCIAL BANKS IN VIETNAM</b></p> <p><i>Authors:</i> Nguyen Ho Nam, Nguyen Van Thuy Anh</p> <p><i>Presenter:</i> Nguyen Ho Nam (National Economics University)</p> <p><i>Discussant:</i> Tran Thi Tuyet (Thuong Mai University)</p>
<b>Session C04</b>	
	<b>ONLINE</b>
13:30-13:50	<p><b>REVISITING THE IMPACT OF CONSUMER ETHNOCENTRISM AND COSMOPOLITANISM ON GEN Z'S PURCHASE INTENTION TOWARD VIETNAMESE STREETWEAR BRANDS: A TPB APPROACH</b></p> <p><i>Authors:</i> Vo Ngoc Phuong Thuy, Nguyen Thi Yen</p> <p><i>Presenter:</i> Vo Ngoc Phuong Thuy (University of Economics and Law)</p> <p><i>Discussant:</i> Nguyen Thi Lien Huong (Dainam University)</p>
13:50-14:10	<p><b>SUSTAINABLE LOGISTICS SERVICE QUALITY AND CONSUMER BEHAVIOR: EVIDENCE IN VIETNAM</b></p> <p><i>Authors:</i> Nguyen Hue Minh, Nguyen Dinh Hoang Phuc, Tran Thi Ai Nhi, Ngo Thanh Uyen Phuong, Le Thi Phuong Thao, Nguyen Trung Hien</p> <p><i>Presenter:</i> Nguyen Hue Minh (University of Economics Ho Chi Minh City)</p> <p><i>Discussant:</i> Vo Ngoc Phuong Thuy (University of Economics and Law)</p>
14:10-14:30	<p><b>THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CUSTOMER EXPERIENCE TOUCHPOINTS ON GENERATION Z CUSTOMER PURCHASE INTENTION AND LOYALTY ON TIKTOK</b></p> <p><i>Authors:</i> Nguyen Thi Thuy Trang, Nguyen Ngoc Duy, Pham Hong Hai, Dao Thanh Tam, Tran Khanh Ly, Nhu Truc Phuong</p> <p><i>Presenter:</i> Nguyen Ngoc Duy (Thang Long University)</p> <p><i>Discussant:</i> Nguyen Hue Minh (University of Economics Ho Chi Minh City)</p>
14:30-14:50	<p><b>THE POWER OF CSR PERCEPTION IN SHAPING GEN Z CONSUMER DECISIONS: AN EMPIRICAL STUDY IN VIETNAM'S COSMETIC INDUSTRY</b></p> <p><i>Authors:</i> Dinh Tien Minh, Le Thuy Bao Khanh, Phan Thien Que Anh, Tran Nhu Quynh, Tran Ha Thao Nhien, Duong Minh Phuoc</p> <p><i>Presenter:</i> Dinh Tien Minh (University of Economics Ho Chi Minh City)</p> <p><i>Discussant:</i> Nguyen Ngoc Duy (Thang Long University)</p>
14:50-15:10	<p><b>THE IMPACT OF SCARCITY EFFECT AND IMPULSIVE BUYING ON GEN Z'S PURCHASING BEHAVIOR DURING LIVESTREAM SESSIONS</b></p> <p><i>Authors:</i> Nguyen Thi Lien Huong, Nguyen Ngoc Mai, Dang Thuy Linh, Nguyen Thao Hien, Vu Thi Hong Van, Luu Ngoc Huyen</p> <p><i>Presenter:</i> Nguyen Thi Lien Huong (Dainam University)</p> <p><i>Discussant:</i> Dinh Tien Minh (University of Economics Ho Chi Minh City)</p>
<b>Session C05</b>	
	<b>ONLINE</b>

13:30-13:50	<p><b>DETERMINANTS OF BANK STABILITY IN VIETNAM: A MIXED-METHODS STUDY</b></p> <p><i>Authors:</i> Hoang Bao Ngoc</p> <p><i>Presenter:</i> Hoang Bao Ngoc (Trade Union University)</p> <p><i>Discussant:</i> Nguyen Thi Ninh (Thuong Mai University)</p>
13:50-14:10	<p><b>DETERMINANTS OF SELF-EFFICACY IN USING TIKTOK FOR TRAVELING: EMPIRICAL EVIDENCE FROM VIETNAMESE GENERATION Z</b></p> <p><i>Authors:</i> Nguyen Dang Khoa</p> <p><i>Presenter:</i> Nguyen Dang Khoa (University of Economics Ho Chi Minh City)</p> <p><i>Discussant:</i> Hoang Bao Ngoc (Trade Union University)</p>
14:10-14:30	<p><b>DETERMINANTS OF THE PROFITABILITY OF LISTED SECURITIES COMPANIES IN VIETNAM</b></p> <p><i>Authors:</i> Nguyen Huu Tan, Nguyen Dai Duong, Tran Thu Trang, Tran Thi Thu Trang</p> <p><i>Presenter:</i> Nguyen Huu Tan (Academy Of Finance)</p> <p><i>Discussant:</i> Nguyen Dang Khoa (University of Economics Ho Chi Minh City)</p>
14:30-14:50	<p><b>CONTEMPORARY MANAGEMENT ACCOUNTING ISSUES IN VIETNAMESE MANUFACTURING ENTERPRISES IN THE CONNECTED ERA</b></p> <p><i>Authors:</i> Tran Anh Quang, Tran Quoc Hai, Vu Thi Kim Duong</p> <p><i>Presenter:</i> Tran Quoc Hai (University of Labor and Social Affairs)</p> <p><i>Discussant:</i> Nguyen Huu Tan (Academy Of Finance)</p>
14:50-15:10	<p><b>THE IMPACT OF ARTIFICIAL INTELLIGENCE TOOLS ON THE LEARNING PRODUCTIVITY OF ACCOUNTING AND AUDITING STUDENTS</b></p> <p><i>Authors:</i> Nguyen Thi Ninh, Bui Pham Ha My, Nguyen Hien Thao, Tran Thi Diem Quynh, Nguyen Lam Ngoc, Nguyen Thi Thu Trang</p> <p><i>Presenter:</i> Nguyen Thi Ninh (Thuong Mai University)</p> <p><i>Discussant:</i> Tran Quoc Hai (University of Labor and Social Affairs)</p>
<div>Session C06</div> <div>ONLINE</div>	
13:30-13:50	<p><b>DIGITAL STIMULI AND GEN Z PURCHASE INTENTIONS IN HANOI'S NIGHT-TIME ECONOMY: AN S-O-R MODEL PERSPECTIVE</b></p> <p><i>Authors:</i> Nguyen Mai Anh, Nguyen Thi Yen Linh, Nguyen Phuong Thaoc, Phan Phuong Anh, Tu Hong Nhung, Doan Thi Nguyet Anh</p> <p><i>Presenter:</i> Nguyen Mai Anh (Foreign Trade University)</p> <p><i>Discussant:</i> Pham Thi Huyen, Nguyen Quỳnh Chi (Lecturer, Thuongmai University)</p>
13:50-14:10	<p><b>ASYMMETRIC SPILLOVERS AND NETWORK CONNECTEDNESS</b></p>

	<p><b>BETWEEN CRUDE OIL, GOLD, AND VIETNAMESE STOCK MARKET SECTORS.</b></p> <p><i>Authors:</i> Cung Phuong Anh, Nguyen Hong Minh</p> <p><i>Presenter:</i> Nguyen Hong Minh (VNU University of Economics and Business)</p> <p><i>Discussant:</i> Nguyen Mai Anh (Foreign Trade University)</p>
14:10-14:30	<p><b>FACTORS INFLUENCING YOUNG CONSUMERS' INTENTION TO USE MINI-SENSOR SOLAR LIGHTS IN VIETNAM</b></p> <p><i>Authors:</i> Tuan Duong Vu, Dieu Anh Le, Thi Van Anh Hoang, Phuc An Le, Ngoc Anh Bui, Vu Quynh An Le</p> <p><i>Presenter:</i> Vu Tuan Duong (Thuongmai University)</p> <p><i>Discussant:</i> Nguyen Hong Minh (VNU University of Economics and Business)</p>
14:30-14:50	<p><b>EMPATHY, CSR, AND DIGITAL INTERACTION: A STRUCTURAL MODEL OF PURCHASE INTENTION IN LIVESTREAM-BASED SOCIAL COMMERCE</b></p> <p><i>Authors:</i> Huong Giang Nguyen, Phuong Thao Pham, Thuy Linh Duong, Bao Phuc Nguyen, Thuy Giang Pham</p> <p><i>Presenter:</i> Pham Thuy Giang (Banking Academy of Vietnam)</p> <p><i>Discussant:</i> Vu Tuan Duong (Thuongmai University)</p>
14:50-15:10	<p><b>RESEARCH ON THE IMPACT OF LOGISTICS SERVICE QUALITY ON CONSUMERS' INTENTION TO REPURCHASE ONLINE FOOD</b></p> <p><i>Authors:</i> PhD Pham Thi Huyen, Vu Minh Quan, Nguyen Anh Hong, Dam Phuong Thao, Le Minh Chau Anh, Nguyen Huong Quynh</p> <p><i>Presenter:</i> Pham Thi Huyen, Nguyen Quynh Chi (Lecturer, Thuongmai University)</p> <p><i>Discussant:</i> Pham Thuy Giang (Banking Academy of Vietnam)</p>
<div>Session C07</div> <div>ONLINE</div>	
13:30-13:50	<p><b>BRIDGING THE GENDER DIGITAL DIVIDE TO ENHANCE WOMEN DIGITAL ENTREPRENEURSHIP IN VIETNAM</b></p> <p><i>Authors:</i> Pham Ha Trang</p> <p><i>Presenter:</i> Pham Ha Trang (National Economics University)</p> <p><i>Discussant:</i> Nguyen Thi Phuong Thao (Academy of Finance)</p>
13:50-14:10	<p><b>GREEN ENTREPRENEURSHIP IN THE CONNECTED AGE: A CASE STUDY OF A CIRCULAR BUSINESS MODEL IN THE MEKONG DELTA</b></p> <p><i>Authors:</i> Chau B. Thi</p> <p><i>Presenter:</i> Chau B. Thi (Dong Thap University)</p> <p><i>Discussant:</i> Pham Ha Trang (National Economics University)</p>
14:10-14:30	<p><b>A STUDY ON FACTORS INFLUENCING GENERATION Z'S INTENTION TO USE PEER-TO-PEER LENDING IN VIETNAM</b></p> <p><i>Authors:</i> Dao Son Tung, PhD. Tang Thi Thanh Thuy</p>



	<p><b>Presenter:</b> Tang Thi Thanh Thuỷ (Foreign Trade University)</p> <p><b>Discussant:</b> Chau B. Thi (Dong Thap University)</p>
14:30-14:50	<p><b>EXPLORING THE INTERRELATIONSHIP BETWEEN MOTIVATING LANGUAGE AND KNOWLEDGE SHARING: A SYSTEMATIC LITERATURE REVIEW</b></p> <p><b>Authors:</b> Huyen Thi Thu Nguyen</p> <p><b>Presenter:</b> Huyen Thi Thu Nguyen ((1) University of Pécs, Hungary. (2) University of Economics – The University of Danang)</p> <p><b>Discussant:</b> Tang Thi Thanh Thuỷ (Foreign Trade University)</p>
14:50-15:10	<p><b>THE ROLE OF GREEN HRM IN ENHANCING SUSTAINABLE HOTEL OPERATIONS: A CASE STUDY IN HANOI</b></p> <p><b>Authors:</b> Nguyen Thi Phuong Thao, Nguyen Linh Phuong, Le Hoang Anh</p> <p><b>Presenter:</b> Nguyen Thi Phuong Thao (Academy of Finance)</p> <p><b>Discussant:</b> Huyen Thi Thu Nguyen ((1) University of Pécs, Hungary. (2) University of Economics – The University of Danang)</p>
<div> <div>Session C08</div> <div>ONLINE</div> </div>	
13:30-13:50	<p><b>THE IMPACT OF PUBLIC DEBT AND SUSTAINABLE DEVELOPMENT ON ECONOMIC GROWTH IN ASEAN COUNTRIES AND POLICY IMPLICATIONS FOR VIETNAM</b></p> <p><b>Authors:</b> Ha Kieu Oanh, Nguyen Ngoc Dai, Nguyen Ngoc Ha, Nguyen Quang Tung</p> <p><b>Presenter:</b> Ha Kieu Oanh (Institute of Banking and Finance, National Economics University)</p> <p><b>Discussant:</b> Tran Hoang Ha (School of Trade and International Economics – National Economics University)</p>
13:50-14:10	<p><b>VIETNAM'S LOGISTICS PERFORMANCE IN THE ASEAN (2007-2023): A LONGITUDINAL ANALYSIS AND A REGIONAL HUB ROADMAP</b></p> <p><b>Authors:</b> Nguyen Thi Minh Chi</p> <p><b>Presenter:</b> Nguyen Thi Minh Chi (Economic Faculty at the University of Danang, Campus in Kon Tum)</p> <p><b>Discussant:</b> Ha Kieu Oanh (Institute of Banking and Finance, National Economics University)</p>
14:10-14:30	<p><b>THE IMPACT OF DIGITAL TRANSFORMATION ON CORPORATE GOVERNANCE EFFECTIVENESS IN VIETNAM'S REAL ESTATE ENTERPRISES</b></p> <p><b>Authors:</b> Nguyen Thi Kim Thoa</p> <p><b>Presenter:</b> Nguyen Thi Kim Thoa (Faculty of Economics and Management, Thuyloi University, Hanoi, Vietnam)</p> <p><b>Discussant:</b> Nguyen Thi Minh Chi (Economic Faculty at the University of</p>

	<i>Danang, Campus in Kon Tum)</i>
14:30-14:50	<p><b>IMPACTS OF THE DIGITAL ECONOMY ON EMPLOYMENT GROWTH AND JOB POLARIZATION: EVIDENCE FROM SELECTED DEVELOPED AND EMERGING COUNTRIES</b></p> <p><i>Authors:</i> Le Nguyen Quynh Trang</p> <p><i>Presenter:</i> Le Nguyen Quynh Trang (Foreign Trade University)</p> <p><i>Discussant:</i> Nguyen Thi Kim Thoa (Faculty of Economics and Management, Thuyloi University, Hanoi, Vietnam)</p>
14:50-15:10	<p><b>THE ROLE OF PROVINCIAL DIGITAL GOVERNMENT INDEX IN FDI ATTRACTION: A PANEL DATA ANALYSIS OF VIETNAM</b></p> <p><i>Authors:</i> Tran Hoang Ha, Ngo Thi Tuyet Mai</p> <p><i>Presenter:</i> Tran Hoang Ha (School of Trade and International Economics – National Economics University)</p> <p><i>Discussant:</i> Le Nguyen Quynh Trang (Foreign Trade University)</p>
<div>Session C09</div> <div>ONLINE</div>	
13:30-13:50	<p><b>DO RAIN AND HEAT MATTER? QUANTIFYING THE CLIMATIC EFFECTS ON VIETNAM'S TEA EXPORTS USING A GRAVITY MODEL</b></p> <p><i>Authors:</i> Bui Hong Trang</p> <p><i>Presenter:</i> Bui Hong Trang (Banking Academy of Vietnam)</p> <p><i>Discussant:</i> Lam Bao Anh (Industrial University of Ho Chi Minh City)</p>
13:50-14:10	<p><b>IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT ON GREEN BEHAVIOR OF EMPLOYEES AT F&amp;B ENTERPRISES IN VIETNAM</b></p> <p><i>Authors:</i> Hoang Phuong Dung, Nguyen Anh Viet, Nguyen Thi Hoa Mai</p> <p><i>Presenter:</i> Nguyen Anh Viet (Foreign Trade University)</p> <p><i>Discussant:</i> Bui Hong Trang (Banking Academy of Vietnam)</p>
14:10-14:30	<p><b>INFLUENCE OF MANAGERS' AWARENESS ON THE INTENTION TO APPLY ENVIRONMENTAL AUDIT IN VIETNAM</b></p> <p><i>Authors:</i> Nguyen Thu Hoai</p> <p><i>Presenter:</i> Nguyen Thu Hoai (Thuongmai University)</p> <p><i>Discussant:</i> Nguyen Anh Viet (Foreign Trade University)</p>
14:30-14:50	<p><b>THE UNITED STATES GOVERNMENT'S MARINE ECONOMIC DEVELOPMENT POLICY AND LESSONS LEARNED FOR VIETNAM</b></p> <p><i>Authors:</i> Nguyen Thu Hai, Nguyen Thi Tung Lam</p> <p><i>Presenter:</i> Nguyen Thu Hai (Foreign Trade University)</p> <p><i>Discussant:</i> Nguyen Thuy Hang (University of Economics – The University of Danang)</p>
14:50-15:10	<p><b>INTEGRATING GREEN AND CULTURAL TOURISM FOR SUSTAINABLE ECONOMIC GROWTH: INSIGHTS FROM HUE'S WORLD HERITAGE</b></p>

	<p><b>Authors:</b> Lam Bao Anh</p> <p><b>Presenter:</b> Lam Bao Anh (Industrial University of Ho Chi Minh City)</p> <p><b>Discussant:</b> Nguyen Thu Hai (Foreign Trade University)</p>	
Session C10		ONLINE
13:30-13:50	<p><b>A STUDY ON FACTORS INFLUENCING GREEN ENTREPRENEURIAL INTENTIONS AMONG UNIVERSITY STUDENTS IN THE MEKONG DELTA REGION</b></p> <p><b>Authors:</b> Bui Thi Cam Tu, Nguyen To Huy, Nguyen Vo Hoang Yen, Nguyen Thi Bich Tram, Nguyen Minh Man, Nguyen Gia Khiem, Pham Dieu Quynh</p> <p><b>Presenter:</b> Bui Thi Cam Tu (Faculty of Management, UEH Mekong, University of Economics Ho Chi Minh City)</p> <p><b>Discussant:</b> Nguyen Xuan Lam (Thuong mai University)</p>	
13:50-14:10	<p><b>LEVERAGE MACHINE LEARNING AND GENERATIVE ARTIFICIAL INTELLIGENCE MODELS TO BUILD A CUSTOMER RETENTION MECHANISM</b></p> <p><b>Authors:</b> Tuyet Quan Trinh, Thi Thuy Dung Chu, Quoc Trinh Nguyen, Yen Nhi Luu, Thi Thanh An Nguyen, Duy Thanh Tran</p> <p><b>Presenter:</b> Tran Duy Thanh (University of Economics and Law, VNU - HCM)</p> <p><b>Discussant:</b> Vu Thanh Tu (Faculty of Business Administration and Marketing, Dainam University, Hanoi, Vietnam)</p>	
14:10-14:30	<p><b>FROM VIEWER TO BUYER: HOW AI TECHNOLOGIES RESHAPE THE ONLINE SHOPPING EXPERIENCE</b></p> <p><b>Authors:</b> Hoang Thi Ni Na</p> <p><b>Presenter:</b> Hoang Thi Ni Na (Thuongmai University)</p> <p><b>Discussant:</b> Tran Duy Thanh (University of Economics and Law, VNU - HCM)</p>	
14:30-14:50	<p><b>COMPARATIVE ANALYSIS OF THE FOOD SAFETY REGULATORY FRAMEWORK IN THE DAIRY INDUSTRY: THE CASE OF VIETNAM, CHINA, AND INDONESIA</b></p> <p><b>Authors:</b> Vu Thanh Tu, Tran Thi Hong Ngoc, Nguyen Thuy Anh</p> <p><b>Presenter:</b> Vu Thanh Tu (Faculty of Business Administration and Marketing, Dainam University, Hanoi, Vietnam)</p> <p><b>Discussant:</b> Hoang Thi Ni Na (Thuongmai University)</p>	
14:50-15:10	<p><b>DIGITAL TRANSFORMATION IN ASEAN: A BIBLIOMETRIC ANALYSIS FROM 2018 TO 2025</b></p> <p><b>Authors:</b> Nguyen Xuan Lam</p> <p><b>Presenter:</b> Nguyen Xuan Lam (Thuong mai University)</p> <p><b>Discussant:</b> Bui Thi Cam Tu (Faculty of Management, UEH Mekong, University of Economics Ho Chi Minh City)</p>	
Session C11		ONLINE

13:30-13:50	<p><b>DETERMINANTS OF GEN Z'S INTENTION TO USE BUY NOW PAY LATER SERVICES IN VIETNAM</b></p> <p><b>Authors:</b> Nguyen Thi Van</p> <p><b>Presenter:</b> Nguyen Thi Van (Institute of Business Administration - Thuongmai University, 79 Ho Tung Mau, Hanoi, Vietnam)</p> <p><b>Discussant:</b> Thao Thi Minh Giang (Faculty of Finance and Banking, University of Economics and Business - Vietnam National University, 144 Xuan Thuy Street, Cau Giay Ward, Hanoi City, Vietnam)</p>
13:50-14:10	<p><b>DETERMINANTS OF CYBERBULLYING INTENTION: APPLIED THEORY OF PLANNED BEHAVIOR WITH NARCISSISM AS A MODERATOR</b></p> <p><b>Authors:</b> Nguyen Hong Tam, Xa Tuan Huy, Ta Quyet Tien, Hoang Nguyen Anh, Tran Cam Tu</p> <p><b>Presenter:</b> Tran Cam Tu (NATIONAL ECONOMICS UNIVERSITY)</p> <p><b>Discussant:</b> Nguyen Thi Van (Institute of Business Administration - Thuongmai University, 79 Ho Tung Mau, Hanoi, Vietnam)</p>
14:10-14:30	<p><b>DETERMINANTS OF DIGITAL BANKING ADOPTION INTENTIONS: EVIDENCE FROM VIETNAMESE COMMERCIAL BANKS</b></p> <p><b>Authors:</b> Tran An Quan, Ngo Thi Khanh Huyen</p> <p><b>Presenter:</b> Tran An Quan (University of Economics and Business, Vietnam National University)</p> <p><b>Discussant:</b> Tran Cam Tu (NATIONAL ECONOMICS UNIVERSITY)</p>
14:30-14:50	<p><b>WHAT CONTRIBUTES TO A STRONG EMPLOYER BRAND IN VIETNAM'S FINANCIAL SERVICE INDUSTRY? A CONTENT ANALYSIS OF EMPLOYER REVIEWS</b></p> <p><b>Authors:</b> Vu Duong Hai Ha, Do Ngoc Quynh, Nguyen Cao Gia Phat, Chu Cam Van, Tran Cam Tu.</p> <p><b>Presenter:</b> Tran Cam Tu (National Economics University)</p> <p><b>Discussant:</b> : Tran An Quan (University of Economics and Business, Vietnam National University)</p>
14:50-15:10	<p><b>THE EFFECT OF GREEN POLICY ANNOUNCEMENTS ON SECTORAL STOCK RETURNS: EMPIRICAL EVIDENCE FROM HEAVILY POLLUTING FIRMS IN VIETNAM</b></p> <p><b>Authors:</b> Thao Thi Minh Giang, Nguyen Bao Linh</p> <p><b>Presenter:</b> Thao Thi Minh Giang (Faculty of Finance and Banking, University of Economics and Business - Vietnam National University, 144 Xuan Thuy Street, Cau Giay Ward, Hanoi City, Vietnam)</p> <p><b>Discussant:</b> Tran Cam Tu (National Economics University)</p>
<div>Session C12</div> <div>ONLINE</div>	

13:30-13:50	<p><b>EXPLORING THE MODERATING ROLE OF ENVIRONMENTAL KNOWLEDGE IN ENHANCING ENVIRONMENTAL PERFORMANCE: EVIDENCE FROM VIETNAMESE SMES</b></p> <p><i>Authors:</i> Pham Thi Tuyet Trinh, Nguyen Phong Nguyen</p> <p><i>Presenter:</i> Pham Thi Tuyet Trinh (University of Economics Ho Chi Minh City)</p> <p><i>Discussant:</i> Mai Quynh Ha (University of Economics and Business, Vietnam National University,)</p>
13:50-14:10	<p><b>INTELLECTUAL CAPITAL AND FIRM PERFORMANCE IN VIETNAM: DOES CAPITAL SURPLUS MATTER?</b></p> <p><i>Authors:</i> Tam Phan Huy</p> <p><i>Presenter:</i> Phan Huy Tam (University of Economics and Law and Vietnam National University, Ho Chi Minh City, Vietnam)</p> <p><i>Discussant:</i> Pham Thi Tuyet Trinh (University of Economics Ho Chi Minh City)</p>
14:10-14:30	<p><b>US AND CHINA STARTUPS: A COMPARATIVE ANALYSIS</b></p> <p><i>Authors:</i> Thu L.H. Anh, Xuan T.T. Pham</p> <p><i>Presenter:</i> Pham Thi Thanh Xuan (University of Economics and Law - Vietnam National University - Vietnam)</p> <p><i>Discussant:</i> Phan Huy Tam (University of Economics and Law and Vietnam National University, Ho Chi Minh City, Vietnam)</p>
14:30-14:50	<p><b>THE IMPACT OF ECONOMIC POLICY UNCERTAINTY ON CASH HOLDING RATIOS: THE CASE OF STEEL INDUSTRY IN VIETNAM</b></p> <p><i>Authors:</i> MSc. Nguyen Duc Viet, Assoc. Prof. Le Trung Thanh</p> <p><i>Presenter:</i> Nguyen Duc Viet (University of Economics and Business - VNU)</p> <p><i>Discussant:</i> Pham Thi Thanh Xuan (University of Economics and Law - Vietnam National University - Vietnam)</p>
14:50-15:10	<p><b>THE EFFECT OF MARKET RISK ON THE FINANCIAL PERFORMANCE OF COMMERCIAL BANKS IN VIETNAM</b></p> <p><i>Authors:</i> Mai Quynh Ha, Minh Ngoc Duong</p> <p><i>Presenter:</i> Mai Quynh Ha (University of Economics and Business, Vietnam National University,)</p> <p><i>Discussant:</i> Nguyen Duc Viet (University of Economics and Business - VNU)</p>
<div>Session C13</div> <div>ONLINE</div>	
13:30-13:50	<p><b>ENVIRONMENTAL LIABILITY OF PARENT COMPANIES FOR VIOLATIONS COMMITTED BY THEIR SUBSIDIARIES: LESSONS FROM THE UNITED KINGDOM AND THE UNITED STATES</b></p> <p><i>Authors:</i> Nguyen Thi Phuong Thao</p> <p><i>Presenter:</i> Nguyen Thi Phuong Thao (University of Economics and Law)</p> <p><i>Discussant:</i> Hoang Manh Cuong (National Economics University)</p>
13:50-14:10	<p><b>HOW ECONOMIC POLICY UNCERTAINTY DRIVES BANK LIQUIDITY</b></p>

	<p><b>RISK IN VIETNAM: UNVEILING THE INFLUENCE OF CEO POWER</b></p> <p><b>Authors:</b> Cu Nguyen Ha Trang, Tran Anh Duong</p> <p><b>Presenter:</b> Cu Nguyen Ha Trang (VNU University of Economics and Business)</p> <p><b>Discussant:</b> Nguyen Thi Phuong Thao (University of Economics and Law)</p>
14:10-14:30	<p><b>BEHAVIORAL ASYMMETRIES AND SYSTEMIC RISK IN CRYPTO MARKETS: A FRAMEWORK FOR ADAPTIVE REGULATION</b></p> <p><b>Authors:</b> Nguyen Hai Nui</p> <p><b>Presenter:</b> Nguyen Hai Nui (University of Economics and Business, Vietnam National University)</p> <p><b>Discussant:</b> Cu Nguyen Ha Trang (VNU University of Economics and Business)</p>
14:30-14:50	<p><b>STUDY ON FACTORS AFFECTING THE INTENTION TO USE GREEN PACKAGING OF GEN Z IN THE AREA OF HANOI</b></p> <p><b>Authors:</b> PhD Pham Thi Huyen, Nguyen Duy Dat, Do Cao Dat, Hoang Quỳnh Trang, Lu Thi Lan</p> <p><b>Presenter:</b> Pham Thi Huyen (Lecturer, Thuongmai University)</p> <p><b>Discussant:</b> Nguyen Hai Nui (University of Economics and Business, Vietnam National University)</p>
14:50-15:10	<p><b>PUBLIC DEBT, ECONOMIC GROWTH AND INSTITUTIONAL QUALITY</b></p> <p><b>Authors:</b> Hoang Manh Cuong, Vu Thanh Thuy</p> <p><b>Presenter:</b> Hoang Manh Cuong (National Economics University)</p> <p><b>Discussant:</b> Pham Thi Huyen (Lecturer, Thuongmai University)</p>

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