



PROCEEDINGS OF THE INTERNATIONAL CONFERENCE 2025 ON ECONOMIC AND BUSINESS DEVELOPMENT IN THE NEW ERA

University of Economics, Hue University, June, 2025



HUE UNIVERSITY PUBLISHING HOUSE



MANY AUTHORS

PROCEEDINGS OF THE INTERNATIONAL CONFERENCE 2025 ON ECONOMIC AND BUSINESS DEVELOPMENT IN THE NEW ERA

HUE UNIVERSITY PUBLISHING HOUSE
Hue, 2025

National Library of Vietnam Cataloguing in Publication Data

Proceedings of the international conference 2025 on Economic and business development in the new era / Hoang Ha Anh, Nguyen Thi Duc, Tang My Sang.... - Hue : Hue University, 2025. - 2175 p. : ill. ; 26 cm

At head of title: Macquarie University... - Bibliogr. at the end of the paper

ISBN 978-604-489-842-1

1. Economy 2. Business 3. Developmen 4. New era 5. Proceedings

338.9597 - dc23

DUF0917p-CIP

Code: NC/461-2025

CONTENTS

	Page
TRANSBOUNDARY FLOOD MANAGEMENT IN THE LOWER MEKONG BASIN: CHALLENGES AND POLICY GAPS	1
<i>Hoang Ha Anh</i> <i>Nong Lam University, Ho Chi Minh, Vietnam</i>	
THE LEGAL FRAMEWORK REGULATING THE INANCIALIZATION OF CARBON CREDITS IN THE CAPITAL MARKET	21
<i>Nguyen Thi Duc, Tang My Sang</i> <i>Ho Chi Minh City University of Banking, Vietnam</i>	
GREENING VIETNAM'S TEXTILE GARMENT SUPPLY CHAIN TOWARD CIRCULAR ECONOMY	31
<i>Nguyen Ngoc Quyen</i> <i>Thai Nguyen University of Economics and Business Administration, Vietnam</i>	
THE IMPACT OF INNOVATION ON SUSTAINABLE ENTREPRENEURIAL PERFORMANCE IN VIETNAM'S CIRCULAR ECONOMY CONTEXT	49
<i>Nguyen Van Toai, Doan Van Trai</i> <i>Ho Chi Minh City University of Industry and Trade, Vietnam</i>	
RENEWABLE ENERGY, CO ₂ EMISSIONS AND ECONOMIC GROWTH IN VIETNAM IN SUSTAINABLE DEVELOPMENT	68
<i>Hoang Bich Phuong</i> <i>National Economics University, Vietnam</i>	
EXAMINING THE DRIVERS OF PAYMENT FOR GREEN INFRASTRUCTURE AS A STRATEGY FOR URBAN FLOOD MANAGEMENT	80
<i>Nguyen Hoang Diem My, Nguyen Duc Kien,</i> <i>Du Anh Tho, Pham Xuan Hung</i> <i>Bui Dung The, Tran Van Hoa, Bui Duc Tinh</i> <i>University of Economics, Hue University, Vietnam</i>	
INFLUENCE OF GREEN INCLUSIVE LEADERSHIP ON VOLUNTARY EMPLOYEE GREEN BEHAVIOR IN TEXTILE AND GARMENT COMPANIES IN HUE CITY	94
<i>Nguyen Anh Duong, Le Thi Phuong Thao,</i> <i>Hoang Trong Hung, Nguyen Thi Mai</i> <i>University of Economics, Hue University, Vietnam</i>	
EXPLORING THE ROLE OF CULTURAL AND BEHAVIORAL FACTORS IN GREEN FOOD PURCHASE INTENTION: A QUALITATIVE STUDY IN VIETNAM	111
<i>Nguyen Thi Minh Huong, Hoang Huu Trung</i> <i>University of Economics, Hue University, Vietnam</i>	
THE IMPACT OF DIGITAL TRANSFORMATION LEVEL AND DIGITAL CAPABILITY ON THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN VIETNAM	124
<i>Nguyen Xuan Vinh</i> <i>Danang Architecture University, Vietnam</i>	

VIETNAMESE E-COMMERCE IN THE CONTEXT OF DIGITAL TRANSFORMATION: AN EMPIRICAL PERSPECTIVE FROM ENTERPRISES	143
<i>Mai Xuan Binh, Nguyen Huy Tuan, Dang Thien Tam</i>	
<i>Duy Tan University, Vietnam</i>	
RESEARCH ON THE IMPACT OF DIGITAL TECHNOLOGY APPLICATION IN IMPROVING BUSINESS EFFICIENCY IN TOURISM INDUSTRY: THE MEDIATING ROLE OF ONLINE ENGAGEMENT, TOURISTS' GREEN TOURISM AWARENESS	160
<i>Tran Thu Huong¹, Nguyen Thi Minh Tuyen², Do Hien Hoa³</i>	
<i>^{1*}Dong Nai Technology University, Bien Hoa City, Vietnam</i>	
<i>²Dong A University, Da Nang City, Vietnam</i>	
<i>³Industrial University of Ho Chi Minh City, HCM city, Vietnam</i>	
FACTORS INFLUENCING AI ADOPTION BY SMALL AND MEDIUM-SIZED ENTERPRISES IN DEVELOPING COUNTRIES – VIETNAMESE CONTEXT	182
<i>Dieu Thuong HA, My TRAN</i>	
<i>Stanley College, Australia</i>	
THE FACTORS LINKING TO THE ADOPTION OF DIGITAL MARKETING IN TOURISM SMES IN PHONG NHA	199
<i>Tran Hanh Loi, Nguyen Duc Kien, Pham Xuan Hung</i>	
<i>University of Economics, Hue University, Vietnam</i>	
CONSUMER BEHAVIOR IN ONLINE BANKING UNDER THE INFLUENCE OF SOCIAL MEDIA MARKETING	211
<i>Tang My Ha</i>	
<i>Ho Chi Minh City University of Economics and Finance, Vietnam</i>	
FACTORS AFFECTING CRYPTOCURRENCY ADOPTION IN VIETNAM: A STUDY OF INDIVIDUAL CONSUMERS	223
<i>Nguyen Thai Dung¹, Dinh Ngoc Long², Duong The Duy³</i>	
<i>¹Van Hien University; ^{2,3}Ho Chi Minh University of Foreign Language and Information Technology, Vietnam; ³Tomas batá University In Zlin</i>	
ENHANCING FINTECH ADOPTION: THE MEDIATING ROLES OF PERCEIVED VALUE AND SATISFACTION IN A FRAMEWORK OF TECHNOLOGY, INFORMATION SYSTEMS, AND PSYCHOLOGICAL RESPONSES	241
<i>Le Trung Nhan, Nguyen Van Tho, Vo Van Ban</i>	
<i>Ho Chi Minh University of Banking, Vietnam</i>	
THE EFFECT OF PSYCHOLOGICAL WELL-BEING AND PERCEIVED ORGANIZATIONAL SUPPORT ON EMPLOYEE WORK ENGAGEMENT IN VIETNAM SECURITIES FIRMS	257
<i>Cao Tran Thanh Trung¹, Choon Jin Teh², Poh Kiong Tee³</i>	
<i>^{1,2}School of Marketing and Management, Asia Pacific University of Technology & Innovation, Kuala Lumpur, Malaysia</i>	
<i>³School of Management and Business, MILA University, Nilai, Malaysia</i>	

THE FACTORS LINKING TO THE ADOPTION OF DIGITAL MARKETING IN TOURISM SMES IN PHONG NHA

Tran Hanh Loi*, Nguyen Duc Kien, Pham Xuan Hung

University of Economics, Hue University, Vietnam

*tranhanhloi@hce.edu.vn, 0946293941

ABSTRACT

This study aims to determine the principal factors affecting the adoption of digital marketing in enterprises within the tourism sector in Phong Nha. Drawing on survey responses from 62 tourism SMEs, a logit model is used to understand which factors have significant links to the adoption of digital marketing in businesses. The primary finding reveals that various factors, including the company sector (food and accommodation) and income, greatly influence the adoption of Digital marketing by websites. Moreover, several elements, like the industry (food and travel) and the consumer base, significantly influence the adoption of Digital marketing via email.

Keywords: *Digital marketing, adoption, SMEs, tourism sector.*

JEL codes: *M15, M31, O14, O33*

1. INTRODUCTION

Digital transformation is an inevitable trend in the contemporary era, offering opportunities for businesses to thrive in the Fourth Industrial Revolution. However, it also poses a risk of obsolescence and widening gaps for enterprises that neglect digital adoption. A study by Siebel (2019) forecasts that approximately 40% of existing businesses are projected to disappear within the next decade and be replaced by new digital-native business models.

As businesses continue to move toward online platforms, it is important to understand the elements that drive the adoption of digital marketing tactics to improve competitive advantage and operational efficiency. Numerous studies have shown that digital marketing is important for boosting business performance, especially for small and medium-sized organizations (SMEs). These businesses typically confront specific problems when it comes to using digital tools efficiently (Omoga, 2019; Tisyani, 2023; Gao et al., 2023).

The readiness of a firm to implement digital marketing is one of the main elements that affects whether or not they will accept it. According to research, a company's readiness to adopt technological advances has a substantial impact on its ability to successfully implement digital marketing strategies (Anser et al., 2020; Deng et al., 2019). This readiness includes not only the technology infrastructure but also the knowledge and skills of the decision-makers who are engaged. For example, research has demonstrated that the level of digital marketing adoption is significantly influenced by the IT knowledge and security concerns of managers

* Corresponding author