



THE INTERNATIONAL CONFERENCE ON MANAGEMENT, BUSINESS, ECONOMICS, LAW AND TECHNOLOGY (COMBELT 2026)

Tuesday, July 7th 2026 (GMT+7)

MORNING SESSION

Venue: The University of Danang, University of Economics, 71 Ngu Hanh Son, Danang City, Viet Nam

07:45-08:00	Registration (On-site participants)	Reception Area
08:00-09:20	Parallel Sessions - Part I	24 Sessions
09:20-09:40	Tea Break	Common Area
09:40-11:20	Parallel Sessions - Part II	24 Sessions
11:40-13:30	Lunch Break	Main Hall H

AFTERNOON SESSION

Venue: Hall Thuy Son, 4th Floor, Muong Thanh Luxury Da Nang Hotel, 270 Vo Nguyen Giap, Danang City, Viet Nam

14:30-14:45	Welcome and Opening Remarks
	Representative of The University of Danang - University of Economics
14:45-15:45	Keynote Address 01
	International Cooperation in Higher Education for Sustainable Development Professor. Timber Haaker <i>Saxion University of Applied Sciences (The Netherlands)</i>
15:45-16:00	Tea Break
16:00-17:00	Keynote Address 02
	From Field Data to Financial Inclusion: AI, IoT, and Sustainable Digital Transformation Associate Professor. Mohammed Elmorsy <i>MacEwan University (Canada)</i>
18:15-20:30	BEST PAPER AWARDS & GALA DINNER

A1. Finance, banking, economics, and international business		E204
Chair: Dr. Ho Thi Hai Ly (<i>University of Economics – The University of Danang</i>)		
8:00 - 8:20	A Dynamic Climate Transition Risk Map for the Vietnamese Banking Sector: Integrating Sectoral Loan Exposures with Global Carbon Policy Shocks Paper ID: 0419001 Authors: Nguyen Dang Khoa Affiliation(s): <i>University of Economics Ho Chi Minh City</i> Discussant(s): Nguyen Thi Thanh Binh, Nguyen Thi Thu Trang, Hoang Thuy Duong (<i>University of Economics – University of Hue</i>)	
8:20 - 8:40	Viewer Sentiment Analysis of Financial Education Content on YouTube: Evidence from Millionaire and Billionaire Interviews Paper ID: 0419003 Authors: Nguyen Dang Khoa Affiliation(s): <i>University of Economics Ho Chi Minh City</i> Discussant(s): Pham Minh Tri, Bui Van Trinh, Nguyen Quoc Binh, Do Minh Luan (<i>Hoa Sen University, School of Finance - Accounting - Mekong University, School of Finance and Banking - UEH Vinh Long Campus, College of Economics and Law - Tra Vinh University</i>)	
8:40 - 9:00	DLT-Based Governance of the Gold Market Ecosystem: International Experience and Implications for Vietnam Paper ID: 0424001 Authors: Pham Minh Tri, Bui Van Trinh, Nguyen Quoc Binh, Do Minh Luan Affiliation(s): <i>Hoa Sen University, School of Finance - Accounting - Mekong University, School of Finance and Banking - UEH Vinh Long Campus, College of Economics and Law - Tra Vinh University</i> Discussant(s): Nguyen Danh Khoi, Nguyen Tan Danh (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	Global financial markets under geopolitical shock: an event study from a development economics perspective Paper ID: 0429006 Authors: Nguyen Danh Khoi, Nguyen Tan Danh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Dang Khoa (<i>University of Economics Ho Chi Minh City</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Mapping The Research On CEO Characteristics And Firm Performance: A Bibliometric And Text-Based Analysis Paper ID: 0430001 Authors: Nguyen Thi Thanh Binh, Nguyen Thi Thu Trang, Hoang Thuy Duong Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Nguyen Dang Khoa (<i>University of Economics Ho Chi Minh City</i>)	
10:00 - 10:20	Redefining the Inclusive Financing system in Rural India: A Critical Socio-Legal Study Paper ID: 0502005 Authors: Puranjoy Ghosh, Tulsi Rageswari Sahoo Affiliation(s): <i>KIIT School of Law, KIIT School of Law</i> Discussant(s): Phung Nam Phuong, Le Vu Anh Thu, Tran Thi Hoai Anh, Phan Ho Ngoc Thao, Nguyen Thi Phuong Tu (<i>The University of Danang – University of Economics</i>)	
10:20 - 10:40	Geopolitical Distance and FDI Inflows in ASEAN: Does Trade Openness Matter? Paper ID: 0505007 Authors: Phan Huu Quoc, Nguyen Truong Phuong Thy, Nguyen Thu Trang, Ha Xuan Bao Nhu, Pham Ho Ha Tram Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Puranjoy Ghosh, Tulsi Rageswari Sahoo (<i>KIIT School of Law, KIIT School of Law</i>)	

10:40-11:00	Leaving Vietnam Behind: Understanding How Consumers Decode Foreign Firms' Re-offshoring Motives through an Emotional Lens Paper ID: 0505015 Authors: Phung Nam Phuong, Le Vu Anh Thu, Tran Thi Hoai Anh, Phan Ho Ngoc Thao, Nguyen Thi Phuong Tu Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Phan Huu Quoc, Nguyen Truong Phuong Thy, Nguyen Thu Trang, Ha Xuan Bao Nhu, Pham Ho Ha Tram (<i>The University of Danang – University of Economics</i>)
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A2. Finance, banking, economics, and international business		E205
Chair: Dr. Phan Dang My Phuong (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Urbanization and Per Capita Income in Vietnam: Evidence of An Inverted U-Shaped Relationship from Provincial Panel Data Paper ID: 0505020 Authors: Dang Thi To Nhu, Nguyen Thi Phuong Mai, Le Thi Thu Ha, Le Kim Ngan, Nguyen Ngoc Tra My, Nguyen Phan Tu Uyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Thu Ha, Hoang Thi Kim Chi, Nguyen Thi Van Anh, Phan Thuy Trang (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	When Digital Risk Becomes Market Risk: Evidence from Cyberattack Disclosures Paper ID: 0505024 Authors: Pham Thi Ngoc Dung Affiliation(s): <i>University of Economics Ho Chi Minh City</i> Discussant(s): Dang Thi To Nhu, Nguyen Thi Phuong Mai, Le Thi Thu Ha, Le Kim Ngan, Nguyen Ngoc Tra My, Nguyen Phan Tu Uyen (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Digital Transformation and Trade Openness in ASEAN: Evidence from an Extended Gravity Model and Vietnam's Regional Position Paper ID: 0505035 Authors: Nguyen Thi Thu Ha, Hoang Thi Kim Chi, Nguyen Thi Van Anh, Phan Thuy Trang Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Pham Thi Ngoc Dung (<i>University of Economics Ho Chi Minh City</i>)	
9:00 - 9:20	Employee Turnover and Firm Performance: Evidence from ASEAN Listed Firms Paper ID: 0505052 Authors: Thi Kim Ngan Le, Mai Linh Nguyen, Khanh Huyen Dinh, Lam Sao Mai Trinh, Minh Hanh Nguyen Affiliation(s): <i>National Taipei University, University of Economics and Business - Vietnam National University</i> Discussant(s): Dang Thi To Nhu, Nguyen Ngoc Bao Chi, Hoang Quynh Anh, Nguyen Ngoc Xuan Nhi, Tran Le Thao Nguyen (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Out-migration and Regional Economic Output in Vietnam's Central Highlands: New Evidence from One-Way and Two-Way Fixed Effects Models Paper ID: 0506002 Authors: Dang Thi Hong Dan Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Thi Kim Ngan Le, Mai Linh Nguyen, Khanh Huyen Dinh, Lam Sao Mai Trinh, Minh Hanh Nguyen (<i>National Taipei University, University of Economics and Business - Vietnam National University</i>)	
10:00 - 10:20	Coastal Blue Economy Resilience In Central Vietnam: A Composite Index And Panel Econometric Analysis Paper ID: 0506014 Authors: Nguyen Thi Thu Ha, Nguyen Thi Minh Giang, Nguyen Mai Hoa, Pham Thi Quynh Nhu, Nguyen Nguyen Kha, Tran Thuc Linh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Dang Thi Hong Dan (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	Factors affecting cash flow management efficiency of listed logistics enterprises in Vietnam under macroeconomic volatility: A systematic literature review Paper ID: 0508001 Authors: Bui Le Thuy Trang, Nguyen Thanh Long Affiliation(s): <i>FPT University</i> Discussant(s): Nguyen Thi Thu Ha, Nguyen Thi Minh Giang, Nguyen Mai Hoa, Pham Thi Quynh Nhu, Nguyen Nguyen Kha, Tran Thuc Linh (<i>The University of Danang – University of Economics</i>)
10:40 - 11:00	The Green Growth–Export Nexus in Vietnam: Evidence from Cointegration and VECM Analysis Paper ID: 0605006 Authors: Dang Thi To Nhu, Nguyen Ngoc Bao Chi, Hoang Quynh Anh, Nguyen Ngoc Xuan Nhi, Tran Le Thao Nguyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Bui Le Thuy Trang, Nguyen Thanh Long (<i>FPT University</i>)

A3. Finance, banking, economics, and international business		E301
Chair 1: Dr. Vo Hoang Diem Trinh (<i>University of Economics - The University of Danang</i>)		
Chair 2: Dr. Nguyen Thi Thuy (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	The Complexity–Performance Paradox in Clean Energy Volatility Forecasting: A Multi-Architecture Benchmark with Regime-Dependent Model Selection Paper ID: 0508002 Authors: N. Long Ha, S. Huong Do Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Nguyen Thi Phuong Thao, Tran Thi Hong Van, Ha Thi Yen Vy, Phung Thi Thu Huyen, Pham Phuong Chi, Ngo Thi Luu Thanh (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	Self-Employment, Digitalization and Vulnerable Employment in Vietnam: Evidence from an ARDL Approach Paper ID: 0518001 Authors: Nguyen Thi Thu Ha, Nguyen Thi Minh Khanh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): N. Long Ha, S. Huong Do (<i>University of Economics – University of Hue</i>)	
8:40 - 9:00	Governance matters: The role of corporate governance in corporate tax avoidance among Asian emerging economies Paper ID: 0519001 Authors: Nguyen Thi Xuan Linh, Le Thai Minh Chau Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Thu Ha, Nguyen Thi Minh Khanh (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	How Greenfluencers Shape Sustainable Consumption Intention Through Parasocial Relationships: The Case of Uniqlo In Vietnam Paper ID: 0526008 Authors: Nhu Pham Nguyen To, Phung Nam Phuong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Xuan Linh, Le Thai Minh Chau (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Digitalization Expansion and Female Labor Displacement: Evidence from Provincial level in Vietnam Paper ID: 0602006 Authors: Nguyen Thi Phuong Thao, Tran Thi Hong Van, Ha Thi Yen Vy, Phung Thi Thu Huyen, Pham Phuong Chi, Ngo Thi Luu Thanh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nhu Pham Nguyen To, Phung Nam Phuong (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	Spatial Spillover Effects of Innovation on Provincial GRDP in Vietnam Paper ID: 0602008 Authors: Dang Thi Hong Dan, Tran Ngoc Van Khanh, Ly My Dieu, Ngo Thi Khanh Linh, Nguyen Thi Cam Van, Le Tran Cam Vy Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Huynh Thi Dieu Linh, Le Xuan Lam, Nguyen Khanh Duyen, Pham Thi Kieu Oanh, Dinh Pham Bao Tran (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	Continuous Usage Behavior of Digital Banking: Applying Integrated Multi-theoretical Model in Young Users in Vietnam Paper ID: 0603004 Authors: Nguyen Thi My Hanh, Vu Khanh Quynh, Phan Gia Han, Dinh Thuy Linh, Tran Thi Kim Thoa, Ngo Khanh Tram Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Dang Thi Hong Dan, Tran Ngoc Van Khanh, Ly My Dieu, Ngo Thi Khanh Linh, Nguyen Thi Cam Van, Le Tran Cam Vy (<i>The University of Danang – University of Economics</i>)
10:40-11:00	How Logistics Determinants Shape Asia-Pacific Aluminum Exports Under The EU CBAM Paper ID: 0604008 Authors: Huynh Thi Dieu Linh, Le Xuan Lam, Nguyen Khanh Duyen, Pham Thi Kieu Oanh, Dinh Pham Bao Tran Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi My Hanh, Vu Khanh Quynh, Phan Gia Han, Dinh Thuy Linh, Tran Thi Kim Thoa, Ngo Khanh Tram (<i>The University of Danang – University of Economics</i>)

A4. Sustainable development and corporate responsibility		E302
Chair: Dr. Tran Dang Nhan (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Forecasting Vietnam's Aquaculture Production and Exports: A Comparison of Time-Series and Neural Network Models Paper ID: 0426001 Authors: Phuc Trong Ho Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Nguyen Ho Minh Trang (<i>University of Economics – University of Hue</i>)	
8:20 - 8:40	Green Intellectual Capital and Business Performance: The Mediating Role of Green Human Resource Management and Green Innovation, and the Moderating Role of Green Knowledge Sharing in Vietnamese Food Manufacturing SMEs Paper ID: 0423003 Authors: Hoang Thanh Nhon Affiliation(s): <i>Van Lang University</i> Discussant(s): Phuc Trong Ho (<i>University of Economics – University of Hue</i>)	
8:40 - 9:00	The Impact Of 3Rs Practices Adoption On Sustainability In F&B Enterprises: Measurement Scale Development Paper ID: 0424003 Authors: Nguyen Thi Dieu Linh, Le Thi Phuong Thanh, Nguyen Anh Duong Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Hoang Thanh Nhon (<i>Van Lang University</i>)	
9:00 - 9:20	The Impact of Economic Growth, Energy Consumption, and Green Innovation on Carbon Intensity in ASEAN Countries: A Comparative Analysis of Vietnam Paper ID: 0504001 Authors: Thai Thuy Tien, Nguyen To Huy, Pham Mai Bao Ngoc Affiliation(s): <i>University of Economics Ho Chi Minh City</i> Discussant(s): Nguyen Thi Dieu Linh, Le Thi Phuong Thanh, Nguyen Anh Duong (<i>University of Economics – University of Hue</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Urban Economic Development Under The Heritage - Cultural - Smart City Model: The Case Of Hue City Paper ID: 0502001 Authors: Nguyen Ho Minh Trang Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Thai Thuy Tien, Nguyen To Huy, Pham Mai Bao Ngoc (<i>University of Economics Ho Chi Minh City</i>)	
10:00 - 10:20	A Bibliometric Review Research on Islamic Banking and ESG Paper ID: 0419002 Authors: Nguyen Dang Khoa Affiliation(s): <i>University of Economics Ho Chi Minh City</i> Discussant(s): Mai Thi Thao Chi (<i>Da Nang Architecture University</i>)	
10:20 - 10:40	Bridging ESG and Consumer Intentions: Exploring the Trust Dynamics toward SMEs in Vietnam Paper ID: 0505018 Authors: Nguyen Phuoc Nguyen Phuong, Vo Hoang Bao Ngoc, Pham Van Truong Affiliation(s): <i>Greenwich Vietnam, FPT University, School of Business and Economics, Duy Tan University</i> Discussant(s): Nguyen Dang Khoa (<i>University of Economics Ho Chi Minh City</i>)	

10:40-11:00	Understanding employee green behavior in the hospitality industry in Vietnam: The impact of transformational leadership toward sustainability Paper ID: 0505019 Authors: Truong Bao Ngoc, Nguyen Le Loc Tien, Nguyen Thi Diem Quyen Affiliation(s): VNUK Institute for Research and Executive Education, The University of Danang Discussant(s): Nguyen Phuoc Nguyen Phuong, Vo Hoang Bao Ngoc, Pham Van Truong (Greenwich Vietnam, FPT University, School of Business and Economics, Duy Tan University)
11:00 - 11:20	Enabling Carbon-Neutral Universities in Vietnam: A Governance Framework for Early-Stage Implementation Paper ID: 0505051 Authors: Mai Thi Thao Chi Affiliation(s): Da Nang Architecture University Discussant(s): Truong Bao Ngoc, Nguyen Le Loc Tien, Nguyen Thi Diem Quyen (VNUK Institute for Research and Executive Education, The University of Danang)

A5. Sustainable development and corporate responsibility		E303
Chair 1: Dr. Pham Thi Ngoc Dung (<i>University of Economics Ho Chi Minh City</i>)		
Chair 2: Dr. Nguyen Thi Phuong Thao (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Toward A Farsighted Perspective on Sustainability: Overcoming Managerial Myopia in ESG through the Attention-Based View Paper ID: 0506003 Authors: Nguyen Ho Thanh Dat, Vu Hong Ha, Ngo Thi Minh Thu, Nguyen Uyen Phuong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Dinh Anh Phan, Thi Le Hoa Vo, Van Hai Hoang, Ngoc Anh Nguyen (<i>The University of Danang – University of Economics, Univ Rennes, CNRS, CREM - UMR 6211, F-35000 Rennes, France</i>)	
8:20 - 8:40	From personality to brand personality: the mediating role of consumer decision-making style and the moderating role of CSR perception among young adults Paper ID: 0506007 Authors: Pham Van Truong, Le Tran Thuy Anh, Duong Van Nhat Huy, Le Quang Cong, Nguyen Phuoc Nguyen Phuong Affiliation(s): <i>Duy Tan University, Greenwich Vietnam, FPT University</i> Discussant(s): Nguyen Ho Thanh Dat, Vu Hong Ha, Ngo Thi Minh Thu, Nguyen Uyen Phuong (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Energy intensity, Electricity transition, and CO2 emissions in Vietnam: Evidence from an ARDL approach in the Post-COVID and Net-Zero context Paper ID: 0516003 Authors: Nguyen Tan Danh, Le Nguyen Cong Minh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Pham Van Truong, Le Tran Thuy Anh, Duong Van Nhat Huy, Le Quang Cong, Nguyen Phuoc Nguyen Phuong (<i>Duy Tan University, Greenwich Vietnam, FPT University</i>)	
9:00 - 9:20	When Does CSR Pay Off? Referral Fee and CSR Standard Design Under Return Uncertainty in Online Marketplaces Paper ID: 0529003 Authors: Dinh Anh Phan, Thi Le Hoa Vo, Van Hai Hoang, Ngoc Anh Nguyen Affiliation(s): <i>The University of Danang – University of Economics, Univ Rennes, CNRS, CREM - UMR 6211, F-35000 Rennes, France</i> Discussant(s): Nguyen Tan Danh, Le Nguyen Cong Minh (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Investigating The Relationship Between Environmental Awareness And Everyday Mobility Choices In Da Nang Paper ID: 0531004 Authors: Le Thi Bich Ngoc, Le Tran Chau, Nguyen Thi Anh Duong, Vo Hong Nhi, Le Nguyen Quynh Nhu, Phan Thi Thao Uyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Minh Tam (<i>The University of Danang – University of Economics</i>)	

10:00 - 10:20	From Perceived Greenwashing to Purchase Behavior: A CAB–TPB Perspective on Traceability-Enabled Imported Agricultural Products Paper ID: 0602005 Authors: Khanh Linh Phan, Quynh Hoa Hoang Thi, Nhat Hoang Vo Thi, Nhu Huyen Cao, My Linh Le Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Le Thi Bich Ngoc, Le Tran Chau, Nguyen Thi Anh Duong, Vo Hong Nhi, Le Nguyen Quynh Nhu, Phan Thi Thao Uyen (<i>The University of Danang – University of Economics</i>)
10:20 - 10:40	Audit-Governed Text Analytics for SME Monitoring of Vietnamese Green-Food E-Commerce Reviews Paper ID: 0603002 Authors: Nguyen-Thanh Thuy, Le Thi Nhung Nguyet, Phan Thanh Thao, Truong Thi Lan, Pham Thi Phuong, Nguyen Huu Quoc Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Khanh Linh Phan, Quynh Hoa Hoang Thi, Nhat Hoang Vo Thi, Nhu Huyen Cao, My Linh Le (<i>The University of Danang – University of Economics</i>)
10:40-11:00	How AI Recommendations Shape Generation Z's Fast Fashion Consumption: The Roles of Algorithm Dependency and Preference Deterioration in Sustainable Consumption Paper ID: 0603006 Authors: Nguyen Thi Minh Tam Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen-Thanh Thuy, Le Thi Nhung Nguyet, Phan Thanh Thao, Truong Thi Lan, Pham Thi Phuong, Nguyen Huu Quoc (<i>The University of Danang – University of Economics</i>)

A6. Sustainable development and corporate responsibility		E304
Chair 1: Dr. Nguyen Thi Thu Ha (<i>University of Economics - The University of Danang</i>)		
Chair 2: Associate Professor Huynh Thi Dieu Linh (<i>University of Economics – The University of Danang</i>)		
8:00 - 8:20	Sustainable Consumption Toward Waste-To-Value Food: From Self-Enhancement Value Orientation To Pro-Environmental Behavioral Intention In An Emerging Country Paper ID: 0603008 Authors: Pham Thi Be Loan, Nguyen Bao Uyen, Truong Thi Minh Hau, Nguyen Phuong Uyen, Nguyen Hoang Yen Ngoc Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Le Thi Bich Ngoc, Vo Ngoc Quy, Phung Huu Tin, Doan Viet Tien, Nguyen Huu Khanh Nam, Tran Huu Hoang Long (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	The impact of green innovation, artificial intelligence, and global value chain participation on sustainable development: a cross-country analysis Paper ID: 0604003 Authors: Huynh Thi Dieu Linh, Tran Ngoc Han, Chau Man Khanh, Nguyen Truc Lam Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Pham Thi Be Loan, Nguyen Bao Uyen, Truong Thi Minh Hau, Nguyen Phuong Uyen, Nguyen Hoang Yen Ngoc (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Modelling Green Network Configuration and Green Product Innovation Under Stakeholder Pressure in Cross-Border Networks Paper ID: 0604009 Authors: Hiep Trung Bui, Nguyen Ngoc Thao Vy Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Huynh Thi Dieu Linh, Tran Ngoc Han, Chau Man Khanh, Nguyen Truc Lam (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	The Green Supply Chain Efficiency Evaluation Of Vietnamese Textile And Garment Enterprises: A Dea And Grey Model Approach Paper ID: 0604014 Authors: Van Thanh Phan, Thi Ngoc Lien Ho Affiliation(s): <i>Vietnam-Korea University of Information and Communication, Vietnam-Korea University of Information and Communication</i> Discussant(s): Hiep Trung Bui, Nguyen Ngoc Thao Vy (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Consumer Adoption of Deposit-Refund Systems via Reverse Vending Machines: An Extended UTAUT Perspective Paper ID: 0604035 Authors: Tran Thi Minh Duyen, Le Truc Linh, Nguyen Phuong Quynh, Vu Phuong Thao, Bui Ngoc Nam Phuong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Van Thanh Phan, Thi Ngoc Lien Ho (<i>Vietnam-Korea University of Information and Communication</i>)	

10:00 - 10:20	Intention to Switch from Gasoline to Electric Motorcycles in Vietnam: An Integrated Framework of COM-B Model and Institutional Trust Theory Paper ID: 0604032 Authors: Tran Xuan Quynh, Nguyen Thi Ha Lan, Nguyen Mai Gia Han, Phan Thi Hoang Oanh, Huynh Nguyen Thao Tien, Nguyen Dinh Khoa Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Phuong Thao, Nguyen Thi Minh Hang, Phan Thao Ly, Le Thi Tham, Tran Nguyen Bao Tran (<i>The University of Danang – University of Economics</i>)
10:20 - 10:40	Understanding consumers' willingness to pay a premium for green packaging: the role of cosmopolitan orientations within an extended value-belief-norm (VBN) framework Paper ID: 0604033 Authors: Tran Thi Minh Duyen, Tran Chi Mai, Hoang Binh Minh, Truong Phan Thuy Linh, Vo Nguyen Minh Hanh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Xuan Quynh, Nguyen Thi Ha Lan, Nguyen Mai Gia Han, Phan Thi Hoang Oanh, Huynh Nguyen Thao Tien, Nguyen Dinh Khoa (<i>The University of Danang – University of Economics</i>)
10:40-11:00	Keeping Da Lat in Bloom: The Impact of Sustainable Tourism Supply Chains on Tourists' Environmentally Responsible Behavior - Evidence from Da Lat, Vietnam Paper ID: 0604031 Authors: Le Thi Bich Ngoc, Vo Ngoc Quy, Phung Huu Tin, Doan Viet Tien, Nguyen Huu Khanh Nam, Tran Huu Hoang Long Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Minh Duyen, Tran Chi Mai, Hoang Binh Minh, Truong Phan Thuy Linh, Vo Nguyen Minh Hanh (<i>The University of Danang – University of Economics</i>)
11:00 - 11:20	An investigation on the willingness to pay more of Vietnamese consumers for carbon-labeled imported products Paper ID: 0604038 Authors: Nguyen Thi Phuong Thao, Nguyen Thi Minh Hang, Phan Thao Ly, Le Thi Tham, Tran Nguyen Bao Tran Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Minh Duyen, Le Truc Linh, Nguyen Phuong Quynh, Vu Phuong Thao, Bui Ngoc Nam Phuong (<i>The University of Danang – University of Economics</i>)

A7. Sustainable development and corporate responsibility		E402
Chair 1: Dr. Phung Nam Phuong (<i>University of Economics – The University of Danang</i>)		
Chair 2: Dr. Phan Thi Phu Quyen (<i>University of Economics – The University of Danang</i>)		
8:00 - 8:20	Understanding Green Delivery Behavior in E-Commerce Last-Mile Delivery: The Mediating Role of Attitude Paper ID: 0605011 Authors: Nguyen Tran Bao Ngan, To Thi Thu Ha, Nguyen Quang Huy, Le Thi Ly Na, Tran Le Khanh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Ngoc Anh Tien, Nguyen Le Phuong Anh (<i>Ho Chi Minh City University of Banking</i>)	
8:20 - 8:40	Electric Cooperatives: A Systematic Review on Challenges, Strategies, Energy Transitions, Recommendations, and Research Gaps Paper ID: 0605026 Authors: Cerenio Adriatico, Melvin Sarsale Affiliation(s): <i>Southern Leyte State University</i> Discussant(s): Nguyen Tran Bao Ngan, To Thi Thu Ha, Nguyen Quang Huy, Le Thi Ly Na, Tran Le Khanh (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Renewable Energy Generation and Sustainable Development: The Moderating Role of Institutional Quality Paper ID: 0605027 Authors: Tran Thi Ngoc Duy, Truong Quang Bach, Vi Van Le Khiem, Le Thanh Truc, Nguyen Bach Thuy Tien Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Cerenio Adriatico, Melvin Sarsale (<i>Southern Leyte State University</i>)	
9:00 - 9:20	Factors Influencing Small And Medium-Sized Enterprises' Intention To Adopt Green E-Commerce Paper ID: 0605029 Authors: Tran Nhat Phap Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Ngoc Duy, Truong Quang Bach, Vi Van Le Khiem, Le Thanh Truc, Nguyen Bach Thuy Tien (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Legal Frameworks for Carbon Markets and Corporate Environmental Obligations: Global Insights and Policy Directions for Vietnam Paper ID: 0605031 Authors: Nguyen Ngoc Anh Tien, Nguyen Le Phuong Anh Affiliation(s): <i>Ho Chi Minh City University of Banking</i> Discussant(s): TRAN NHAT PHAP (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	Message Framing in Advertising: What Triggers Consumer Rainbow Washing Perceptions? Paper ID: 0605043 Authors: Pham Thi Be Loan, Hoang Dang Anh Viet, Nguyen Phuong Dinh, Nguyen Thanh Trung, Van Quynh Nhu Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Huynh Du Minh Tu, Nguyen Hoang Thuy Trinh, Truong Dinh Anh Dung, Tran Nguyen Tuan Quynh, Bich Thuy Nguyen (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	The Impact of Greenwashing Perception on Green Purchase Intention: An Extended Theory of Planned Behavior Approach – Evidence from University Students in Da Nang, Vietnam Paper ID: 0606009 Authors: Hoang Anh Ngoc, Ngo Thi Oanh, Nguyen Pham Minh Thu, Nguyen Thi Diem Trinh, Nguyen Thi Cam Tu, Nguyen Ngan Ha Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Pham Thi Be Loan, Hoang Dang Anh Viet, Nguyen Phuong Dinh, Nguyen Thanh Trung, Van Quynh Nhu (<i>The University of Danang – University of Economics</i>)
10:40-11:00	The Path From Perceived Reverse Supply Chain Capabilities To Consumer Loyalty And Willingness To Pay A Premium: Evidence For The FMCG Industry In Vietnam Paper ID: 0606011 Authors: Huynh Du Minh Tu, Nguyen Hoang Thuy Trinh, Truong Dinh Anh Dung, Tran Nguyen Tuan Quynh, Bich Thuy Nguyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Hoang Anh Ngoc, Ngo Thi Oanh, Nguyen Pham Minh Thu, Nguyen Thi Diem Trinh, Nguyen Thi Cam Tu, Nguyen Ngan Ha (<i>The University of Danang – University of Economics</i>)

A8. Law, technology, and business adaptation		E403
Chair: Associate Professor Mohammed Elmorsy (<i>MacEwan University</i>)		
8:00 - 8:20	An AI-powered Admission System with Automated Track Recommendation and Predictive Analytics Paper ID: 0429003 Authors: Ines G. Falcon, Kenneth Jay L. Dugaria, Jerry Mae G. Abridana Affiliation(s): <i>Southern Leyte State University</i> Discussant(s): Nguyen Thi Uyen Nhi, Dang Quynh Trang, Tran Hoang Nhat, Bui Xuan Huy (<i>The University of Danang – University of Economics, Rainscales Vietnam Co., Ltd., Da Nang</i>)	
8:20 - 8:40	Enhancing curriculum transparency and academic advising using knowledge graphs: A case study in higher education Paper ID: 0505014 Authors: Dinh-Van Phan Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Ines G. Falcon, Kenneth Jay L. Dugaria, Jerry Mae G. Abridana (<i>Southern Leyte State University</i>)	
8:40 - 9:00	Integrating Edge AI and LoRaWAN for Intelligent Waste Management: A Synergistic Framework for Carbon Credit Estimation and Sustainable Urban Governance Paper ID: 0505016 Authors: Doan Thi Ngoc Canh, Vo Ngoc Duong, Huynh Bao Quyen, Nguyen Thanh Ha Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Dinh-Van Phan (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	From prediction to decision support: calibrated selective credit-scoring with hybrid tabular models Paper ID: 0505030 Authors: Nguyen Thi Uyen Nhi, Dang Quynh Trang, Tran Hoang Nhat, Bui Xuan Huy Affiliation(s): <i>The University of Danang – University of Economics, Rainscales Vietnam Co., Ltd., Da Nang</i> Discussant(s): Doan Thi Ngoc Canh, Vo Ngoc Duong, Huynh Bao Quyen, Nguyen Thanh Ha (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Synthetic Data Generation for Privacy Protection in Educational Management Systems: A CTAB-GAN+ Approach Paper ID: 0518002 Authors: Nguyen Ngoc Tram, Nguyen Huu Minh Khue, Vo Thi Kieu Trinh, Nguyen Dinh Khoa, Tran Thi Thu Thao Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Van Loc, Ho Le Khoi Nguyen, Le Van Duc Tien (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	Metaheuristic Wrapper-Based Feature Selection for Software Defect Prediction: A Comparative Study of BBOA, GWO, and SMA on NASA PROMISE Datasets Paper ID: 0528003 Authors: Pham Hoang Trieu, Hoang Thi Thanh Ha Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Van Loc, Nguyen Minh Toan, Tran Tien Dat, Hoang Nguyen Khang (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	Developing an AI-powered smart learning platform for STEM education integrating Generative AI and Video Retrieval-Augmented Generation Paper ID: 0604001 <i>Authors:</i> Tran Van Loc, Ho Le Khoi Nguyen, Le Van Duc Tien <i>Affiliation(s):</i> The University of Danang – University of Economics <i>Discussant(s):</i> Pham Hoang Trieu, Hoang Thi Thanh Ha (The University of Danang – University of Economics)
10:40 - 11:00	AICP: Three-Layer Source Code Vulnerability Analysis with GraphRAG, Fine-Tuned CodeBERT, and Multi-Agent Reasoning Paper ID: 0604002 <i>Authors:</i> Tran Van Loc, Nguyen Minh Toan, Tran Tien Dat, Hoang Nguyen Khang <i>Affiliation(s):</i> The University of Danang – University of Economics <i>Discussant(s):</i> Nguyen Ngoc Tram, Nguyen Huu Minh Khue, Vo Thi Kieu Trinh, Nguyen Dinh Khoa, Tran Thi Thu Thao (The University of Danang – University of Economics)

A9. Law, technology, and business adaptation		E404
Chair 1: Dr. Tran Hoang Hieu (<i>University of Economics - The University of Danang</i>)		
Chair 2: Dr. Tran Thi Thuy Trinh (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Do Cloud-Based Services Reduce Digital Inequality? A Systematic Review Paper ID: 0601005 Authors: Sherwin G. Caday, Melvin S. Sarsale Affiliation(s): <i>Southern Leyte State University, Southern Leyte State University</i> Discussant(s): Tran Van Loc, Huynh Le Chau Ngan, Phan Thi Hoai Linh, Pham Quynh Anh, Nguyen Thi Cam Nhung (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	A Multimodal Stable Fusion Approach For Fine-Grained Stock Movement Prediction Paper ID: 0604023 Authors: Le Dien Tuan, Nguyen Viet Khoa, Tieu Thanh Mai Anh, Ngo Tan Phong, Le Hung Phuc, Tran Vu Ha My, Chau Thi Da Huong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Sherwin G. Caday, Melvin S. Sarsale (<i>Southern Leyte State University</i>)	
8:40 - 9:00	Designing a Supervised Multi-Agent AI Architecture for Faculty Support: Implementation, Evaluation, and Governance Framework in Higher Education Paper ID: 0606008 Authors: Nguyen Thanh Tuan, Hoang Thi Thanh Ha Affiliation(s): <i>VNUK Institute for Research and Executive Education, The University of Danang, The University of Danang – University of Economics</i> Discussant(s): Le Dien Tuan, Nguyen Viet Khoa, Tieu Thanh Mai Anh, Ngo Tan Phong, Le Hung Phuc, Tran Vu Ha My, Chau Thi Da Huong (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	Consensus Through Debate: A Multi-Agent and Multimodal Framework for IELTS Speaking Assessment Paper ID: 0605013 Authors: Tran Van Loc, Huynh Le Chau Ngan, Phan Thi Hoai Linh, Pham Quynh Anh, Nguyen Thi Cam Nhung Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thanh Tuan, Hoang Thi Thanh Ha (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Psychological Capital as a Protective Shield Against Academic Burnout in Blended Learning: Key Preparations and Strategic Recommendations Paper ID: 0605014 Authors: Nguyen Thi Bich Thu, Nguyen Ngoc Nhu, Vo Phuoc Bang, Chau Thi Ai Ly, Dinh Vu Nhat Huong, Nguyen Phuong Uyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Le Dien Tuan, Phan Dang My Phuong, Nguyen Ngoc Anh (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	Sentiment Analysis based on Online Customer Reviews to Support Hotel Management: A Case Study of Haviland House Hotel Chain Paper ID: 0605009 Authors: Le Nguyen Han, Luong Thanh Tra My, Le Dien Tuan, Phan Dang My Phuong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Bich Thu, Nguyen Ngoc Nhu, Vo Phuoc Bang, Chau Thi Ai Ly, Dinh Vu Nhat Huong, Nguyen Phuong Uyen (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	A Citizen-Oriented Controlled RAG Chatbot for Online Administrative Procedures Paper ID: 0518003 Authors: Tran Thi Thu Thao, Tran Minh Anh, Dinh Truong Dan Thuy Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Le Nguyen Han, Luong Thanh Tra My, Le Dien Tuan, Phan Dang My Phuong <i>(The University of Danang – University of Economics)</i>
10:40-11:00	Customer Segmentation Using the LRFMP Model and K-Means Clustering to Support Customer Relationship Management Paper ID: 0604027 Authors: Le Dien Tuan, Phan Dang My Phuong, Nguyen Ngoc Anh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Thu Thao, Tran Minh Anh, Dinh Truong Dan Thuy <i>(The University of Danang – University of Economics)</i>

B1. Law, technology, and business adaptation		D002
Chair 1: Associate Professor Tran Thang Long (<i>Ho Chi Minh City University of Law</i>)		
Chair 2: Dr. Nguyen Hoang Duy Linh (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Whistleblowing and Accountability: European and Vietnamese Perspectives on the Role of Whistleblowers in Oversight and Accountability Systems Paper ID: 0421000 Authors: Małgorzata Agnieszka Grześków, Pham Ngoc Minh Tu Affiliation(s): <i>University of Wrocław, Faculty of Law, Administration and Economics, Poland, Ton Duc Thang University</i> Discussant(s): Tran Van Quang, Cao Thuy Tien (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	The Legal Liability of Independent Directors in Public Companies: Delaware Law Paper ID: 0423001 Authors: Do Tran Ha Linh, Nguyen Anh Quan Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Małgorzata Agnieszka Grześków, Pham Ngoc Minh Tu (<i>University of Wrocław, Faculty of Law, Administration and Economics, Poland, Ton Duc Thang University</i>)	
8:40 - 9:00	Perfecting the law on coordination in handling of assets in civil judgment enforcement Paper ID: 0502002 Authors: Tran Trung, Nguyen Hoang Duy Linh, Tran Thi Kim Phu Affiliation(s): <i>The University of Danang – University of Economics, DaNang College Of Commerce</i> Discussant(s): Do Tran Ha Linh, Nguyen Anh Quan (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	Ensuring Intellectual Property Rights Enforcement Under The European Union–Vietnam Free Trade Agreement (EVFTA): A Legal Perspective For Vietnam Paper ID: 0502006 Authors: Tran Van Quang, Cao Thuy Tien Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Trung, Nguyen Hoang Duy Linh, Tran Thi Kim Phu (<i>The University of Danang – University of Economics, DaNang College Of Commerce</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Vietnamese Anti-Transfer Pricing Law: International Experience and Legal Recommendations Paper ID: 0503001 Authors: Nguyen Hoang Duy Linh, Le Tran Phuoc Ngoc Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Hong Phuoc Le, Lan Phuong Hoang, Viet Anh Duong, Ngoc Quynh Chi Tran (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	Governing Algorithmic Pricing Risks in ASEAN Digital Markets: An Analysis of Regulatory Gaps and Policy Recommendations Paper ID: 0505001 Authors: Tran Thang Long Affiliation(s): <i>Ho Chi Minh City University of Law</i> Discussant(s): Nguyen Hoang Duy Linh, Le Tran Phuoc Ngoc (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	German Regulations On Compensation Obligations For Negative Environmental Impacts And Suggestions For Regulations On The Obligations Of Projects Allocated Or Leased Land Including Conversion Of Forest Use To Other Purposes In Addressing Negative Environmental Impacts On Forests In Vietnam Paper ID: 0505009 Authors: Minh Chau Hoang Affiliation(s): <i>University of Economics and Finance</i> Discussant(s): Tran Thang Long (<i>Ho Chi Minh City University of Law</i>)
10:40-11:00	Investment Policies Under Vietnam's Law On Investment: Limitation And Recommendations For Improvement Paper ID: 0505040 Authors: Hong Phuoc Le, Lan Phuong Hoang, Viet Anh Duong, Ngoc Quynh Chi Tran Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Minh Chau Hoang (<i>University of Economics and Finance</i>)

B2. Law, technology, and business adaptation		D004
Chair: Dr. Pham Minh Thy Van (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Legal framework for the carbon credit market - Experiences from EU and China and recommendations for Vietnam Paper ID: 0505045 Authors: Nguyen Hoang Duy Linh, Tran Anh Thu, Nguyen Thi Truc Linh, Ho Ngoc Anh Thu, Pham Gia Khang, Nguyen Thi Thu Ha Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Chen Yundong, Nguyen Viet Tu, Wang Ling, Xiang Youfu, Dang Thanh Binh (<i>Yunnan University, Van Hien University, College of Economics and Planning of Danang</i>)	
8:20 - 8:40	Remuneration of Independent Directors in Public Companies: Comparative Best Practices and Implications for Vietnam Paper ID: 0506001 Authors: Do Tran Ha Linh, Nguyen Thi Minh Khoa, Truong Van Hai, Nguyen Thi Tra My Affiliation(s): <i>The University of Danang – University of Economics, K & Associates Law Firm</i> Discussant(s): Nguyen Hoang Duy Linh, Tran Anh Thu, Nguyen Thi Truc Linh, Ho Ngoc Anh Thu, Pham Gia Khang, Nguyen Thi Thu Ha (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Law On Telework In The Context Of Digital Transformation: Current Legal Framework And Solutions For Improvement Paper ID: 0506005 Authors: Phan Minh Luu An, Le Thi Bich Thuy Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Do Tran Ha Linh, Nguyen Thi Minh Khoa, Truong Van Hai, Nguyen Thi Tra My (<i>The University of Danang – University of Economics, K & Associates Law Firm</i>)	
9:00 - 9:20	Jurisdiction Of Commercial Arbitration Over Disputes Arising From Confidentiality Agreements And Non-Compete Agreements Under The Law Of The People's Republic Of China, And Implications For Vietnam From A Comparative Legal Perspective Paper ID: 0506008 Authors: Chen Yundong, Nguyen Viet Tu, Wang Ling, Xiang Youfu, Dang Thanh Binh Affiliation(s): <i>Yunnan University, Van Hien University, College of Economics and Planning of Danang</i> Discussant(s): Phan Minh Luu An, Le Thi Bich Thuy (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	The Current Status Of China's Social Housing Policies And Laws: Implications And Recommendations For Vietnam Paper ID: 0506015 Authors: Nguyen Son Ha, Nguyen Thanh Tung, Trinh Tuan Anh, Nguyen Thi Quy Affiliation(s): <i>University of Law – University of Hue, The University of Danang – University of Economics</i> Discussant(s): Le Thi Bich Thuy, Ngo Nguyen Cam Huong, Nguyen Hong Ngoc, Do Thi Kieu Nhi (<i>The University of Danang – University of Economics</i>)	

10:00 - 10:20	Resolution Of Foreign-Related Commercial Disputes Via Online Arbitration: Experiences From The United States, China, And Implications For Vietnam Paper ID: 0506016 Authors: Hoang Thi Hai Yen, Nguyen Ngoc Huy, Nguyen Viet Tu Affiliation(s): <i>University of Law – University of Hue, Van Hien University</i> Discussant(s): Nguyen Son Ha, Nguyen Thanh Tung, Trinh Tuan Anh, Nguyen Thi Quy (<i>University of Law – University of Hue, The University of Danang – University of Economics</i>)
10:20 - 10:40	Legal Framework For Cryptocurrencies And Assets For Capital Contribution In Business Formation: Current Situation And Recommendations For Improvement Paper ID: 0513002 Authors: Ngo Qui Linh Affiliation(s): <i>Ho Chi Minh City University of Law</i> Discussant(s): Hoang Thi Hai Yen, Nguyen Ngoc Huy, Nguyen Viet Tu (<i>University of Law – University of Hue, Van Hien University</i>)
10:40-11:00	Regulating Anti-Competitive Agreements Through Algorithms - International Experience And Implications For Vietnam Paper ID: 0516001 Authors: Le Thi Bich Thuy, Ngo Nguyen Cam Huong, Nguyen Hong Ngoc, Do Thi Kieu Nhi Affiliation(s): <i>The University of Danang – University of Economic</i> Discussant(s): Ngo Qui Linh (<i>Ho Chi Minh City University of Law</i>)

B3. Law, technology, and business adaptation		D005
Chair 1: Dr. Nguyen Huu Phuc (<i>University of Economics - The University of Danang</i>)		
Chair 2: Dr. Do Viet Cuong (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Improving The Legal Framework On The Liability Of Social Media Influencers In Advertising Activities In Vietnam Paper ID: 0520003 Authors: Dao Thi Nhung, Dinh Thi Hong Van Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Le Van Cao, Hoang Thi Thuy Quynh, Nguyen Thi Thanh Thanh Tra, Bui Tran Thuy Vy (<i>FDEV Law Firm Partnership</i>)	
8:20 - 8:40	Legal Framework for State-Established Real Estate and Land-Use Rights Transaction Centers: Lessons from China Paper ID: 0521001 Authors: Le Dinh Quang Phuc, Phan Thi Thu Yen, Nguyen Tran Thanh Van Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Dao Thi Nhung, Dinh Thi Hong Van (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Regulatory frameworks for esg implementation in vietnam’s logistics sector toward sustainable and green logistics Paper ID: 0521003 Authors: Tran Thi Sau, Tran Thi Phuong Thao Affiliation(s): <i>The University of Danang – University of Economics, Danang College of Economics-Planning, Ministry of Finance</i> Discussant(s): Le Dinh Quang Phuc, Phan Thi Thu Yen, Nguyen Tran Thanh Van (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	Vietnamese Law In Prevention Of Intellectual Property Infringements Concerning Trademark Counterfeiting In Respect Of Goods In Transit – Stringent Control Or Undue Hindrance? Paper ID: 0526001 Authors: Le Van Cao, Hoang Thi Thuy Quynh, Nguyen Thi Thanh Thanh Tra, Bui Tran Thuy Vy Affiliation(s): <i>FDEV Law Firm Partnership, FDEV Law Firm Partnership</i> Discussant(s): Tran Thi Sau, Tran Thi Phuong Thao (<i>The University of Danang – University of Economics, Danang College of Economics-Planning, Ministry of Finance</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Legal framework for economic concentration control: the case of the retail sector Paper ID: 0523002 Authors: Tran Thi Sau, Tran Thi Phuong Thao Affiliation(s): <i>The University of Danang – University of Economic</i> Discussant(s): Yen Nhi Cao, Viet Anh Duong, Ngoc Danh Huynh, Nhi Van Linh Nguyen, Hien Tuan Duong (<i>The University of Danang – University of Economic</i>)	
10:00 - 10:20	Land Valuation Reform under Vietnam's 2024 Land Law in the Context of Two-Tier Local Government: Market Principle, Communal-Level Devolution, and Implications for Foreign Direct Investment Paper ID: 0527022 Authors: Do Viet Cuong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Sau, Tran Thi Phuong Thao (<i>The University of Danang – University of Economic</i>)	

10:20 - 10:40	Institutionalizing the Triple Helix in Vietnam: Legal Framework, Gaps, and Policy Pathways Paper ID: 0529005 Authors: Tran Thi Sau, Hiep Trung Bui Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Do Viet Cuong (<i>The University of Danang – University of Economics</i>)
10:40-11:00	The legal framework on preferential taxation for Free Trade Zones – International experiences and lessons for Vietnam Paper ID: 0530001 Authors: Yen Nhi Cao, Viet Anh Duong, Ngoc Danh Huynh, Nhi Van Linh Nguyen, Hien Tuan Duong Affiliation(s): <i>The University of Danang – University of Economic</i> Discussant(s): Tran Thi Sau, Hiep Trung Bui (<i>The University of Danang – University of Economics</i>)

B4. Law, technology, and business adaptation		D101
Chair 1: Dr. Maciej Szmigiero (<i>Cardinal Stefan Wyszyński University in Warsaw, Poland</i>)		
Chair 2: Dr. Phan Dinh Van (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Vietnamese Land Law from the Perspective of Sustainable Development: A Doctrinal and Policy Analysis Paper ID: 0531005 Authors: Nguyen Quang Tuyen, Do Viet Cuong Affiliation(s): Hanoi Law University, Vietnam, The University of Danang – University of Economics Discussant(s): Pham Minh Thy Van, Nguyen Tran Khanh Nguyen (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	Extended Producer Responsibility (EPR) compliance in cross-border e-commerce: EU Law and Implications for Vietnam Paper ID: 0601002 Authors: Phan Minh Luu An Affiliation(s): The University of Danang – University of Economics Discussant(s): Nguyen Quang Tuyen, Do Viet Cuong (<i>Hanoi Law University, Vietnam, The University of Danang – University of Economics</i>)	
8:40 - 9:00	Vietnamese Law On The Protection Of Child Labourers In The Informal Sector: Requirements Under The CPTPP And EVFTA Paper ID: 0604013 Authors: Tran Tuan Son, Tran Anh Thu Affiliation(s): The University of Danang – University of Economics Discussant(s): Phan Minh Luu An (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	From the European Union's Non-market Economy Methodology to the Significant Distortions Methodology in Determining the Normal Value - Discussion and Risk Assessment for Vietnam Paper ID: 0604015 Authors: Pham Minh Thy Van, Nguyen Tran Khanh Nguyen Affiliation(s): The University of Danang – University of Economics Discussant(s): Tran Tuan Son, Tran Anh Thu (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Electromobility Law in Poland: From Declaratory Regulation to Infrastructure-Oriented Innovation Policy Paper ID: 0606003 Authors: Maciej Szmigiero Affiliation(s): Wyszynski University in Warsaw Discussant(s): Nguyen The Duc Tam, Tran Doan Khanh Y (<i>University of Economics and Law</i>)	
10:00 - 10:20	The Court's Supporting Role For Commercial Arbitration Activities In Resolving Business And Commercial Disputes Under Vietnamese Law Paper ID: 0605003 Authors: Mai Van Anh, Le Thi Hoang Minh Affiliation(s): The University of Danang – University of Economics Discussant(s): Maciej Szmigiero (<i>Wyszynski University in Warsaw</i>)	
10:20 - 10:40	Online Bankruptcy Procedures In Vietnam: Legal Framework, Comparative Lessons And Reform Directions Paper ID: 0605020 Authors: Tran Tuan Son, Le Thi Bich Thuy, Le Thi Phuong Trang Affiliation(s): The University of Danang – University of Economics Discussant(s): Mai Van Anh, Le Thi Hoang Minh (<i>The University of Danang – University of Economics</i>)	

10:40-11:00	Data Service Contracts under Vietnam's Law: Legal Lessons from the EU Paper ID: 0604016 Authors: Nguyen Huu Phuc Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Tuan Son, Le Thi Bich Thuy, Le Thi Phuong Trang (<i>The University of Danang – University of Economics</i>)
11:00-11:20	The Right To Disconnect As An Emerging Workers' Right: Conceptual Foundations, Regulatory Models, And Implications For Vietnam Paper ID: 0605042 Authors: Nguyen The Duc Tam, Tran Doan Khanh Y Affiliation(s): <i>University of Economics and Law</i> Discussant(s): Nguyen Huu Phuc (<i>The University of Danang – University of Economics</i>)

B5. Marketing, tourism, and hospitality in the circular economy		D102
Chair 1: Assistant Professor Yang Hoong (<i>MacEwan University</i>)		
Chair 2: Dr. Vo Thi Quynh Nga (<i>University of Economics – The University of Danang</i>)		
8:00 - 8:20	From Internship to Career intention: An exploratory study of Hospitality and Tourism students at universities in Hanoi, Vietnam Paper ID: 0421001 Authors: Nguyen Quoc Huy, Nguyen Ngoc Lam Anh, Phan Dinh Dang Duy, Luong Thu Ha, Do Xuan Thanh Affiliation(s): <i>Chung Hua University, National Economics University</i> Discussant(s): Trang Thi Thu Dang, Doan Khanh Vi Nguyen (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	Fake Luxury, Real Intentions: Consumer Responses to Non-Deceptive Counterfeit Luxury Consumption in Vietnam Paper ID: 0426002 Authors: Pham Thi Be Loan, Dang Le Thuy Hien, Truong Mai Anh Thu Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Quoc Huy, Nguyen Ngoc Lam Anh, Phan Dinh Dang Duy, Luong Thu Ha, Do Xuan Thanh (<i>Chung Hua University, National Economics University</i>)	
8:40 - 9:00	The Influence of Social Media on The Intention to Choose Hue City As a Destination: A Case Study of Domestic Tourists Paper ID: 0429004 Authors: Vo Hoang Ha, Nguyen Cong Dinh, Tran Huynh Quang Minh Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Pham Thi Be Loan, Dang Le Thuy Hien, Truong Mai Anh Thu (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	When Destinations Become “Mine”: The Role of Positive Emotions in Building Psychological Ownership and Loyalty Paper ID: 0505034 Authors: Pham Cong Hau, Vo Nhu Quynh Truc, Nguyen Le Uyen Nhi Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Vo Hoang Ha, Nguyen Cong Dinh, Tran Huynh Quang Minh (<i>University of Economics – University of Hue</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Food Waste Reduction Behavior Among Vietnamese Tourists at the Da Nang Destination: The Mediating Role of Perceived Behavioral Control Paper ID: 0504002 Authors: Trang Thi Thu Dang, Doan Khanh Vi Nguyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Pham Cong Hau, Mai Thi Kieu Anh, Bui Thi Khanh Ha, Huynh Ngoc Phuong Trang (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	From Culture to Screen: The Impact of Cultural Attributes in Animation on Adult Audiences Paper ID: 0505028 Authors: Nguyen Anh Khoa Dam, Nguyen Thuc Dan Pham, Thi Mai Hoa Huynh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Pham Cong Hau, Vo Nhu Quynh Truc, Nguyen Le Uyen Nhi (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	Work Values and Turnover Intention in Vietnam's Tourism and Hospitality Industry: Evidence from Da Nang Paper ID: 0505029 Authors: Tran Thi Hong Nhung, Nguyen Thi Nhu Quynh, Ho Thi Thanh Duyen Affiliation(s): VNUK Institute for Research and Executive Education, The University of Danang, FPT University, Greenwich Vietnam, Da Nang campus Discussant(s): Nguyen Anh Khoa Dam, Nguyen Thuc Dan Pham, Thi Mai Hoa Huynh (The University of Danang – University of Economics)
10:40-11:00	Beyond Satisfaction: How Relationship Quality Translates into Tourist Loyalty Through Psychological Ownership Paper ID: 0505031 Authors: Pham Cong Hau, Mai Thi Kieu Anh, Bui Thi Khanh Ha, Huynh Ngoc Phuong Trang Affiliation(s): The University of Danang – University of Economics Discussant(s): Tran Thi Hong Nhung, Nguyen Thi Nhu Quynh, Ho Thi Thanh Duyen (VNUK Institute for Research and Executive Education, The University of Danang, FPT University, Greenwich Vietnam, Da Nang campus)

B6. Marketing, tourism, and hospitality in the circular economy		D103
Chair : Associate Professor Tran Trung Vinh (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	The marketing mix factors influencing the purchase decision of health supplement products through online and offline channels among Generation Y in Kalasin Province Paper ID: 0505036 Authors: Supot Deebunmee, Piyawan Phoeisiri, Janejira Nongphue, Nuanhong Kosol Affiliation(s): <i>Kalasin University, Kalasin University</i> Discussant(s): Le Thi Kim Tuyet, Nguyen Thi Bich Thuy, Tran Thi Khanh Hien (<i>Dong A University, The University of Danang – University of Economics</i>)	
8:20 - 8:40	Collaborative Consumption from the BRT-TPB Perspective: Exploring the Intention to Use Airbnb Room-Sharing Platforms Paper ID: 0505050 Authors: Viet Dang Anh Hoang, Huan Thanh Bui Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Supot Deebunmee, Piyawan Phoeisiri, Janejira Nongphue, Nuanhong Kosol (<i>Kalasin University</i>)	
8:40 - 9:00	Fear of Missing Out mediating Social media Ads and generation Z sustainable fashion online purchase intentions: The moderating role of gender Paper ID: 0506004 Authors: Le Thi Thanh Dung, Le Phuong Thao, Do Hoang Ngoc Minh Affiliation(s): <i>FPT University, School of Interdisciplinary Sciences and Arts, Vietnam National University</i> Discussant(s): Viet Dang Anh Hoang, Huan Thanh Bui (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	Rethinking Global Market Attractiveness: The Strategic Importance of Globalization and Logistics Capability Paper ID: 0521002 Authors: Sangwon Lee Affiliation(s): <i>Ball State University</i> Discussant(s): Le Thi Thanh Dung, Le Phuong Thao, Do Hoang Ngoc Minh (<i>FPT University, School of Interdisciplinary Sciences and Arts, Vietnam National University</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Circular Consumption Intention Among Young Vietnamese Consumers: Evidence From The Second-Hand Fashion Market Paper ID: 0601001 Authors: Le Thi Kim Tuyet, Nguyen Thi Bich Thuy, Tran Thi Khanh Hien Affiliation(s): <i>Dong A University, The University of Danang – University of Economics</i> Discussant(s): Sangwon Lee (<i>Ball State University</i>)	
10:00 - 10:20	The power of AI - Generated video in shaping consumer responses: A study on online language learning advertising video Paper ID: 0601006 Authors: Thi Khue Thu Ngo, Le Giang Nguyen, Thi Mai Ngoc Phan, Thi Thanh Truc Nguyen, Thi Phuong Uyen Le, Van Thao Nguyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Huynh Mai Anh Nguyet, Anh Tran Tram Truong (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	Bridging the Motivation-Behavior Gap in Single-Use Plastic Reduction among Tourists: A Cross-Cultural Analysis of the Extended MOA Framework in Da Nang, Vietnam Paper ID: 0602010 Authors: Trang Thi Thu Dang, Le Thanh Hang Nguyen, Hoai Nam Vo, Thi Thao Nhi Nguyen, Dieu Nhu Y Ho Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Thi Khue Thu Ngo, Le Giang Nguyen, Thi Mai Ngoc Phan, Thi Thanh Truc Nguyen, Thi Phuong Uyen Le, Van Thao Nguyen (<i>The University of Danang – University of Economics</i>)
10:40-11:00	The Impact Of Influencer-led Live Streaming On Impulse Buying Behavior Of Food Products Paper ID: 0604005 Authors: Huynh Mai Anh Nguyet, Anh Tran Tram Truong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Trang Thi Thu Dang, Le Thanh Hang Nguyen, Hoai Nam Vo, Thi Thao Nhi Nguyen, Dieu Nhu Y Ho (<i>The University of Danang – University of Economics</i>)

B7. Marketing, tourism, and hospitality in the circular economy		D104
Chair: Dr. Tran Nien Tuan (<i>University of Economics – The University of Danang</i>)		
8:00 - 8:20	Bridging Global Brands And Local Consumers: How Local Kols Foster Global Brand Attitude And Purchase Intention In Vietnam Paper ID: 0604020 Authors: Le Ngoc Phuc An, Le Tran Ngoc Ha, Dang Nhu Bao Quyen, Vo Gia Han, Nguyen Anh Tuan, Pham Thi Be Loan Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Truong Ngoc Khanh Nhi, Dinh Thi Le Tram (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	From Service Quality to Positive Word-of-Mouth: A Triangular Love Theory Perspective on User-Ecommerce Firm Relationship Paper ID: 0604024 Authors: Giang My Chu, Yu-Hsun Lin, Thao Nguyen Van Affiliation(s): <i>The University of Danang – University of Economics, Ming Chi University of Technology</i> Discussant(s): Le Ngoc Phuc An, Le Tran Ngoc Ha, Dang Nhu Bao Quyen, Vo Gia Han, Nguyen Anh Tuan, Pham Thi Be Loan (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Developing and Preliminarily Validating a Digital Personal Branding Scale for Students in a Master of Ceremonies & Cheerleader Course Paper ID: 0605004 Authors: Hoang Le Sao Mai Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Giang My Chu, Yu-Hsun Lin, Thao Nguyen Van (<i>The University of Danang – University of Economics, Ming Chi University of Technology</i>)	
9:00 - 9:20	AI-Generated and Human-Generated Content in Vietnamese Finfluencer Communication: Creator-Side Authenticity, Audience Trust, and Engagement Paper ID: 0605005 Authors: Truong Ngoc Khanh Nhi, Dinh Thi Le Tram Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Hoang Le Sao Mai (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Exploring Da Nang's Destination Image Through TripAdvisor Reviews: An LLM-Assisted Aspect-Based Sentiment Analysis Paper ID: 0605024 Authors: Tran Hoang Uyen Thao, Nguyen Thi Sang Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Vu Quynh Nhu, Vo Quang Tri, Nguyen Cao Lien Phuoc, Duong Thi Lien Ha (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	The Impact Of Dark Patterns On Consumer Purchase Intention In E-Commerce Paper ID: 0605040 Authors: Quang Binh Khang, Tran Thien Tri Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Hoang Uyen Thao, Nguyen Thi Sang (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	The Impact of Short-Form Video Content Attributes, Technology Affordances, and Background Music Congruence on Generation Z's Impulsive Travel Intention Paper ID: 0606004 Authors: Nhung Thi Phan, Phuong Nhi Thi Tran, Tuong Vy Dang Le, Huy Van Le Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Quang Binh Khang, Tran Thien Tri (<i>The University of Danang – University of Economics</i>)
10:40 - 11:00	Virtual Reality Experiences and Behavioral Intentions: A Cross-Cultural S-O-R Model in Da Nang Tourism Paper ID: 0604007 Authors: Vu Quynh Nhu, Vo Quang Tri , Nguyen Cao Lien Phuoc, Duong Thi Lien Ha Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nhung Thi Phan, Phuong Nhi Thi Tran, Tuong Vy Dang Le, Huy Van Le (<i>The University of Danang – University of Economics</i>)

B8. Business and management in the digital era		D105
Chair 1: Dr. Ngo Thi Khue Thu (<i>University of Economics – The University of Danang</i>)		
Chair 2: Dr. Le Dien Tuan (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Do Digital Skills Mitigate or Amplify Skill Mismatch? Evidence from Vietnam Paper ID: 0422001 <i>Authors:</i> Huynh Thi Ai Hau, Trinh Hoang Hong Hue <i>Affiliation(s):</i> University of Economics and Law, Ho Chi Minh City <i>Discussant(s):</i> Tran Xuan Quynh, Phan Khanh Linh (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	Unlocking the Dual Path: How AI-Driven Dynamic Capabilities Foster Twin Transformation and Organizational Antifragility under Institutional Pressures. Paper ID: 0422002 <i>Authors:</i> Pham Mai Bao Ngoc <i>Affiliation(s):</i> University of Economics Ho Chi Minh City <i>Discussant(s):</i> Huynh Thi Ai Hau, Trinh Hoang Hong Hue (<i>University of Economics and Law, Ho Chi Minh City</i>)	
8:40 - 9:00	The Impact of Perceived Logistics Costs, Service Quality, and Technology on Merchant Satisfaction: Evidence from GrabFood Merchants in Pleiku, Gia Lai Province Paper ID: 0423002 <i>Authors:</i> Phan Vo Ngoc Uyen, Nguyen Nhu Tung <i>Affiliation(s):</i> International University, Vietnam National University Ho Chi Minh City <i>Discussant(s):</i> Pham Mai Bao Ngoc (<i>University of Economics Ho Chi Minh City</i>)	
9:00 - 9:20	A Taxonomy of SME Readiness for E-marketplace Participation in Hue City Paper ID: 0428001 <i>Authors:</i> Tran Ha Uyen Thi <i>Affiliation(s):</i> University of Economics – University of Hue <i>Discussant(s):</i> Phan Vo Ngoc Uyen, Nguyen Nhu Tung (<i>International University, Vietnam National University Ho Chi Minh City</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Research on customer acceptance of location-based services in the Vietnamese retail landscape Paper ID: 0429002 <i>Authors:</i> Tran Xuan Quynh, Phan Khanh Linh <i>Affiliation(s):</i> The University of Danang – University of Economics <i>Discussant(s):</i> Tran Ha Uyen Thi (<i>University of Economics – University of Hue</i>)	
10:00 - 10:20	Balancing Pressure and Support: The Role of Employee Engagement in Driving Innovative Work Behaviour in Vietnam's Logistics Industry Paper ID: 0430002 <i>Authors:</i> Tien Vo, Tam Le <i>Affiliation(s):</i> VNUK Institute for Research and Executive Education, The University of Danang <i>Discussant(s):</i> Nguyen Thi Minh Tam, Phuong Cam Linh, Vo Hoang Thuy Vy, Phan Nhu Hien, Hoang Thi Quynh Anh (<i>The University of Danang – University of Economics, University of Trento National Yunlin University of Science and Technology</i>)	
10:20 - 10:40	Refining the SRSSDL for Vietnamese University Students: Evidence from the University of Economics, The University of Danang Paper ID: 0430003 <i>Authors:</i> Le Thi Minh Hang, Dao Thi Bao Vi <i>Affiliation(s):</i> The University of Danang – University of Economics <i>Discussant(s):</i> Tien Vo, Tam Le (<i>VNUK Institute for Research and Executive Education, The University of Danang</i>)	

10:40-11:00	Managing Livestream Commerce in the Digital Era: How Impulse Buying and Dissonance Drive Return Intention Paper ID: 0503002 Authors: Nguyen Thi Minh Tam, Phuong Cam Linh, Vo Hoang Thuy Vy, Phan Nhu Hien, Hoang Thi Quynh Anh Affiliation(s): <i>The University of Danang – University of Economics, University of Trento</i> <i>National Yunlin University of Science and Technology</i> Discussant(s): Le Thi Minh Hang, Dao Thi Bao Vi (<i>The University of Danang – University of Economics</i>)
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B9. Business and management in the digital era		D106
Chair: Dr. Huynh Thi My Hanh (<i>University of Economics – The University of Danang</i>)		
8:00 - 8:20	Enhancing employees' dynamic capabilities through digital leadership: A case study of banks in Hue City Paper ID: 0505005 Authors: Nguyen Anh Duong, Hoang Trong Hung, Le Thi Phuong Thao, Le Ngoc Liem, Nguyen Thi Mai Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Phan Nhat Hao, Phung Nam Phuong (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	The Impact of Short-Video Content on Impulsive Buying Behavior on the TikTok Platform Paper ID: 0505006 Authors: Doan Thi Huong Thao, Le Phan Tan Loc, Vo Pham Nhu Y Affiliation(s): <i>Nguyen Tat Thanh University</i> Discussant(s): Nguyen Anh Duong, Hoang Trong Hung, Le Thi Phuong Thao, Le Ngoc Liem, Nguyen Thi Mai (<i>University of Economics – University of Hue</i>)	
8:40 - 9:00	Digital Transformation and Supply Chain Performance in Da Nang Manufacturing Firms: Mediating Pathways through Robustness and Resilience Paper ID: 0505010 Authors: Nguyen Thi Ngoc Diem, Dam Thi My Tam Affiliation(s): <i>VNUK Institute for Research and Executive Education, The University of Danang,</i> Discussant(s): Doan Thi Huong Thao, Le Phan Tan Loc, Vo Pham Nhu Y (<i>Nguyen Tat Thanh University</i>)	
9:00 - 9:20	The Allure Of The Unknown: Factors Influencing The Impulse Buying Intention On Imported Blind Box Products Among Generation Z In Vietnam Paper ID: 0505011 Authors: Nguyen Thi Phuong Thao, Nguyen Le Phuong Nguyen, Le Thi Thanh Hang, Tran Thi Minh Chau, Le Thi Ai Ni Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Ngoc Diem, Dam Thi My Tam (<i>VNUK Institute for Research and Executive Education, The University of Danang</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	The Effects of AI Deepfake Advertising on Vietnamese Consumers' Purchase Intention: Evidence from Korean Cosmetics on TikTok Shop Paper ID: 0505013 Authors: Phan Nhat Hao, Phung Nam Phuong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Phuong Thao, Nguyen Le Phuong Nguyen, Le Thi Thanh Hang, Tran Thi Minh Chau, Le Thi Ai Ni (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	Cyber Incivility And Turnover Intention Among Ict Workers: The Mediating Role Of Emotional Exhaustion And The Moderating Role Of Narcissism Paper ID: 0505017 Authors: Le Thi Thanh Dung, Nguyen Hong Quan Affiliation(s): <i>FPT University</i> Discussant(s): Pham Bang Trinh, Bui Quynh Giang (<i>VNUK Institute for Research and Executive Education, The University of Danang</i>)	

10:20 - 10:40	When Digital Credit Feels Like Payment: The Role of Perceived Usefulness, Ease, and Social Influence in Young Consumers' BNPL-Driven Online Shopping Behavior Paper ID: 0505021 Authors: Le Duc Tien, Hoang Thuy Han, Dang Thi Ngoc Yen, Truong Hong Tuan Affiliation(s): <i>The University of Danang – University of Economics, University of Foreign Language - Danang University</i> Discussant(s): Le Thi Thanh Dung, Nguyen Hong Quan (<i>FPT University</i>)
10:40-11:00	Service Quality and Customer Retention in B2B Logistics: The Roles of Satisfaction and Price Fairness in the Vietnam Market Paper ID: 0505026 Authors: Pham Bang Trinh, Bui Quynh Giang Affiliation(s): <i>VNUK Institute for Research and Executive Education, The University of Danang,</i> Discussant(s): Le Duc Tien, Hoang Thuy Han, Dang Thi Ngoc Yen, Truong Hong Tuan (<i>The University of Danang – University of Economics, University of Foreign Language - Danang University</i>)

C1. Business and management in the digital era		D201
Chair: Associate Professor Nguyen Phuc Nguyen (<i>University of Economics – The University of Danang</i>)		
8:00 - 8:20	Green Purchase Intention in the Digital Era: The Interplay of Green E-Marketing Mix, Consumer Psychological Factors, and Generative AI Usage Paper ID: 0505032 Authors: Nguyen Anh Khoa Dam, Ngoc Xuan Thu Huynh, Truong Bao Quyen Nguyen, Truong Hien Chan Duong, Quang Vinh Dinh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Le Loc Tien, Truong Bao Ngoc, Nguyen Huu Hoang (<i>VNUK Institute for Research and Executive Education, The University of Danang</i>)	
8:20 - 8:40	The meaning transfer process of AI influencers on social media to drive consumer–brand relationships Paper ID: 0505046 Authors: Vu Ho Huong Giang, Le Thi Thanh Huyen, Tran Van Viet, Tran Trieu Khai Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Anh Khoa Dam, Ngoc Xuan Thu Huynh, Truong Bao Quyen Nguyen, Truong Hien Chan Duong, Quang Vinh Dinh (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Drivers and Barriers to the Intention to Use Digital Asset Wallets: Empirical Evidence from Da Nang Students Paper ID: 0505047 Authors: Dao Le An, Tran Huong Giang, Pham Van Truong, Tran Duc Nhat Toan Affiliation(s): <i>Duy Tan University, Foreign Trade University</i> Discussant(s): Vu Ho Huong Giang, Le Thi Thanh Huyen, Tran Van Viet, Tran Trieu Khai (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	From Short-Form Exposure to Skill Investment: How TikTok-Based Observational Learning Shapes Students’ Soft-Skill Development for the Gig Economy Paper ID: 0505053 Authors: Hoang Thuy Han, Le Duc Tien, Dang Thi Bao Hoa, Dinh Nguyen Thao Ly, Luong Tam Nhu, Nguyen Le Bao Chau Affiliation(s): <i>University of Foreign Language Studies, The University of Danang – University of Economics, University of Economics and Business - Vietnam National University</i> Discussant(s): Dao Le An, Tran Huong Giang, Pham Van Truong, Tran Duc Nhat Toan (<i>Duy Tan University, Foreign Trade University</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Wired but Weary? How Technological Demands and Resources Shape Work-Life Balance, Burnout, and Employee Outcomes Paper ID: 0506006 Authors: Nguyen Le Loc Tien, Truong Bao Ngoc, Nguyen Huu Hoang Affiliation(s): <i>VNUK Institute for Research and Executive Education, The University of Danang</i> Discussant(s): Hoang Thuy Han, Le Duc Tien, Dang Thi Bao Hoa, Dinh Nguyen Thao Ly, Luong Tam Nhu, Nguyen Le Bao Chau (<i>University of Foreign Language Studies, The University of Danang – University of Economics, University of Economics and Business - Vietnam National University</i>)	
10:00 - 10:20	Public-Private Collaboration for Startup Incubation in Vietnam: Evidence from the Da Nang Business Incubator Paper ID: 0506009 Authors: Thi Xuan Trang Doan, Thi Minh Hang Le Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Nhu Phuong Anh, Bui Linh Van (<i>University of Economics – University of Hue</i>)	

10:20 - 10:40	Employees' Perceptions of Female Leadership: The Effects of Transformational and Transactional Leadership on Job Satisfaction through Work Engagement Paper ID: 0508004 Authors: Fanyu Chen, Zi Wen Vivien Wong, Ying-Yin Koay, Yoke-Chin Kuah, Yuen-Onn Choong, Wu-Shun Tee Affiliation(s): <i>University of Tunku Abdul Rahman, Samaiden Group Berhad</i> Discussant(s): Thi Xuan Trang Doan, Thi Minh Hang Le (<i>The University of Danang – University of Economics</i>)
10:40-11:00	Factors Affecting The Decision To Use Military Bank's Mobile Payment Application For Online Purchases On Shopee By Gen Z: A Case Study In Hue City Paper ID: 0510001 Authors: Nguyen Nhu Phuong Anh, Bui Linh Van Affiliation(s): <i>University of Economics – University of Hue</i> Discussant(s): Fanyu Chen, Zi Wen Vivien Wong, Ying-Yin Koay, Yoke-Chin Kuah, Yuen-Onn Choong, Wu-Shun Tee (<i>University of Tunku Abdul Rahman, Samaiden Group Berhad</i>)

C2. Business and management in the digital era		D202
Chair: Dr. Phan Hoang Long (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Artificial Intelligence Governance, Digital Capability Building, and Sustainable Business Transformation in Emerging Economies: A Policy-Oriented Framework for Vietnam Paper ID: 0513001 Authors: Duc Viet Dao, Doan Hong Le <i>Affiliation(s): University of Economics - Duy Tan University</i> Discussant(s): Anh Thi Phuong Tran, Bao Nhu Dinh, Thi Minh Thu Nguyen, Thanh Huong Nguyen (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	Signaling Sustainability: The Impact of Green HRM Practices on Organizational Prestige and Job Pursuit Intention Paper ID: 0522001 Authors: Nguyen Van Thao, Nguyen Hanh Nguyen <i>Affiliation(s): The University of Danang – University of Economics</i> Discussant(s): Duc Viet Dao, Doan Hong Le (<i>University of Economics - Duy Tan University</i>)	
8:40 - 9:00	Understanding Customer Sentiment Across Product Categories: Insights from Amazon Review Analysis Paper ID: 0526004 Authors: Do Hoang Thu <i>Affiliation(s): The University of Danang – University of Economics</i> Discussant(s): Nguyen Van Thao, Nguyen Hanh Nguyen (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	Branding for Global Recruitment: How Social Media Marketing Shapes Student Intentions Across Countries Paper ID: 0527004 Authors: Thi Khue Thu Ngo, Hoang Anh Thi Nguyen, Thi Thanh Nga Nguyen, Van Thao Nguyen, Nguyen Anh Khoa Dam <i>Affiliation(s): The University of Danang – University of Economics</i> Discussant(s): Do Hoang Thu (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Factors Influencing Crowshippers' Continuance Intention To Participate In Platform-Based Last-Mile Delivery: A Study In Da Nang Paper ID: 0528004 Authors: Anh Thi Phuong Tran, Bao Nhu Dinh, Thi Minh Thu Nguyen, Thanh Huong Nguyen <i>Affiliation(s): The University of Danang – University of Economics</i> Discussant(s): Thi Khue Thu Ngo, Hoang Anh Thi Nguyen, Thi Thanh Nga Nguyen, Van Thao Nguyen, Nguyen Anh Khoa Dam (<i>The University of Danang – University of Economics</i>)	
10:00 - 10:20	Psychological Safety, Team Cooperation, and Innovative Work Behavior of The Future Gen Z Talent Pipeline in Technology-Mediated Collaborative Environments: A Descriptive Study Paper ID: 0529004 Authors: Duong Thi Mo, Phung Thi Phuoc An <i>Affiliation(s): The University of Danang – University of Economics</i> Discussant(s): Nguyen Nhat Minh, Vo Thi Ngoc Linh, Tran Thanh Thao, Vo Thi Thanh Thao, Nguyen Truong Son (<i>RMIT University, The University of Danang – University of Economics</i>)	

10:20 - 10:40	Determinants of digital trust among digital consumers in the digital era: The moderating role of perceived AI and deepfake risk Paper ID: 0601003 Authors: Le Thi Bich Ngoc, Nguyen Thi Tra My, Hoang Nguyen Ngoc Han, Le Trung Nhat, Ngo Thi Thuy Tram, Ngo Thi My Yen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Duong Thi Mo, Phung Thi Phuoc An (<i>The University of Danang – University of Economics</i>)
10:40-11:00	From Awareness to Readiness: The Roles of Attitude, Leadership Commitment, and Digital Maturity in SMEs' Green Logistics Transition Paper ID: 0601004 Authors: Nguyen Nhat Minh, Vo Thi Ngoc Linh, Tran Thanh Thao, Vo Thi Thanh Thao, Nguyen Truong Son Affiliation(s): <i>RMIT University, The University of Danang – University of Economics</i> Discussant(s): Le Thi Bich Ngoc, Nguyen Thi Tra My, Hoang Nguyen Ngoc Han, Le Trung Nhat, Ngo Thi Thuy Tram, Ngo Thi My Yen (<i>The University of Danang – University of Economics</i>)

C3. Business and management in the digital era		D301
Chair 1: Associate Professor Sangwon Lee (<i>Ball State University</i>)		
Chair 2: Dr. Le Duc Tien (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Beyond Flexibility: An Empirical Study of Digital Pressures and Foreign Language Anxiety in shaping Turnover Intention in Global Virtual Work Paper ID: 0603003 Authors: Huyen Ton Nu Mai Phuong, Phan Le Thanh Uyen, Pham Thi Thanh Nhan, Bui Thanh Huan Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Loi Thi Le, Thu-Thao Thi Nguyen, Hoai-Thu Nguyen Truong, Thuy-Trang Le Nguyen, Nhu-Y Thi Nguyen, Hoai-Thuong Thi Pham (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	The Productivity Trap in the Digital Era: AI Addiction, Intellectual Desking, and Implications for AI Governance Paper ID: 0603009 Authors: Tran Tran Thao Ngoc, Dao Ngoc Minh Kha, Tran Hoang Bao Chau, Le Ngoc Minh Khanh, Dao Nguyen Phuong Anh, Nguyen Thi Minh Tam Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Huyen Ton Nu Mai Phuong, Phan Le Thanh Uyen, Pham Thi Thanh Nhan, Bui Thanh Huan (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Two Roads to Self-Employment: How Digital Self-Efficacy Shapes Intention Through Self-Determination Among Vietnamese Young Adults Paper ID: 0604004 Authors: Le Thi Minh Hang, Pham Thi Yen Nhi Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Tran Thao Ngoc, Dao Ngoc Minh Kha, Tran Hoang Bao Chau, Le Ngoc Minh Khanh, Dao Nguyen Phuong Anh, Nguyen Thi Minh Tam (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	The Influence of Digital Competencies and Entrepreneurship Education on Entrepreneurial Intentions among University Students in Da Nang, Vietnam Paper ID: 0604011 Authors: Loi Thi Le, Thu-Thao Thi Nguyen, Hoai-Thu Nguyen Truong, Thuy-Trang Le Nguyen, Nhu-Y Thi Nguyen, Hoai-Thuong Thi Pham Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Le Thi Minh Hang, Pham Thi Yen Nhi (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	Measuring Digital Transformation Readiness: Scale Development and Validation Paper ID: 0604012 Authors: Anh Thi Phuong Tran Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Truong Hong Tuan, Le Duc Tien, Truong Quynh Kim Y, Hoang Thuy Han (<i>The University of Danang – University of Economics, VNUK Institute for Research and Executive Education, The University of Danang, University of Foreign Language - Danang University</i>)	
10:00 - 10:20	Creating Consumer Trust Through Vintage Visual Design: Evidence from Digital Commerce Paper ID: 0604029 Authors: Lam Gia Bao, Nguyen Duc Huy, Le Thi Tuong Vi, Vo Truong Yen Vy, To Ngoc Lan Anh, Nguyen Thi Minh Tam Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Anh Thi Phuong Tran (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	Connected yet Impulsive: How parasocial interaction drives Vietnamese Gen Z consumers' impulse buying on e-commerce platforms? Paper ID: 06in04034 Authors: Vo Quang Tri, Tran Uyen Nhi, Duong Thi Lien Ha Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Lam Gia Bao, Nguyen Duc Huy, Le Thi Tuong Vi, Vo Truong Yen Vy, To Ngoc Lan Anh, Nguyen Thi Minh Tam (<i>The University of Danang – University of Economics</i>)
10:40 - 11:00	When Regulation Meets Explainable AI: How Sandbox Assurance Shapes Consumer Trust in Digital Lending Paper ID: 0606005 Authors: Truong Hong Tuan, Le Duc Tien, Truong Quynh Kim Y, Hoang Thuy Han Affiliation(s): <i>The University of Danang – University of Economics, VNUK Institute for Research and Executive Education, The University of Danang, University of Foreign Language - Danang University</i> Discussant(s): Vo Quang Tri, Tran Uyen Nhi, Duong Thi Lien Ha (<i>The University of Danang – University of Economics</i>)

C4. Business and management in the digital era		D302
Chair: Professor. Timber Haaker (<i>Saxion University of Applied Sciences</i>)		
8:00 - 8:20	Motivating Green Commutes: How Gamification Shapes Sustainable Mobility Intention Among Vietnamese and International Students Paper ID: 0604037 Authors: Pham Thi Be Loan, Dang Van Anh, Le Bao An, Dinh Duong Thanh Hang, Truong Mai Ha Vy Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Thi Thuy My Le, Dieu Minh Ha, Thi Nhu Quynh Nguyen, Hong Phuc Truong, Ngoc Uyen Phuong Nguyen (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	Unpacking the Impact of Digital Transformation Barriers on Regional SMEs: The Case of Central Vietnam Paper ID: 0605007 Authors: Nguyen Van Long, Nguyen Huynh Khoi Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Pham Thi Be Loan, Dang Van Anh, Le Bao An, Dinh Duong Thanh Hang, Truong Mai Ha Vy (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Explaining Information Adoption of AI-Generated Short-Form Videos for Foreign Language Learning: The Moderating Role of Learning Styles Paper ID: 0605008 Authors: Phan Thi Phu Quyen, Phan Thi Thanh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Van Long, Nguyen Huynh Khoi (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	The Value–Irritation Trade-Off in TikTok Advertising: Examining the Moderating Role of Irritation in the Relationship between Advertising Value and Cosmetic Purchase Intention among Generation Z Paper ID: 0605010 Authors: Ngoc Minh Bao Pham, Tran Nguyen Bao Ngo Affiliation(s): <i>VNUK Institute for Research and Executive Education, The University of Danang</i> Discussant(s): Phan Thi Phu Quyen, Phan Thi Thanh (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	AI Taking Over Humanity: Does Ethical Perception of Artificial Intelligence Influence the Adoption of AI in Learning Among University Students in Da Nang City? Paper ID: 0605017 Authors: Thi Thuy My Le, Dieu Minh Ha, Thi Nhu Quynh Nguyen, Hong Phuc Truong, Ngoc Uyen Phuong Nguyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Ngoc Minh Bao Pham, Tran Nguyen Bao Ngo (<i>VNUK Institute for Research and Executive Education, The University of Danang</i>)	
10:00 - 10:20	The Impact of Emotional Intelligence on Job Crafting among Hospitality Employees in Da Nang City: The Mediating Role of Self-Efficacy Paper ID: 0605018 Authors: Tran Thi Lan Trinh, Duong Thi Thu Diem, Le Ho Minh Nhat, Nguyen Thi Truc Ly, Nguyen Ngoc Khanh Ngan, Nguyen Nguyen Tra Ny Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Le Thi Minh Hang, Mai Thi Thanh Tuyen, Phan Khanh Linh, Tran Bao Nhi, Vo Thi Kim Dung, Nguyen Pham My Duyen (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	The Impact of Visual Characteristics in AI-Generated Advertisements on Consumer Purchase Intention: A Dual Cognitive Pathway Paper ID: 0605021 Authors: Ha Tran-Thi-Phuong, Nhan Tran-Danh, Thi Dinh-Thi Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Lan Trinh, Duong Thi Thu Diem, Le Ho Minh Nhat, Nguyen Thi Truc Ly, Nguyen Ngoc Khanh Ngan, Nguyen Nguyen Tra Ny (<i>The University of Danang – University of Economics</i>)
10:40-11:00	From Free Use to Paid GenAI Subscription: Price Value and Students’ Intention to Subscribe to Gemini Advanced in Vietnam Paper ID: 0605023 Authors: Le Thi Minh Hang, Mai Thi Thanh Tuyen, Phan Khanh Linh, Tran Bao Nhi, Vo Thi Kim Dung, Nguyen Pham My Duyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Ha Tran-Thi-Phuong, Nhan Tran-Danh, Thi Dinh-Thi (<i>The University of Danang – University of Economics</i>)

C5. Interdisciplinary perspectives on management and society		D304
Chair: TS. Truong Dinh Quoc Bao (<i>University of Economics - The University of Danang</i>)		
8:00 - 8:20	Determinants of Bike-Sharing Adoption Intention Among University Students: Evidence From Danang, Vietnam Paper ID: 0429005 Authors: Bao-Quyen Nguyen, Ly-Na Ngoc Nguyen, Diem-Quynh Thi Nguyen, Quoc-Hung Le, Quang-Binh Tran, Son-Tung Nguyen Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Hong Nhung, Nguyen Tran Hong Phuc, Ho Thi Thanh Duyen (<i>VNUK Institute for Research and Executive Education, The University of Danang, FPT University, Greenwich Vietnam, Da Nang campus</i>)	
8:20 - 8:40	Enhancing Managerial Psychological Capital: The Role of Management Accounting Information and Managerial Effectiveness Paper ID: 0505022 Authors: Binh Huu Nguyen, Huong Nguyen Quynh Le Affiliation(s): <i>University of Economics Ho Chi Minh City</i> Discussant(s): Bao-Quyen Nguyen, Ly-Na Ngoc Nguyen, Diem-Quynh Thi Nguyen, Quoc-Hung Le, Quang-Binh Tran, Son-Tung Nguyen (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Green Human Resource Management and Employees' Environmentally Friendly Behavior: The Mediating Role of Green Innovation and The Moderating Role of Environmental Strategy in Vietnam's Manufacturing Sector Paper ID: 0509001 Authors: Hoang Thanh Nhon Affiliation(s): <i>Van Lang University</i> Discussant(s): Binh Huu Nguyen, Huong Nguyen Quynh Le (<i>University of Economics Ho Chi Minh City</i>)	
9:00 - 9:20	"Feminized Survival Economy": A Gendered Political Economy of Everyday Livelihood Resistance after Hydropower Resettlement in Vietnam Paper ID: 0520001 Authors: Le Bao, Nguyen Quang Tan, Nguyen Cong Dinh, Nguyen Truong Minh, Le Trung Hieu Affiliation(s): <i>The University of Danang – University of Economics, University of Economics – University of Hue</i> Discussant(s): Hoang Thanh Nhon (<i>Van Lang University</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	The Impact of Employer Attractiveness on Employee Performance in Vietnam's F&B Industry: Exploring the Roles of Employee Engagement and Organisational Commitment Paper ID: 0602002 Authors: Tran Thi Hong Nhung, Nguyen Tran Hong Phuc, Ho Thi Thanh Duyen Affiliation(s): <i>VNUK Institute for Research and Executive Education, The University of Danang, FPT University, Greenwich Vietnam, Da Nang campus</i> Discussant(s): Le Bao, Nguyen Quang Tan, Nguyen Cong Dinh, Nguyen Truong Minh, Le Trung Hieu (<i>The University of Danang – University of Economics, University of Economics – University of Hue</i>)	
10:00 - 10:20	Middle leadership in higher educational institutions: A bibliometric analysis Paper ID: 0605015 Authors: Mark Donald Oja, Ingrid Uy, Melvin Sarsale Affiliation(s): <i>Southern Leyte State University</i> Discussant(s): Hiep Trung Bui (<i>The University of Danang – University of Economics</i>)	

10:20 - 10:40	Witnessed incivility in the workplace: A systematic literature review Paper ID: 0605025 Authors: Phung Thi Phuoc An, Duong Thi Mo, Le Tieu Hong Affiliation(s): <i>The University of Danang – University of Economics, One World Global Services</i> Discussant(s): Mark Donald Oja, Ingrid Uy, Melvin Sarsale (<i>Southern Leyte State University</i>)
10:40-11:00	Innovation, Institutional Quality, and Economic Development: Evidence from Asian Middle-Income Economies Paper ID: 0605034 Authors: Tran Thi Ngoc Duy, Nguyen Gia Trieu, Pham Quang Long, Dang Tuan Anh, Vo Hoang Nhu Y Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Phung Thi Phuoc An, Duong Thi Mo, Le Tieu Hong (<i>The University of Danang – University of Economics, One World Global Services</i>)
11:00 - 11:20	Optimizing Government Venture Capital Portfolios for High-Growth Startup Scaling: A Stage-Sector Framework Paper ID: 0605035 Authors: Hiep Trung Bui Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Tran Thi Ngoc Duy, Nguyen Gia Trieu, Pham Quang Long, Dang Tuan Anh, Vo Hoang Nhu Y (<i>The University of Danang – University of Economics</i>)

C6. Business and management in the digital era		D306
Chair: Dr. Thersa Chika-James (<i>Triffo School of Business</i>)		
8:00 - 8:20	The Impact of Personalization Technology on Smart Tourist Experience: The Roles of Perceived Value, Perceived Surveillance and Trust from the Perspective of the Technology Paradox Paper ID: 0605032 Authors: Nguyen Thi Thuy Nhung, Le Ho Khanh Nhu, Phan Thi Xuan Ngan, Nguyen Nhat Vy, Nguyen Van Ngoc Dat, Nguyen Bao Phuong Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Dao Huu Hoa, Do Van Hieu, Dao Thi Bich Ngoc (<i>The University of Danang – University of Economics</i>)	
8:20 - 8:40	How AI Anxiety Shapes Job Hugging Behavior: A Moderated Mediation and Multi-Group Analysis Paper ID: 0605033 Authors: Duong Tan Quang, Tran Dang Khoa, Hoang Khanh Nhat Huy, Vo Thi Xuan Quynh, Huynh Thi My Hanh Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Nguyen Thi Thuy Nhung, Le Ho Khanh Nhu, Phan Thi Xuan Ngan, Nguyen Nhat Vy, Nguyen Van Ngoc Dat, Nguyen Bao Phuong (<i>The University of Danang – University of Economics</i>)	
8:40 - 9:00	Determinants of Switching Intention from Freemium to Premium among Gen Z Users of Generative AI Platforms: A Comparative Study between Vietnam and the United States Paper ID: 0605036 Authors: Truong Mai Anh Thu, Le Thi Thao Dung, Tran Thi Kieu Duyen, Nguyen Quang Huy, Tran Dinh Vinh Quan Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Duong Tan Quang, Tran Dang Khoa, Hoang Khanh Nhat Huy, Vo Thi Xuan Quynh, Huynh Thi My Hanh (<i>The University of Danang – University of Economics</i>)	
9:00 - 9:20	How Multidimensional Perceived Obligation Influences Employee Performance: Evidence from Vietnamese Enterprises Paper ID: 0607001 Authors: Dao Huu Hoa, Do Van Hieu, Dao Thi Bich Ngoc Affiliation(s): <i>The University of Danang – University of Economics</i> Discussant(s): Truong Mai Anh Thu, Le Thi Thao Dung, Tran Thi Kieu Duyen, Nguyen Quang Huy, Tran Dinh Vinh Quan (<i>The University of Danang – University of Economics</i>)	
9:20 - 9:40	TEA BREAK	
9:40 - 10:00	The Effect of Perceived Risk on Customers' Intention to Use Online Consumer Loans in Da Nang Paper ID: 0605022 Authors: Phan Dang My Phuong, Duong Thi Kim Ty, Nguyen Ngoc Anh Affiliation(s): <i>The University of Danang – University of Economics, The University of Danang – University of Economics</i> Discussant(s): Nguyen Van Anh, Ho Thuc Quyen (<i>VNUK Institute for Research and Executive Education, The University of Danang</i>)	

10:00 - 10:20	The Applications Of Artificial Intelligence In Credit Risk Management: Current Situations And Policy Recommendations For Vietnam Paper ID: 0605030 Authors: Phung Thanh Quang, Le Ngoc Quang Affiliation(s): School of Banking and Finance, National Economics University, Hanoi, Vietnam, Foreign Language Specialized School, ULIS, Vietnam National University, Hanoi Discussant(s): Phan Dang My Phuong, Duong Thi Kim Ty, Nguyen Ngoc Anh (The University of Danang – University of Economics)
10:20 - 10:40	Digital Transformation and Economic Performance in Vietnam: Evidence from Provincial Panel Data Paper ID: 0606002 Authors: Ha Xuan Thuy, Nguyen Ho Tra Linh, Pham Thi Thanh Ha Affiliation(s): The University of Danang – University of Economics Discussant(s): Phung Thanh Quang, Le Ngoc Quang (School of Banking and Finance, National Economics University, Hanoi, Vietnam, Foreign Language Specialized School, ULIS, Vietnam National University, Hanoi)
10:40-11:00	Determinants of Job Burnout among Bankers in Vietnam: the Moderating Effects of Emotional Intelligence Dimensions Paper ID: 0606006 Authors: Nguyen Van Anh, Ho Thuc Quyen Affiliation(s): VNUK Institute for Research and Executive Education, The University of Danang Discussant(s): Ha Xuan Thuy, Nguyen Ho Tra Linh, Pham Thi Thanh Ha (The University of Danang – University of Economics)

C7. Online		Zoom
Chair: Associate Professor Hoang Van Hai (<i>The University of Danang – University of Economics</i>)		
9:40 - 10:00	Circular Accounting: A Systematic Literature Review and Future Research Agenda Paper ID: 0505002 Authors: Truong A Binh Affiliation(s): <i>Thu Dau Mot University</i> Discussant(s): Nguyen Thu Thuy, Nguyen Phan Tu Minh, Ngoc Khanh Dinh (<i>National Economics University, Hanoi - Amsterdam High School for the Gifted, Hanoi, Vietnam, New Jersey Institute of Technology</i>)	
10:00 - 10:20	Social amplification of risk and Peer-to-peer Usage Intention Paper ID: 0602004 Authors: Nguyen Thu Thuy, Nguyen Phan Tu Minh, Ngoc Khanh Dinh Affiliation(s): <i>National Economics University, Hanoi - Amsterdam High School for the Gifted, Hanoi, Vietnam, New Jersey Institute of Technology</i> Discussant(s): Truong A Binh (<i>Thu Dau Mot University</i>)	
10:20 - 10:40	Artificial Intelligence in Dispute Resolution: Lessons from Singapore and Indonesia for Vietnam and ASEAN Member States Paper ID: 0503003 Authors: Dat Vo Hung Affiliation(s): <i>Ho Chi Minh City University of Law</i> Discussant(s): Nguyen Hoang Duy Linh (<i>The University of Danang – University of Economics</i>)	
10:40 - 11:00	Legal Perspectives on AI Use in Primary and Secondary Education: EU and Chinese Approaches and Recommendations for Vietnam Paper ID: 0505008 Authors: Dat Vo Hung Affiliation(s): <i>Ho Chi Minh City University of Law</i> Discussant(s): Nguyen Hoang Duy Linh (<i>The University of Danang – University of Economics</i>)	
11:00 - 11:20	The marketing mix factors influencing the purchase decision of health supplement products through online and offline channels among Generation Y in Kalasin Province Paper ID: 0505036 Authors: Supot Deebunmee, Piyawan Phoeisiri, Janejira Nongphue, Nuanhong Kosol Affiliation(s): <i>Kalasin University</i> Discussant(s): Hoang Van Hai (<i>The University of Danang – University of Economics</i>)	