



NATIONAL  
ECONOMICS UNIVERSITY



KHON KAEN  
UNIVERSITY

17<sup>th</sup> NEU-KKU INTERNATIONAL CONFERENCE  
**SOCIO-ECONOMIC AND ENVIRONMENTAL  
ISSUES IN DEVELOPMENT**

**2023**  
Proceedings



FINANCE PUBLISHING HOUSE



NATIONAL ECONOMICS UNIVERSITY



KHON KAEN UNIVERSITY

**17<sup>th</sup> NEU-KKU INTERNATIONAL CONFERENCE  
SOCIO-ECONOMIC AND ENVIRONMENTAL  
ISSUES IN DEVELOPMENT**

**2023  
PROCEEDINGS**



**FINANCE PUBLISHING HOUSE  
HA NOI, 26<sup>th</sup> JUNE 2023**

# **LIST OF PAPERS DIVIDED BY TOPIC**

## **SESSION 1: ECONOMIC DEVELOPMENT AND INTEGRATION**

1.	<b>ENTREPRENEURIAL FARMERS IN THE CHANGING WORLD: ARE THEY DISAPPEARING? EVIDENCE FROM VIETNAM .....</b>	1
	Dr. Trinh Anh Khoa	
2.	<b>AN ANALYSIS OF IMPACTS OF THE MONETARY POLICY IN VIETNAM .....</b>	17
	Assoc. Prof. Dr. Nguyen Van Cong	
3.	<b>THE RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT, ECONOMIC GROWTH, TRADE OPENNESS AND ENVIRONMENT IN VIETNAM .....</b>	29
	Pham Minh Duc, Mai Ngoc Anh	
	Tran Thi Khanh Linh, Pham Thanh Long	
4.	<b>THE IMPACT OF INFORMATION SHARING, INTERNATIONAL SUPPLY CHAIN COOPERATION AND SUPPLY CHAIN PERFORMANCE ON EXPORT PERFORMANCE IN DIGITAL TRANSFORMATION: A CASE STUDY OF VIETNAMESE SEAFOOD ENTERPRISES.....</b>	45
	Assoc. Prof. Dr. Nguyen Xuan Hung, Nguyen Hoang Duong	
	Tran Ngoc Duong, Mai Thi Xuan Lan	
	Nguyen Duc Manh, Bui Thi Tuoi	
	Assoc. Prof. Dr. Nguyen Thi Minh Phuong	
5.	<b>IMPACT OF MACROECONOMIC VOLATILITY ON SHORT- AND LONG-TERM VOLATILITY OF THE DEVELOPING STOCK MARKET: A STUDY AT THE VIETNAM STOCK MARKET .....</b>	61
	M.Econ. Nguyen Thi Lien, MSc. Hoang Thanh Tam	
6.	<b>MEASURING PERFORMANCE WITH DATA ENVELOPMENT ANALYSIS (DEA) INTEGRATED UNDESIRABLE VARIABLES - SOME POTENTIAL RESEARCH DIRECTIONS .....</b>	75
	Dr. Phung Manh Trung	
7.	<b>INVESTIGATING THE MOTIVATIONS OF VIETNAM'S OUTWARD FDI: DOES RESOURCE SEEKING MATTER? .....</b>	83
	Dr. Phung Thanh Quang	
8.	<b>A STUDY ON THE RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND PERFORMANCE .....</b>	94
	Nguyen Thi Xuan, Tran Manh Dung	

9.	<b>IMPACT OF FINANCIAL DEVELOPMENT ON ECONOMIC GROWTH: EVIDENCE FROM VIETNAM .....</b>	109
	Assoc. Prof. Dr. Nguyen Thi Dieu Chi	
10.	<b>APPROACHING THE GRAVITY MODEL TO INVESTIGATE FACTOR AFFECTING VIETNAM'S SEAFOOD EXPORT .....</b>	119
	Assoc. Prof. Dr. Nguyen Xuan Hung, MA. Le Tuan Anh	
	Do Huu Quan, Nguyen Hai Yen	
	Hoang Thi Ha Phuong, Nguyen Thi Hong Tham	
11.	<b>IMPACT OF CAPITAL STRUCTURE ON PROFITABILITY IN THE BANKING SYSTEM .....</b>	142
	Huynh Thi Thanh Truc	
12.	<b>FACTORS AFFECTING THE QUALITY OF FINANCIAL REPORTING INFORMATION OF LISTED ENTERPRISES IN VIETNAM .....</b>	153
	Dr. Nguyen Thi Mai Anh, Nguyen Huyen Trang	
	Nguyen Thu Phuong, Than Thi Lan Huong	
	Hoang Thi Que, Le Thi Thao	
13.	<b>FACTORS AFFECTING ORGANIC AGRICULTURAL PRODUCE EXPORT READINESS OF ENTERPRISES IN VIETNAM .....</b>	165
	To Xuan Cuong, Ta Thi Duyen	
	Vu Van Thanh, Phan Le Ngoc Anh	
	Tran Thi Thanh Thao, Nguyen Huyen Trang	
14.	<b>FACTORS INFLUENCING NON-INTEREST INCOME OF COMMERCIAL BANK IN VIETNAM .....</b>	185
	Dr. Khuc The Anh, Pham Thi Thuy Trang	
	Nguyen Dinh Dung, Bui Duc Manh	
	Ngo Thi Ngoc Anh	
15.	<b>IMPACTS OF THE VIETNAM - UK FREE TRADE AGREEMENT (UKVFTA) ON THE EXPORT OF VIETNAM'S AGRICULTURAL .....</b>	197
	Le Nguyen Quynh Trang, Lam Minh Khanh	
	Dinh Dieu Linh, Nguyen Huong Thao, Nguyen Anh Thu	
16.	<b>FACTORS INFLUENCING PERSONAL BEHAVIORAL ATTITUDE IN USING FINANCIAL LEVERAGE IN REAL ESTATE TRANSACTIONS - EMPIRICAL EVIDENCE FROM CB-SEM .....</b>	211
	Khuc The Anh, Nguyen Manh Cuong, Le Thu Ha	
	Nguyen Ha Anh, Vu Hoang Anh, Nguyen Quoc Tien	
17.	<b>ANNOUNCEMENT EFFECT OF CORPORATE BOND ISSUANCE ON VIETNAMESE LISTED COMPANIES' STOCK PRICE.....</b>	227
	Dr. Ha Hong Hanh	

<b>18. THE IMPACT OF CAPITAL STRUCTURE ON FIRM VALUE OF LISTED LOGISTICS COMPANIES .....</b>	<b>241</b>
Assoc. Prof. Dr. Le Thanh Tam, Dr. Dinh Le Hai Ha Ha Thi Giang, Do Ha Xuyen, Pham Ha Duc Le Ngoc Yen Chi, Nguyen Quynh Chi	
<b>19. FACTORS AFFECTING TRANSFER PRICING OF FDI ENTERPRISES IN VIETNAM .....</b>	<b>253</b>
Doan Thanh Nga, Vu Chau Anh, Ha Viet Nga Duong Thu Hong, Nguyen Ha Giang	
<b>20. FACTORS AFFECTING CHALLENGES IN APPLICATION OF ACCOUNTING SOFTWARE: A STUDY OF SMALL AND MEDIUM ENTERPRISES IN VIETNAM .....</b>	<b>267</b>
Dr. Ta Thu Trang	
<b>21. ARE BIG GAPS OF CORPORATE INCOME TAX IN DIFFERENT CONTEXTS? .....</b>	<b>277</b>
Nguyen Thi Quynh Nga, Luong Thi Giang Nguyen Thu Thuy, Tran Manh Dung	
<b>22. FACTORS AFFECTING THE SUSTAINABILITY DISCLOSURE IN CONSTRUCTION ENTERPRISES LISTED ON THE VIETNAM STOCK MARKET: A BINARY LOGISTIC REGRESSION ANALYSIS .....</b>	<b>293</b>
Dr. Dang Thu Hang, Dr. Do Thi Huyen	
<b>23. THE IMPACT OF FINANCIAL STRESS ON INFLATION IN VIETNAM ..</b>	<b>303</b>
MA. Pham Thi Lam Anh	
<b>24. STOCK MARKET REACTION TO ANNOUNCEMENT CHANGE IN BOARD OF DIRECTORS AT VIETNAMESE LISTED SEAPORT ENTERPRISES .....</b>	<b>314</b>
Do Thi Bich Ngoc, Nguyen Thi Phuong Mai	
<b>25. THE IMPACT OF TRADE OPENNESS ON VIETNAM'S ECONOMIC GROWTH .....</b>	<b>320</b>
MA. Phạm Ngọc Minh, Dr. Dong Thi Ha MA. Vu Thi Thanh Huyen	
<b>26. IMPROVE TAX ADMINISTRATION FOR CAPITAL TRANSFER ACTIVITIES IN VIETNAM .....</b>	<b>331</b>
Assoc. Prof. Dr. Nguyen Thi Thuy Duong	
<b>27. OPPORTUNITIES AND CHALLENGES IN THE GROWTH OF VIETNAM'S EXPORT TURNOVER WHEN TAKING ADVANTAGE OF THE EFFECTIVENESS OF FREE TRADE AGREEMENTS .....</b>	<b>342</b>
MA. Nguyen Nguyen Zen Student DMB01-002-2022. Bui Duc Hieu	

28.	<b>INCLUSIVE INSURANCE: A FINANCING TOOL TO NATURAL DISASTER RISKS IN VIETNAM .....</b>	351
	Dr. Nguyen Thi Hai Duong	
	Nguyen Nhu Minh Ngoc	
29.	<b>ATTRACTION OF HIGH-QUALITY FOREIGN DIRECT INVESTMENT FLOWS INTO VIETNAM .....</b>	362
	Bui Huy Nhuong, Ha Dieu Linh	
30.	<b>ENHANCING MEKONG FLOW MANAGEMENT: EXAMINING THE PRESENT SCENARIO AND CHALLENGES FACED BY MAINLAND SOUTHEAST ASIAN NATIONS .....</b>	372
	PhD student. Nguyen Minh Hong	
31.	<b>THE ROLE OF MYANMAR FOREIGN TRADE WITH GMS COUNTRIES .....</b>	386
	Dr. Ah Mar	
32.	<b>GLOBAL VALUE CHAIN AND THE PARTICIPATION OF TEXTILE ENTERPRISES IN VIET NAM .....</b>	395
	Dinh Thuy Dung	

## **SESSION 2: BUSINESS ADMINISTRATION**

33.	<b>WHY DO SMALL FARM HOUSEHOLDS HESITATE TO PURCHASE INSURANCE TO COPE WITH SHOCKS? EMPIRICAL EVIDENCE FROM VIETNAM USING A SIMULTANEOUS APPROACH .....</b>	405
	Dr. Trinh Anh Khoa	
34.	<b>FACTORS AFFECTING PURCHASE BEHAVIOUR TOWARDS PRODUCTS OF CIRCULAR BUSINESS MODELS OF HANOI CONSUMERS: EXAMINING IN TEXTILE INDUSTRY .....</b>	418
	Assoc. Prof. Dr. Truong Dinh Chien, Nguyen Thi Thuy Hien	
	Tran Khanh Linh, Tran Huong Tam	
35.	<b>INFLUENCE OF ACCOUNTING CONSERVATISM ON FIRM PERFORMANCE: EVIDENCE FROM LISTED COMPANIES ON HANOI STOCK EXCHANGE (HNX) .....</b>	430
	Assoc. Prof. Dr. Dinh The Hung, Nguyen Le Thuy	
	Nguyen Khanh Linh, Mai To Quyen	
	Le Yen Nhi, Vu Dieu Linh	
36.	<b>STUDY OF FACTORS AFFECTING THE QUALITY OF FINANCIAL REPORTING INFORMATION OF SMALL AND MEDIUM ENTERPRISES IN HANOI CITY .....</b>	446
	Pham Huy Hung	

37.	<b>THE INDEPENDENCE OF BOARD OF DIRECTORS AND FINANCIAL PERFORMANCE: AN EMPIRICAL EVIDENCE OF PHARMACEUTICAL ENTERPRISES IN VIETNAM .....</b>	<b>465</b>
	Nguyen Van Chien	
38.	<b>THE FINTECH WAVES AND ITS IMPACT ON THE OPERATIONAL EFFICIENCY OF COMMERCIAL BANKS IN VIETNAM .....</b>	<b>475</b>
	Nguyen Trang My, Nguyen Phuong Thao	
	Dang Thi Hai Ha, Do Phuong Giang, Vu Le Du	
39.	<b>AWARENESS OF ACCOUNTANTS AND AUDITORS ON THE APPLICATION OF BLOCKCHAIN TECHNOLOGY IN VIETNAM .....</b>	<b>486</b>
	Dr. Nguyen Thi Mai Anh, Nguyen Thuy Nguyen	
	Nguyen Thi Hong Minh, Dao Thi Thanh Tam	
	Dang Thuy Quynh, Le Yen Nhi	
40.	<b>IMPACT OF IDENTITY THEFT ON ONLINE PURCHASE INTENTION IN VIETNAM .....</b>	<b>498</b>
	Dr. Nguyen Thi Phuong Linh, Phung Tue Tam	
	Vu Thi Thu Hien, Bui Le Dan Tam, Pham Thao Anh	
41.	<b>EFFECT OF THE RISK GOVERNANCE STRUCTURES ON BANK RISK-TAKING IN VIETNAM .....</b>	<b>509</b>
	Dr. Khuc The Anh, Le Phuong Thao	
	Le Thi Phuong Huyen, Pham Thi Ngoc Minh	
	Nguyen Phuong Thao, Thai Phuong Thao	
42.	<b>EFFECTS OF ESG PRACTICES ON THE OPERATIONAL EFFICIENCY OF TEXTILE ENTERPRISES IN THE PERIOD OF 2017 - 2022 .....</b>	<b>522</b>
	Do Thi Ngoc, Nguyen Thi Ngoc Huyen	
	Tran Thu Huong, Tong Thi Thuy Tien	
	Nguyen Thi Thuy Hong	
43.	<b>THE IMPACT OF FINANCIAL LITERACY ON THE INTENTION TO ADOPT FINTECH SERVICES IN HANOI, VIETNAM .....</b>	<b>537</b>
	Dr. Khuc The Anh, Dong My Hang	
	Nguyen Thi Viet Thu, Nguyen Tran Ngan Ha	
	Nguyen Quynh Anh	
44.	<b>THE IMPACT OF GREEN SKEPTICISM ON GREEN CONSUMER GOODS' PURCHASE INTENTION AMONG GENERATION Z IN HANOI .....</b>	<b>550</b>
	Dr. Nguyen Thu Lan, Nguyen Mai Huong	
	Dinh Xuan Anh, Nguyen Thi Tuyet Mai	
	Vu Hoang Minh, Vu Thi Mai Phuong	

45.	<b>RESEARCH ON THE INFLUENCE OF ASYMMETRIC INFORMATION ON STUDENTS' INTENTION TO PARTICIPATE IN THE STOCK MARKET IN HANOI .....</b>	<b>559</b>
	Assoc. Prof. Dr. Phan Huu Nghi, Tran Lan Anh	
	Nguyen Hong Phuc, Nguyen Thi Bich Ha	
	Vu Ngoc Bich, Tran Duc Anh	
46.	<b>FACTORS AFFECTING BUSINESS PERFORMANCE OF BUILDING MATERIAL FIRMS LISTED ON VIETNAM STOCK MARKET.....</b>	<b>569</b>
	Dr. Hoang Thi Hong Le, Dr. Phan Thuy Duong	
	Dr. Hoang Thi Thanh	
47.	<b>THE ATTITUDE OF TOP MANAGEMENT, PRESSURE OF STAKEHOLDERS TOWARD IMPLEMENTING AND DISCLOSURE OF ENVIRONMENTAL ACCOUNTING INFORMATION .....</b>	<b>583</b>
	Dr. Lam Thi Truc Linh, MBA. Nguyen Hong Nga	
	MBA. Tran Thi Anh Hong, Nguyen Ngoc Tho	
48.	<b>THE IMPACT OF SOCIAL MARKETING ON CUSTOMER INTENTION AND PURCHASE DECISIONS: A RESEARCH OF THE FMCG INDUSTRY IN VIETNAM .....</b>	<b>597</b>
	MBA. Nguyen Thanh An	
49.	<b>FACTORS IMPACTING PRODUCT COMPETITIVENESS: A SYSTEMATIC LITERATURE REVIEW AND SOME FUTURE RESEARCH DIRECTIONS ....</b>	<b>612</b>
	Nguyen Hoang Duong, Assoc. Prof. Dr. Nguyen Thuong Lang	
	Bui Thi Tuoi, Nguyen Trung Kien	
50.	<b>EXPECTATIONS AND EXPERIENCE IMPACT ON VALUE CO-CREATION INTENTION OF USERS WHEN PLAYING GAMES.....</b>	<b>627</b>
	Le Thi Hong Minh, Huynh Le Bao Quynh	
	Nguyen Thi Cam Ha, Le Thien Phat	
	Nguyen Van Nhat Quy, Vu Thi Thuy Dung	
51.	<b>FACTORS AFFECTING THE APPLICATION OF MANAGEMENT ACCOUNTING: AN ACTUAL SURVEY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN NGHE AN PROVINCE, VIETNAM .....</b>	<b>640</b>
	MSc. Le Thi Huong Tram, Dr. Doan Thi Quynh Anh	
52.	<b>INTERNATIONAL FINANCIAL REPORTING STANDARDS 17 - INSURANCE CONTRACT AND ISSUES WITH VIETNAM INSURANCE ENTERPRISES..</b>	<b>652</b>
	MAcc. Nguyen Thi Thao Anh	
53.	<b>FACTORS AFFECTING VIETNAMESE CONSUMERS' KOREAN COSMETIC CONSUMPTION BEHAVIOR: AN EXTENDED THEORY OF PLANNED BEHAVIOR APPROACH .....</b>	<b>661</b>
	Assoc. Prof. Dr. Nguyen Xuan Hung, Tran Thi Ngoc Mai	

54.	<b>DETERMINANTS OF DIGITAL FINANCIAL COMPETENCY AMONG EMPLOYEES IN VIETNAM BANKING SECTOR .....</b>	679
	MSc. PhD students. Le Van Hinh, Assoc. Prof. Dr. Dang Thi Le Xuan PhD students. Ngo Anh Nguyet	
55.	<b>THE INFLUENCE OF AUTHENTIC LEADERSHIP ON INNOVATIVE WORK BEHAVIOR OF EMPLOYEES IN THE BANKING SECTOR IN VIETNAM: A LITERATURE REVIEW AND A PROPOSED MODEL.....</b>	699
	Thanh Kim Hue	
56.	<b>A STAKEHOLDER PERSPECTIVE ON THE ADOPTION OF INTERNATIONALLY RECOGNIZED QUALITY CERTIFICATES OF SMES IN VIETNAM .....</b>	711
	Dr. Tran Ngoc Mai	
57.	<b>DISCLOSURE OF CUSTOMER PROTECTION IN COMMERCIAL BANKS IN VIETNAM .....</b>	721
	Hoang Thi Thu Hien, Nguyen Minh Phuong	
58.	<b>DETERMINANTS OF HIGH-PERFORMANCE WORK SYSTEM AND ITS IMPACTS ON ORGANIZATIONAL PERFORMANCE: EMPIRICAL STUDY OF LISTED COMPANIES IN VIETNAM .....</b>	733
	PhD student, MA. Vy Vu Hong Thao	

### **SESSION 3: INFORMATION TECHNOLOGY AND DIGITAL ECONOMY**

59.	<b>THE ROLE OF DIGITAL TRANSFORMATION IN THE COMPETITIVE CAPACITY OF VIETNAMESE ENTERPRISES .....</b>	751
	Dr. Le Thi Anh, Thieu Ngoc Mai	
60.	<b>FACTORS AFFECTING ENTERPRISE'S DIGITAL TRANSFORMATION....</b>	763
	Truong Doan The, Cao Thuy Xiem	
61.	<b>FACTORS AFFECTING ORGANIZATIONAL ENGAGEMENT OF EMPLOYEES IN THE CONTEXT OF THE DIGITAL TRANSFORMATION: AN EMPIRICAL EVIDENCE .....</b>	778
	Nguyen Van Chien	
62.	<b>STUDYING CREDIT SCORING MODELLING BY MACHINE LEARNING APPROACHES .....</b>	789
	Dr. Pham Minh Hoan, Tran Thi Hoa	
63.	<b>INVESTIGATING INFLUENTIAL FACTORS OF BLOCKCHAIN INTEGRATION IN THE LOGISTICS INDUSTRY: A CASE STUDY OF VIETNAM .....</b>	803
	Hoang Hong Hanh, Do Kim Chi, Phan Hoang Duy Nguyen Huu Son, Pham Truong Phuc	

<b>64.</b>	<b>FACTORS AFFECTING DECISION TO USE MOBILE PAYMENT OF NORTHERN VIETNAMESE UNDERGRADUATE STUDENTS .....</b>	<b>818</b>
	Assoc. Prof. Dr. Nguyen Xuan Hung, Nguyen Hoang Duong Le Bui Thanh Hang, Tran Thi Tra My, Dr. Pham Van Hieu	
<b>65.</b>	<b>DETERMINANTS OF DECISION TO USE FINTECH FOR MANAGING PERSONAL FINANCE IN VIETNAM.....</b>	<b>839</b>
	Ngo Thanh Xuan, Ha Bao An Le My Linh, Ha Duong Huong Linh Tran Hai Linh, Mai Thu Trang	
<b>66.</b>	<b>THE IMPACT OF COMMUNICATING WITH CONSUMERS THROUGH INSTANT MESSAGING ON POSITIVE WORD-OF-MOUTH: RESEARCH IN VIETNAM.....</b>	<b>851</b>
	Phung Duy Quang, Vu Thi Lam Nguyen Thuong Lang, Do Huu Quan Do Trung Ha, Vu Thi Thu Huyen	
<b>67.</b>	<b>THE IMPACT OF AI MARKETING ON BRAND LOVE AMONG HANOI UNIVERSITY STUDENTS: THE CASE OF E-WALLETS .....</b>	<b>863</b>
	MSc. Tran Viet An, Le Thuy Hien Do Thuy Duong, Hoang Mai Khanh Nguyen Thi Thuy Hang, Trinh Hoang Giang Huong	
<b>68.</b>	<b>ONLINE COMPULSIVE BUYING AMONG YOUNG PEOPLE UNDER THE DEVELOPMENT OF E-COMMERCE .....</b>	<b>877</b>
	Dr. Nguyen Thi Thu Trang, Le Yen Nhun Phan Trinh Tra My, Tran Thi Ngoc Anh Tran Quoc Hai, Pham Nguyen Dieu Minh	
<b>69.</b>	<b>IMPACT OF DIGITAL FINANCES ON THE STABILITY OF THE COMMERCIAL BANKING SYSTEM IN VIETNAM .....</b>	<b>893</b>
	Ngo Thanh Xuan, Le Quynh Mai Nguyen Minh Hang, Ngo Thi Thuy Ngan Nguyen Thuy Trang, Nguyen Minh Ngoc	
<b>70.</b>	<b>FINANCIAL LITERACY OF VIETNAMESE STUDENTS IN THE CONTEXT OF DIGITAL TRANSFORMATION: EVIDENCE FROM STUDENTS IN HANOI CITY .....</b>	<b>905</b>
	Dr. Phan Hong Mai, Bui Phuong Linh, Nguyen Ngoc Anh Nguyen Vu Phuong Anh, Nguyen Thi Mai Anh	
<b>71.</b>	<b>STUDENT'S INTENTION TO USE E-LEARNING: CASE STUDY AT NATIONAL ECONOMICS UNIVERSITY .....</b>	<b>920</b>
	Dr. Ngo Quynh An, Giap Van Khoa Ho Hoang Anh, Ngo Truc Anh, Nguyen Huong Mai	

<b>72.</b>	<b>THE IMPACT OF DIGITAL TRANSFORMATION ON USING ELECTRICAL PAYMENTS IN DAILY LIFE OF PEOPLE IN VIETNAM .....</b>	<b>933</b>
	Assoc. Prof. Dr. Nguyen Xuan Hung, Ngo Thi Kieu Trang	
	Hoang Thi Xuan Mai, Nguyen Thi Duong Lam	
	Nguyen Hoang Manh	
<b>73.</b>	<b>IMPACT OF FINANCIAL LITERACY ON THE MIDDLE-AGED ACCESSIBILITY TO DIGITAL FINANCIAL SERVICES.....</b>	<b>953</b>
	Phung Thanh Quang, Khuc The Anh	
	Huynh Anh Thu, Nguyen Thi Bich Ngoc	
<b>74.</b>	<b>THE IMPACT OF DIGITAL TRANSFORMATION ON CUSTOMER SATISFACTION TO DIGITAL BANKING SERVICE OF COMMERCIAL BANKS IN VIETNAM .....</b>	<b>965</b>
	Khuc The Anh, Quan Trung Duc	
	Tran Thi Ngoc Anh, Nguyen Tuan Dat	
	Nguyen Hong Ha, Nguyen Trung Kien	
<b>75.</b>	<b>THE EFFECT OF ONLINE ADVERTISING PLACEMENT AND THE NUMBER OF IDENTICAL ONLINE ADVERTISEMENTS ON BRAND AWARENESS: AN EXPERIMENTAL RESEARCH ON UNIVERSITY STUDENTS IN HANOI.....</b>	<b>978</b>
	MSc. Hoang Tuan Dung, Le Thi Thu	
	Le Duc Hanh, Hoang Tien Dat	
	Le Thi Tram Anh, Nguyen Da Thu Huong	
<b>76.</b>	<b>FACTORS AFFECTING INNOVATIVE WORK BEHAVIOR OF EMPLOYEES: A STUDY OF STARTUPS AT VIETNAM NATIONAL INNOVATION CENTER.....</b>	<b>989</b>
	Assoc. Prof. Dr. Le Thi My Linh, Dao Dang Phuong Anh	
<b>77.</b>	<b>THE EMPLOYEE'S READINESS TO CHANGE IN DIGITAL TRANSFORMATION: THE CASE OF SMES IN HANOI .....</b>	<b>1005</b>
	Nguyen Thi Thu Thuy, Nguyen My Tam	
	Pham Thu Ha, Nguyen Thu Hien, Nguyen Van Kien	
<b>78.</b>	<b>APPLICATIONS INFORMATION AND COMMUNICATIONS TECHNOLOGY IN WAREHOUSE OPERATION: A CASE STUDY IN VIETNAMESE LOGISTICS COMPANIES .....</b>	<b>1022</b>
	Bui Thi To Loan, To Thi Hang	
<b>79.</b>	<b>CASHLESS PAYMENTS IN VIETNAM: BEFORE AND DURING THE COVID-19 PANDEMIC .....</b>	<b>1030</b>
	Dr. Nguyen Thi Vu Khuyen	
<b>80.</b>	<b>CREDIT RISK MANAGEMENT ENABLING BY MACHINE LEARNING ...</b>	<b>1042</b>
	Truong Thi Hoai Linh	

81.	<b>EXPLORING FARMERS' CURRENT ACCESS AND INTENTION TO USE DIGITAL SEASONAL FORECAST AND ADVISORY SERVICE IN THE MEKONG RIVER DELTA, VIETNAM.....</b>	<b>1052</b>
	Luong Van Lam	
	Assoc. Prof. Dr. Nguyen Cong Thanh	
82.	<b>EVALUATIONS OF E-WALLETS IN VIETNAM FOR SUSTAINABLE DEVELOPMENT TARGET .....</b>	<b>1064</b>
	Dr. Nguyen Minh Phuong	
83.	<b>USING INFLUENCER MARKETING TO PROMOTE VIETNAM TOURISM..</b>	<b>1072</b>
	Tran Thi Tuan Anh	
84.	<b>DUAL PANEL MODEL OF CORPORATE GOVERNANCE AND FIRM PERFORMANCE IN PUBLICLY HELD ENTERPRISES.....</b>	<b>1079</b>
	Dao Anh Tuan, Dao Thanh Tung	

## **SESSION 4: RESOURCES, ENVIRONMENT AND CLIMATE CHANGE**

85.	<b>FACTORS AFFECTING THE CLASSIFICATION OF DOMESTIC WASTE IN THE HANOI CITY .....</b>	<b>1095</b>
	Nguyen Thi Minh Phuong, Hoang Tuan Minh	
	Tran Ba Vuong, Nguyen Thi Phuong Tram	
	Nguyen Thi Minh Chau, Hua Pham Tien Dat	
	Nguyen Minh Chau	
86.	<b>CARBON TAXES AND OIL PRICES: DRIVING INFLATION UP OR DOWN? ....</b>	<b>1111</b>
	Tran Ngoc Lan Anh, Nguyen Phuong Thuy An	
	Tran Dinh Hanh Giang, Cao Kim Cuong	
	To Cong Nguyen Bao	
87.	<b>FACTORS AFFECTING THE IMPLEMENTATION OF ENVIRONMENTAL MANAGEMENT ACCOUNTING: A CASE STUDY OF MANUFACTURING ENTERPRISES IN HANOI .....</b>	<b>1124</b>
	Dr. Chu Thi Bich Hanh, Dr. Dang Thu Hang	
88.	<b>THE IMPACT OF GREEN SUPPLY CHAIN MANAGEMENT ON BUSINESS PERFORMANCE: THE CASE OF TEXTILE ENTERPRISES IN VIETNAM...1137</b>	
	Du Duc Tu, Tran Thanh An, Trinh Thi Linh	
	Vu Nguyen Thao Nguyen, Ta Phuong Quynh	
	Assoc. Prof. Dr. Nguyen Xuan Hung, Tran Thi Phuong	
89.	<b>THE ROLE OF GREEN INNOVATION IN PROMOTING THE CIRCULARITY PERFORMANCE IN EUROPE.....</b>	<b>1155</b>
	MSc. Nguyen Thi Nhun, MSc. Tran Thi Ngoc Phuong	

90. ASSESSMENT OF AGRICULTURAL LAND QUALITY IN THE BUFFER ZONE OF TAM DAO NATIONAL PARK.....	1178
PhD Student. Ta Ngoc Long, Prof. Dr. Nguyen The Dang	
91. THE IMPACT OF THE SOCIAL RESPONSIBILITY OF THE DESTINATION ON THE ENVIRONMENTALLY RESPONSIBLE BEHAVIOR OF THE COMMUNITY: A CASE STUDY IN NHA TRANG CITY, KHANH HOA, VIETNAM .....	1189
BBA Nguyen Hung Vi, MA. Huynh Phuong Duyen	
92. THE POWER OF POSITIVE CHANGE: ESG AND CORPORATE DIVIDEND POLICY .....	1203
Nguyen Hong Hanh, Tran Dinh Hoang	
Dinh Thi Lan Huong, Nguyen Le Thu Tra	
Truong Hoang Bao Tran, To Cong Nguyen Bao	
93. ENVIRONMENTAL BARRIERS FOR VIETNAM'S SEAFOOD EXPORTS TO EU MARKET: STATUS AND IMPLICATIONS.....	1218
Assoc. Prof. Dr. Dinh Duc Truong	
94. DETERMINANTS OF PERCEIVED EFFICACY OF SLUICE GATES IN KIEN GIANG PROVINCE.....	1233
Dr. Nguyen Dieu Hang, Assoc. Prof. Dr. Nguyen Cong Thanh	
Dr. Nguyen Hoang Nam	
95. OPPORTUNITIES FOR CIRCULAR ECONOMY IN NATURAL ESSENTIAL OIL PRODUCTION IN VIETNAM.....	1246
Le Thu Hoa, Nguyen Quang Huy	
Vu Tuong Vi, Nguyen Dinh Hung	
Lam Thi Bich Ngoc	
96. MEASURING CARBON FOOTPRINT BASED ON LIFE-CYCLE ASSESSMENT OF SUSTAINABLE FOOD VALUE CHAINS: PRELIMINARY RESULTS OF THE PIZZA 4P'S CASE STUDY .....	1261
Assoc. Prof. Dr. Nguyen Cong Thanh	
Dr. Nguyen Hoang Nam, Dr. Nguyen Dieu Hang	
97. COMMUNITY-BASED FOREST MANAGEMENT IN XUAN LIEN NATURE RESERVE .....	1276
Nguyen Quang Hong, Do Mai Linh	
98. FACTORS INFLUENCING THE DESIGN AND IMPLEMENTATION OF A CARBON PRICING POLICY: A SYSTEMATIC LITERATURE REVIEW .....	1289
Le Huy Huan, Doan Thi Ngoc Ha	
Nguyen Ha My, Dang Khanh Linh	

99.	<b>APPROPRIATE WASTE-TO-ENERGY TECHNOLOGY FOR VIETNAM TOWARDS A CIRCULAR ECONOMY IN WASTE MANAGEMENT .....</b>	<b>1299</b>
	MSc. Nguyen The Thong	
100.	<b>ENERGY TRANSITION FOR 2050 NET ZERO IN VIETNAM: OPPORTUNITIES, CHALLENGES AND POLICY IMPLICATIONS .....</b>	<b>1310</b>
	Assoc. Prof. Dr. Vu Thi Hoai Thu	
101.	<b>GREEN CREDIT SOLUTIONS TO MITIGATE CLIMATE CHANGE IN VIETNAM .....</b>	<b>1323</b>
	MBA. Dang Thuy Linh	
102.	<b>ENVIRONMENTAL COMMUNICATION THROUGH THE CASE STUDY OF PLASTIC WASTE COMMUNICATION PRODUCTS IN VIETNAM ..</b>	<b>1333</b>
	Assoc. Prof. Dr. Dinh Kieu Chau	
103.	<b>DEVELOPING GREEN BANKS IN THE CONTEXT OF DIGITAL TRANSFORMATION IN VIETNAM COMMERCIAL BANKS TODAY ...</b>	<b>1344</b>
	MA. Vu Thanh Tung	
104.	<b>IMPACT OF CLIMATE CHANGE ON SOCIO-ECONOMIC ACTIVITIES IN VIETNAM .....</b>	<b>1358</b>
	Nguyen Vu Tram Anh, Vo Thanh Truc	
105.	<b>THE CRITERIA FOR THE DEVELOPMENT OF A ZERO-EMISSION PORT - GREEN PORT .....</b>	<b>1372</b>
	Dang Manh Ha, Nguyen Thi Thuy Hong	
106.	<b>THE IMPACT OF NATURAL DISASTERS AND CLIMATE CHANGE ON GLOBAL AND VIETNAM INSURANCE INDUSTRIES .....</b>	<b>1386</b>
	MSc. Dang Thi Minh Thuy, Dr. Phan Anh Tuan	
107.	<b>EVALUATE THE POTENTIAL FOR THE DEVELOPMENT OF SOME CIRCULAR BUSINESS MODELS FOR PLASTIC PACKAGING IN URBAN AREAS IN DEVELOPING ECONOMIES.....</b>	<b>1394</b>
	MA. Trinh Thi Tuyet Dung, Dr. Vu Kim Chi	
108.	<b>UTILIZATION OF NATURAL CAPITAL IN CIRCULAR ECONOMY: SOLUTIONS FOR SUSTAINABLE ECONOMIC DEVELOPMENT .....</b>	<b>1404</b>
	Dr. Nguyen Thi Hien Oanh	
109.	<b>PROMOTING THE GREEN ECONOMY TOGETHER ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT IN VIETNAM: SOME THEORETICAL AND PRACTICAL ISSUES .....</b>	<b>1418</b>
	MA. Trinh Thi Kim Thoa	
110.	<b>FACTORS INFLUENCING BEHAVIOUR OF HOUSEHOLD SOLID WASTE SEPARATION IN THANH XUAN DISTRICT, HANOI CAPITAL.....</b>	<b>1429</b>
	Dr. Ngo Thanh Mai, Do Duc Duy	

## **SESSION 5: URBAN AND REGIONAL DEVELOPMENT**

<b>111. FACTORS AFFECTING PROFITABILITY OF REAL ESTATE ENTERPRISE LISTED ON THE STOCK MARKET .....</b>	<b>1439</b>
Assoc. Prof. Dr. Phan Huu Nghi, Nguyen Hong Phuc	
Tran Lan Anh, Nguyen Thi Bich Ha	
Vu Ngoc Bich, Tran Duc Anh	
<b>112. FACTORS AFFECTING VIETNAMESE CUSTOMERS' INTENTION TO PURCHASE RECYCLED PRODUCTS .....</b>	<b>1447</b>
Dr. Nguyen Thi Phuong Linh	
<b>113. COMMUNITY-BASED TOURISM DEVELOPMENT IN PHONG NHA - KE BANG NATIONAL PARK .....</b>	<b>1457</b>
MBA. Nguyen Tuyet Khanh, MSc. Le Khac Hoai Thanh	
<b>114. MIGRATION IN ASIAN COUNTRIES: EXPLORING THE EVIDENCE FOR THE INFLUENCE OF CLIMATE CHANGE AND SOCIO-ECONOMIC FACTORS.....</b>	<b>1468</b>
MA. Huynh Hien Hai	
<b>115. LIVELIHOOD DIVERSIFICATION AND POVERTY IN THE SALTWATER INTRUSION AREA OF THE MEKONG DELTA, VIETNAM .....</b>	<b>1476</b>
MA. Le Thi Kim Loan, Dr. Ngo Thi Thanh Truc	
Dr. Duong Dang Khoa	
<b>116. IMPACT OF THE COVID-19 EPIDEMIC ON REAL ESTATE COMPANIES IN VIETNAM .....</b>	<b>1491</b>
Dr. Nguyen Thi Tuyet, MA. Le Thanh Nhan	
<b>117. THE EXPERIENCES AND CHARACTERS OF KAREN ENTREPRENEUR FARMERS IN NORTHERN THAILAND: A CASE STUDY OF HIGHLAND KAREN FARMERS IN OMKOI DISTRICT, CHIANG MAI PROVINCE, THAILAND .....</b>	<b>1501</b>
Dr. Jirawat Rugchat, Ms. Pawanrat Buochareon	
<b>118. THE DETERMINANTS OF VIET NAM'S URBANIZATION.....</b>	<b>1512</b>
Dr. Nguyen Thi Thanh Huyen, Le Thu Trang	
Nguyen Thi Thanh Thuy, Vu Phuong Anh, Ngo Duy Chuong	
<b>119. ECONOMIC INSTITUTIONS: A BARRIER OF REGIONAL COMPETITIVENESS OF THE RED RIVER DELTA REGION? .....</b>	<b>1527</b>
Dr. Nguyen Thi Phuong Thu, Le Vu Thuy Tien	
<b>120. DEVELOPING COMMUNITY-BASED TOURISM FOR ADAPTING TO CLIMATE CHANGE IN THIENG LIENG ISLAND, CAN GIO MANGROVE BIOSPHERE RESERVE, HO CHI MINH CITY, VIETNAM .....</b>	<b>1537</b>
Ta Duy Linh, Duong Duc Minh	

121. MOTIVATIONS OF HOUSING TENURE CHOICE AMONG RURAL-URBAN MIGRANTS: A CASE STUDY IN HANOI, VIETNAM .....	1543
MSc. Nguyen Le Dieu Linh	
122. ASSESSING THE POTENTIAL AND ORIENTATION DEVELOPMENT OF TOURISM ROUTES IN PHU YEN PROVINCE, VIET NAM .....	1554
PhD. Student. Tran Quoc Nhuan, Dr. Pham Thi Binh	
Assoc. Prof. Dr. Pham Xuan Hau	
123. AN ANALYSIS OF ECONOMIC STRUCTURE AND DIGITAL TRANSFORMATION AT THE PROVINCIAL LEVEL: THE CASE OF NGHE AN.....	1564
MSc. Ngo Mai Phuong, MSc. Tran Thi Ngoc Phuong	
124. THE WORLD'S POLICIES ON DEVELOPING REAL ESTATE ENTERPRISES AND GOVERNANCE IMPLICATIONS FOR VIETNAM .....	1576
PhD student. MBA. Le Nguyen Hong Phuong	
125. PROMOTING THE ROLE OF CULTURE IN ECONOMIC - SOCIAL DEVELOPMENT IN THE NORTHWEST OF VIETNAM TODAY .....	1584
Tran Thi Phuong Nga	
126. ANALYZING THE IMPACT OF PUBLIC INVESTMENT ON PRIVATE INVESTMENT IN THE CENTRAL KEY ECONOMIC REGION .....	1592
Ho Thi Hoai Thuong	
127. ASSESSMENT OF POTENTIAL AND SOLUTIONS FOR SUSTAINABLE TOURISM DEVELOPMENT OF THE CENTRAL COASTAL PROVINCE - WEST HIGHLANDS .....	1603
PhD. Student. Tran Quoc Nhuan	
128. A CHANGE IN CULTURAL LIFESTYLE IN PROCESS OF URBANIZING AND BUILDING NEW RURAL AREAS IN PHU XUYEN DISTRICT, HANOI CITY .....	1613
Nguyen Thi Phuong	

## **SESSION 6: LAWS AND INSTITUTIONS**

129. FACTORS AFFECTING PUBLIC PROCUREMENT PERFORMANCE IN HANOI .....	1627
Dr. Nguyen Thi Ai Lien, Trinh Ha Linh	
Dang Thi Minh Anh, Vu Hieu Linh	
Tran Ha Ngan, Nguyen Hoang Nhi	
130. THE MECHANISM FOR ASSIGNING TASKS, ORDERING, BIDDING PROVISION OF PUBLIC SERVICES FUNDED BY STATE BUDGETS AT HIGHER EDUCATION INSTITUTIONS: OBSTACLES FROM THE SUPPLIER'S PERSPECTIVE .....	1640
Assoc. Prof. Dr. Vu Minh Duc	

<b>131. SOME ISSUES ABOUT VIETNAM'S REGULATIONS ON THE ESTABLISHMENT AND DEVELOPMENT OF ECO-INDUSTRIAL PARKS .....</b>	<b>1655</b>
Assoc. Prof. Dr. Nguyen Xuan Hung, LLM. Khuc Thi Trang Nhung Nguyen Thi Thanh Huyen	
<b>132. FACTORS DETERMINING THE CAPACITY OF HUMAN RESOURCES MANAGEMENT IN PUBLIC NON-BUSINESS UNITS: THE CASE OF VIETNAM MINISTRY OF FINANCE .....</b>	<b>1668</b>
PhD Student. Nguyen Xuan Thang	
<b>133. APPLYING AND PROMOTING THE FOREIGN POLICY OF “BAMBOO DIPLOMACY” IN THE CURRENT CONTEXT OF VIETNAM’S INTERNATIONAL INTEGRATION.....</b>	<b>1686</b>
MA. Phi Thi Lan Phuong	
<b>134. COMPLETE COMPANY INCOME TAX POLICY: A POINT OF VIEW FROM SOCIAL RESPONSIBILITIES OF BUSINESSES IN THE CONTEXT OF INTEGRATION .....</b>	<b>1693</b>
PhD student. Nguyen Ngoc Minh	
<b>135. COMMUNIST PARTY COMMITTEE OF THAI NGUYEN PROVINCE LEADS THE DIGITAL TRANSFORMATION AND FIRST EXPERIENCES .....</b>	<b>1707</b>
MA. Nguyen Thi Xuyen, MA. Than Thi Thu Ngan	
<b>136. CONTROL OF THE AGREEMENT ON VALUATION TO RESTRICT COMPETITION IN VIETNAM: VIEWED FROM EFFICIENCY STANDARDS OF ECONOMICS.....</b>	<b>1717</b>
LLM. Tran Thi Nguyet	
<b>137. ENHANCING ECONOMIC LEADERSHIP CAPABILITIES OF KEY DISTRICT-LEVEL OFFICIALS IN THE MARKET ECONOMY IN PRESENT-DAY VIETNAM .....</b>	<b>1736</b>
MSc. Truong Thi Thu Ha, PhD. Nguyen Van Duy	
<b>138. COMPLETE VALUE-ADDED TAX POLICY FOR E-TRADE ACTIVITIES TO INCREASE TAX COMPLIANCE ACTIVITIES OF TAXPAYERS 1743</b>	
PhD student. Giang Thi Thu Huyen .....	
<b>139. DISCUSSING ABOUT THE LEGISLATION ON PERFORMANCE OF CONTRACT WHEN THE CIRCUMSTANCES BASICLY CHANGE IN VIETNAM .....</b>	<b>1757</b>
Tran Ngoc Thuy, Nguyen Ngoc Dung Nguyen Dieu Linh	
<b>140. DISCUSSION OF LAW ENFORCEMENT ON EDUCATION AT VIETNAM PEOPLE'S ARMY ACADEMIES UNDER PRESENT CONDITIONS .....</b>	<b>1775</b>
MA. Ta Thi Ngoc Lien	

141. IDENTIFICATION AND CONTROL OF AGREEMENTS TO LIMIT COMPETITION IN THE FIELD OF BIDDING .....	1785
Tran Trung Vy, LLM. Tran Thi Nguyet	
142. THE ECONOMIC FUNCTIONS OF THE GOVERNMENT FROM THE POINT OF VIEW OF PAUL ANTONY SAMUELSON AND RECOMMENDATIONS IN VIETNAM.....	1796
Assoc. Prof. Dr. Nguyen Thi Thanh Hieu, MA. Do Minh Duc	
143. CONSTRUCTING DEVELOPMENTAL STATE IN VIETNAM TODAY: THEORETICAL AND PRACTICAL PROBLEMS.....	1808
Le Thi Hong Thuan, Nguyen Thuy Linh	
Nguyen Hoang Duong	
144. BUILDING THE THEORETICAL FRAMEWORK FOR CREATING STAFF'S WORK MOTIVATION IN GENERAL DEPARTMENT OF VIET NAM CUSTOMS .....	1826
MA. Vy Vu Quynh Nhu	
145. JOINING ASEAN - IMPORTANT HISTORY TIMELINE OF VIETNAM'S MULTIPLAYER FOREIGN STRATEGY .....	1836
Nguyen Van Son	
146. TOWARDS THE IMPROVEMENT OF THE LAW ON PROTECTION OF INTELLECTUAL PROPERTY RIGHTS IN THE DIGITAL AGE: SOME OPEN-ENDED ISSUES .....	1846
Nguyen Van My, MSc Lam Ba Khanh Toan	

## **SESSION 7: SOCIAL AND HUMANITIES ISSUES**

147. FACTORS AFFECTING THE NATIONAL HIGH SCHOOL GRADE EXPERIENCE IN VIETNAM .....	1855
Dr. Pham Minh Hoan, Nguyen Thien Duc	
148. FACTORS INFLUENCING STUDENT SUCCESS .....	1869
Truong Doan The, Cao Thuy Xiem	
149. THE INTENTION AND BEHAVIOUR OF GEN Z IN HANOI CITY TO PURCHASE SUSTAINABLE FASHION PRODUCTS .....	1884
Le Tuan Anh, Hoa Ngoc Giang, Nguyen Minh Anh	
Pham Thi Kim Dung, Nguyen Thi Hong Ngoc	
150. FACTORS INFLUENCING CONSUMER BEHAVIOR TO PURCHASE VEGAN COSMETICS AND RECOMMENDATIONS FOR BUSINESSES IN VIETNAM.....	1907
Do Thi Hong Nhung, Bui Tue Minh, Nguyen Thu Uyen	
Pham Thuy Ngoc Minh, Mai Dinh Son	

151. FACTORS INFLUENCING THE BEHAVIOR TO PURCHASE OVER-THE-COUNTER DRUGS OF PEOPLE IN HA NOI, VIETNAM ..... 1920  
 Bui Thi Thuy Ngan, Pham Thu Hien, Nguyen Khanh Linh  
 Nguyen Thuy Ngan, Bui Thanh Giang
152. EFFECT OF UNIVERSITY ADMISSION METHODS ON STUDENT LEARNING OUTCOME IN HANOI CITY ..... 1931  
 Dr. Phi Thi Hong Linh, Le Thi Ngoc Anh  
 Chu Manh Hieu, Nguyen Thi Mai Chi  
 Mac Phuong Anh
153. RELATIONSHIP BETWEEN INFLUENTIAL FACTORS AND IMPULSIVE PURCHASING BEHAVIOUR IN CIRCLE K CONVENIENCE STORES IN HANOI, VIETNAM ..... 1940  
 Dr. Nguy Thuy Trang, Dinh Ngoc Minh Anh  
 Vu Nhat Giang, Vu Doan My Linh  
 Do Khanh Linh, Nguyen Hong Nhun
154. FACTORS AFFECTING WORKING MOTIVATION OF INSURANCE AGENT EMPLOYEES: A FACT STUDY AT BAO VIET LIFE CORPORATION ..... 1951  
 Dr. Nguyen Thi Huu Ai, MSc. Le Thi Huong Tram  
 MBA. Phung Thi Huong, Le Thi Thuong
155. THE FACTORS OF TALENT MANAGEMENT AND THEIR IMPACTS ON EMPLOYEE RETENTION AT VIETNAMESE COMMERCIAL BANKS 1962  
 Dr. Nguyen Van Thuy Anh, Nguyen Thi Giang  
 Pham Uyen My
156. FACTORS PROMOTING THE INTENTION OF USING HOME HEALTHCARE SERVICES OF THE PEOPLE OF NORTHERN VIETNAM ..... 1977  
 Nguyen Thanh Lam, Tran Hong Nhun  
 Hoang Ngoc Vinh Hanh, Du Hoang Tien Dat  
 Do Van Dung, Hoang Khanh Linh, Nguyen Minh Ha
157. FACTORS AFFECTING LEARNING OUTCOMES OF STUDENTS IN UNIVERSITIES IN HANOI ..... 1993  
 Bui Hai Van, Nguyen Thi Nhu Anh  
 Bui Thi Thanh Ngan, Phan Thi Ngoc Anh  
 Nguyen Dinh Toan
158. FACTORS AFFECTING HEALTHCARE WORKERS' INTENTION TO LEAVE DURING THE POST-COVID-19 PERIOD ..... 2009  
 M.Fin. Nguyen Hoang Hieu, Hoang Nguyen Minh Thu  
 Dinh Thi Cam Tu, Tran Tuan Hung  
 Nguyen Duy Phuong

159. THE CONCEPT OF DEMOCRACY FROM SOME CURRENT APPROACHES .....	2019
Assoc. Prof. Dr. Ngo Thi Phuong	
PhD student. Nguyen Ngoc Vo Khoa	
160. IMPACT OF JOB CHARACTERISTICS ON JOB EMBEDDEDNESS IN HEALTH WORKERS AT PUBLIC FACILITIES.....	2030
MSc. Chu Huyen Xiem, Assoc. Prof. Dr. Pham Thi Bich Ngoc	
161. PERCEIVED BARRIERS, SELF-EFFICACY, AND SOCIAL ENTREPRENEURIAL INTENTION: AN EMPIRICAL STUDY AMONG VIETNAMESE UNDERGRADUATES .....	2041
Nguyen Tuan Duong, Nguyen Thi Thuy	
Pham Thi Chau Quyen, Nguyen Thi Loan	
162. THE IMPACT OF ELECTRONIC WORD OF MOUTH ON DESTINATION PERSONALITY.....	2053
Pham Long Chau, Nguyen Duy Thanh	
163. RESEARCH ON TRAFFIC AND ENVIRONMENTAL IMPACTS ON THE CHOICES OF WORKING PLACES BY GRADUATES OF ECONOMICS IN HANOI .....	2069
Nguyen Thi My Hanh, Dr. Nguyen Thi Thanh Huyen	
Bui Minh Khue, Nguyen Thi Khanh Linh	
Bui Thi Minh Thu, Nguyen Quy Duong	
164. IMPACT OF CAREGIVING - WORK DEMANDS AND SOCIAL SUPPORT ON CAREGIVING BURDEN IN VIETNAM .....	2082
Dr. Tran Thi Mai Phuong	
165. PROPOSED SUSTAINABLE ORIENTATIONS AND OPTIMAL DEVELOPMENT MODEL FOR THE NATIONAL PUBLIC HEALTHCARE SYSTEM IN CONTEMPORARY VIETNAM .....	2093
Dr. Do Hoang Anh	
166. EVALUATING THE EFFECTIVENESS OF SOCIAL WORK ACTIVITIES IN SCHOOLS THROUGH PREVENTION AND INTERVENTION MEASURES TO SUPPORT SECONDARY SCHOOL STUDENTS .....	2107
Lu Thi Mai Oanh, Nguyen Thi Phuong Thao	
167. ORGANIZATIONAL IDENTIFICATION, PUBLIC SERVICE MOTIVATION AND ORGANIZATIONAL COMMITMENT OF LECTURERS .....	2117
Dr. Dang Hung Vu, Dr. Chau Hong Phuong Thao	
168. OPPORTUNITIES AND CHALLENGES FOR LABOR EXPORT TO JAPANESE MARKET .....	2132
Dr. Nguyen Thi Thanh Huyen, Nguyen Cong Nghia	
Nguyen Huyen Linh	

169. HUMAN CAPITAL IN VIETNAM BY ECONOMIC REGION USING AN EDUCATION-BASED APPROACH .....	<b>2143</b>
Dr. Nguyen Dang Nui, MA. Ngo Kim Phuong, Vu Tri Tuan	
170. AN OVERVIEW OF THE WORLD'S POLICIES FOR PROMOTION OF CHILDREN AND LEARNINGS FOR VIETNAM .....	<b>2155</b>
Ha Trong Nghia, Dr. Nguyen Thanh Dao	
MA. Tran Ngoc Hong, Dr. Nguyen Thi Thu Trang	
171. QUALITATIVE RESEARCH: THE ROLE OF ELDERLY SCHOOL FOR HEALTH PROMOTION OF THE ELDERLY IN NORTHERN THAILAND....	<b>2164</b>
Dr. Ittipong Thongsrikate, Dr. Jirawat Rugchat	
Surachai Srinorajan	
172. A REVIEW OF FLOOD DISASTERS VOLUNTEERING AMID CORONAVIRUS SURGE IN KUMAMOTO PREFECTURE, JAPAN.....	<b>2171</b>
MSc. Nguyen Thuy Linh	
173. COMMUNITY SPORTS INSURANCE IN VIETNAM OPPORTUNITIES AND CHALLENGES OF A PRIMITIVE MARKET .....	<b>2176</b>
MSc. Nguyen Xuan Thanh	
174. VIETNAM-US RELATIONSHIP AFTER NORMALIZATION .....	<b>2191</b>
Dr. Nguyen Minh Trang, Nguyen Khanh Ly	
175. THE EFFICIENCY OF JAPANESE KANJI INSTRUCTION FOCUSING ON THE COMPONENTS FOR VIETNAMESE LEARNERS OF JAPANESE .	<b>2203</b>
MA. Nguyen Thi Phuong Lien	
176. ENGLISH LANGUAGE COMPETENCE OF STUDENTS THROUGH ENGLISH COURSES LECTURED AT THE UNIVERSITY OF ECONOMICS HO CHI MINH CITY, VINH LONG CAMPUS .....	<b>2216</b>
Le Thi Thu Hien, Ninh Hong Hanh	
177. SOLUTIONS TO IMPROVE ENGLISH SPEAKING SKILLS OF GEOGRAPHY STUDIES STUDENTS AT THE DEPARTMENT OF GEOGRAPHY, HO CHI MINH CITY UNIVERSITY OF EDUCATION .....	<b>2230</b>
BA. Tran Dinh Khang	
178. THE SAYINGS OF KACHIN ELDERS' IMPACT ON KACHIN SOCIETY ..	<b>2242</b>
Dr. K. Roi Ja	
179. HOME INDUSTRY OF WEAVING AND CULTURAL VALUES IN MYITKYINA, KACHIN STATE, MYANMAR .....	<b>2250</b>
Prof. Dr. Seng Aung	
180. CREATING JOURNALISTIC CONTENT IN THE CONTEXT OF INDUSTRIAL REVOLUTION 4.0: OPPORTUNITIES AND CHALLENGES .....	<b>2258</b>
MA. La Thuy Linh	

181. PERSPECTIVES AND ROLES OF BUDDHISM IN ECOLOGICAL ETHICAL EDUCATION.....	2268
MA. Hoang Ngoc Bich	
182. INTERNATIONAL DESIGNS OF MULTI - TIER PENSION SYSTEM AND THE ORIENTATION OF DEVELOPING VIETNAM MULTI - TIER PENSION SYSTEM .....	2277
MSc. Dang Thi Minh Thuy, Dr. Phan Anh Tuan	
183. DEVELOPING HUMAN RESOURCES TO MEET THE CURRENT REQUIREMENTS OF BUILDING A DIGITAL ECONOMY IN VIETNAM .....	2285
Dr. Bui Thi Phuong Thuy	
184. HUMAN RESOURCE DEVELOPMENT STRATEGIES FOR LECTURERS AT HUE UNIVERSITY ADAPTATION TO UNSTABLE WORLD .....	2294
MA. Nguyen Minh Hung	
185. BUDDHISM AND ECO-ENVIRONMENT ISSUES .....	2305
Nguyen Thi Toan	
186. TRAINING AND FORTERING TALENTS IN VIETNAM ACCORDING TO HO CHI MINH THOUGHT .....	2314
Hoang Thi Giang	
187. THE ROLE OF POLITICAL THEORY SUBJECTS IN DEVELOPING PERSONALITY, MORALITY, AND LIFESTYLE FOR STUDENTS AT UNIVERSITIES AND COLLEGES IN VIETNAM TODAY .....	2324
MA. Ta Van Sang	
188. CURRENT SITUATION, CHALLENGES, OPPORTUNITIES, SOLUTIONS AND ACHIEVEMENTS OF VIETNAM HIGHER EDUCATION ON THE WAY OF INTEGRATION .....	2335
Dr. Dinh Van De, Dr. Pham Huu Loc	
Dr. Nguyen Trong Nghia, Luong Xuan Thinh	
Nguyen Thi Thu Ha	
189. A STUDY ON VIETNAMESE COOKING TERMS .....	2346
Dr. Nguyen Ngoc Binh	
190. IMPLEMENTING THE NEW GENERAL EDUCATION PROGRAMME (2018) IN HO CHI MINH CITY UNDER THE INFLUENCE OF DIGITALISATION .....	2357
Le Thi Ha	
191. A WEB-BASED SOLUTION TO THE UNSOLVED SOCIAL-ECONOMIC PROBLEM: CARING FOR STROKE PATIENTS AT HOME IN VIETNAM .....	2362
Bui Duc Khoi	

## **SESSION 8: SUSTAINABLE DEVELOPMENT**

192. FACTORS AFFECTING GREEN CONSUMPTION BEHAVIOR OF CITIZENS IN HANOI CITY, VIETNAM .....	2369
Dr. Nguyen Thi Oanh, MA. Nguyen Thu Huong	
193. FACTORS AFFECTING GREEN AGRICULTURAL PRODUCT CONSUMPTION BEHAVIOR OF THE RESIDENTS IN HA NOI.....	2387
Nguyen Trung Kien, Nguyen Khanh Ly, Pham Yen Nhi	
Dao Ngoc Van Ly, Lai Nhu Quynh, Dang Thi Bac, Pham Vu Hoang	
194. SUSTAINABLE HUMAN RESOURCES MANAGEMENT, EMPLOYEE'S JOB PERFORMANCE: THE MEDIATING EFFECT OF PERCEIVED ORGANIZATIONAL SUPPORT .....	2402
MA. Pham Van Thieu	
195. VIETNAM'S CHALLENGES ON THE ROAD TO THE CIRCULAR ECONOMIC MODEL.....	2415
Dr. Tran Thi Thu Huong, Dr. Nguyen Dinh Chuc	
Dr. Nguyen Thi Phuong Thu	
196. RESEARCH OF FACTORS AFFECTING EMPLOYER BRAND IN SMALL AND MEDIUM ENTERPRISES IN DONG THAP PROVINCE .....	2431
Dr. Nguyen Giac Tri	
197. COLD IRONING TECHNOLOGY: THE EFFECTIVE SOLUTION TO DEVELOP ZERO EMISSION PORT .....	2443
Dr. Le Son Tung, Dr. Le Huy Huan	
198. VALUING INDIRECT USE VALUE OF MANGROVES IN KIM SON DISTRICT, NINH BINH PROVINCE .....	2461
MSc. Nguyen Thi Thu Ha	
199. COMPARING THE INFLUENCE OF RICE HUSK BIOCHAR AND MAIZE STALK BIOCHAR ON THE INHIBITION OF CADMIUM UPTAKE BY PAK CHOI.....	2471
Dr. Tran Thi Anh Thu, MSc. Ho Thi Ha	
200. RELATIONSHIP BETWEEN CIRCULAR ECONOMY PRACTICES (CEP) AND SUSTAINABLE PERFORMANCE (SP) - THE CURRENT STUDY OF VIETNAMESE CONSTRUCTION MATERIAL INDUSTRY .....	2479
PhD student. Nguyen Dieu Linh	
201. POTENTIAL AND SOLUTIONS FOR DEVELOPING THE TYPE OF TOURISM "HOMESTAY" IN THE COASTAL AREA OF PHU YEN PROVINCE, VIETNAM TOWARDS SUSTAINABILITY .....	2494
PhD. Student. Tran Quoc Nhuan, Dr. Doan Thi Nhu Hoa	
Dr. Pham Thi Binh, Assoc. Prof. Dr. Pham Xuan Hau	

<b>202. GREEN FINANCE DEVELOPMENT IN VIETNAM: CURRENT SITUATION AND RECOMMENDATIONS .....</b>	<b>2504</b>
Dr. Phung Thanh Quang, Nguyen Mai Phuong	
<b>203. SUSTAINABLE TOURISM FOR ECONOMIC GROWTH AND EMPLOYMENT IN VIETNAM .....</b>	<b>2515</b>
MA. Bui Vu Luong	
<b>204. ORIENTATION AND SOLUTIONS TO DEVELOP LAO PDR'S ELECTRICITY GENERATION INDUSTRY IN A SUSTAINABLE WAY .....</b>	<b>2525</b>
Assoc. Prof. Dr. Le Thu Hoa, Ms. Thipphavanh Southammavong	
<b>205. ENVIRONMENTAL SUSTAINABILITY: MEASUREMENT, PRACTICE AND POLICY DIRECTION FOR VIETNAM .....</b>	<b>2535</b>
Assoc. Prof. Dr. Dinh Duc Truong	
<b>206. AGRICULTURE DIGITAL TRANSFORMATION IN VIETNAM: DIFFICULTIES AND SOLUTIONS .....</b>	<b>2548</b>
Phan Thi Thanh Huyen, Nguyen Thi Thu Huong, Ngo Thi Ha Vu Thi Thu, Tran Thai Yen, Nguyen Thi Hue	
<b>207. CORPORATE SOCIAL RESPONSIBILITY IN VIETNAMESE BANKING SECTOR: A LITERATURE REVIEW.....</b>	<b>2562</b>
MSc. Phan Thu Trang, Dr. Ta Nhat Linh	
<b>208. POTENTIAL, ORIENTATION AND SOLUTIONS FOR DEVELOPMENT OF CULTURAL TOURISM MANG LANG CHURCH, PHU YEN PROVINCE, VIET NAM TOWARDS SUSTAINABILITY .....</b>	<b>2573</b>
PhD. Student. Tran Quoc Nhuan, Le Van Dang Dr. Nguyen Duc Ton, Nguyen Hoai Son	
<b>209. CONTRIBUTIONS OF SCIENCE AND TECHNOLOGY TO LABOR PRODUCTIVITY GROWTH IN THE MECHANICAL ENGINEERING SECTOR .....</b>	<b>2582</b>
PhD Student. Kieu Nguyen Viet Ha	
<b>210. SUSTAINABLE DIRECTIONS FOR COMPANIES PROVIDING ADVENTURE TOURISM IN PHONG NHA - KE BANG NATIONAL PARK, QUANG BINH PROVINCE .....</b>	<b>2594</b>
Dr. Nguyen Van Duy, MA. Nguyen Thi Huong Lien	
<b>211. INVESTMENT IN DEVELOPING AGRICULTURAL PRODUCTION ACCORDING TO VIETGAP STANDARDS IN HAI DUONG PROVINCE .....</b>	<b>2601</b>
Dr. Tran Thi Mai Hoa, Do Duc Thuan	
<b>212. REDUCING POVERTY IN VIETNAM THROUGH SUSTAINABLE LIVING MODELS .....</b>	<b>2610</b>
PhD. Candidate. Nguyen Cong Nam, Assoc. Prof. Dr. Bui Huy Nhuong	

<b>213. ON THE RELATIONSHIP BETWEEN STRUCTURAL SOCIAL CAPITAL AND ECO-INNOVATION ADOPTION IN AGRICULTURAL COOPERATIVES IN VIETNAM - THE MEDIATING EFFECT OF OPEN INNOVATION ...</b>	<b>2619</b>
Nguyen Thu Huong	
<b>214. SUSTAINABLE DEVELOPMENT OF SOLAR POWER IN DANANG CITY ..</b>	<b>2633</b>
PhD Candidate. Nguyen Duc Duong	
<b>215. ASSESSING THE POTENTIAL AND STRENGTHS OF SPECIAL TOURISM RESOURCES CLUSTERS IN PHU YEN PROVINCE, VIETNAM TOWARDS SUSTAINABILITY .....</b>	<b>2646</b>
PhD. Student. Tran Quoc Nhuan, Dr. Pham Thi Binh	
Le Van Dang, Nguyen Hoai Son	
<b>216. MANAGING AND DEVELOPING THE TEACHING STAFF IN VIETNAM TODAY ACCORDING TO HO CHI MINH'S IDEOLOGY .....</b>	<b>2658</b>
Dr. Le Trung Kien	
<b>217. SMALL AND MEDIUM ENTERPRISES INCENTIVES FOR HUMAN RESOURCE DEVELOPMENT IN TIEN GIANG PROVINCE: POLICY AND PRACTICE .....</b>	<b>2669</b>
Doan Minh Nguyet, Vo Kim Nhan	
<b>218. NEED TO CHOOSE ECONOMIC DEVELOPMENT MODEL SUITABLE FOR SOCIAL DEVELOPMENT IN VIETNAM TODAY .....</b>	<b>2677</b>
Dr. Le Thi Hanh, PhD student. Chu Van Khanh	
<b>219. THE KEY DRIVERS AND BARRIERS FOR VIETNAMESE COMPANIES IMPLEMENTING REVERSE LOGISTICS .....</b>	<b>2685</b>
MA. Han Huyen Huong, Dr. Nguyen Thi Thuy	
Assoc. Prof. Dr. Nguyen Thi Duong Nga, Dr. Le Son Tung	
<b>220. IMPLEMENTING THE COP26 GOAL AND JUST ENERGY TRANSITION PARTNERSHIP IN VIETNAM .....</b>	<b>2701</b>
Nguyen Duc Thanh, Nguyen Duc Trung	
<b>221. SOCIAL WORK ON ACCESS TO BASIC SOCIAL SERVICES FOR FEMALE MIGRANT WORKERS .....</b>	<b>2712</b>
Lu Thi Mai Oanh	
<b>222. SPILLOVER VOLATILITY INTER-CONNECTEDNESS WITHIN VIETNAM'S STOCK MARKET: NEW EVIDENCE FROM AN EXTENDED TVP-VAR MODEL .....</b>	<b>2723</b>
MSc. Nguyen Thi Nga	

**17<sup>th</sup> NEU-KKU INTERNATIONAL CONFERENCE**  
**SOCIO-ECONOMIC AND ENVIRONMENTAL ISSUES IN DEVELOPMENT**  
**2023 PROCEEDINGS**

---

**FINANCE PUBLISHING HOUSE**

No. 7 Phan Huy Chu Street, Hoan Kiem District, Hanoi

Tel: 024.3826.4565 - 0913.035.079

Email: [phongbientap.nxbtc@gmail.com](mailto:phongbientap.nxbtc@gmail.com) - Website: fph.gov.vn

**BRANCH OF FINANCIAL PUBLISHING HOUSE IN HO CHI MINH CITY**

138 Nguyen Thi Minh Khai, Ward 6, District 3, Ho Chi Minh City

Tel: 028.3859.6002



**RESPONSIBLE FOR THE PUBLICATION**

**AND THE CONTENT:**

**Director - Editorial Phan Ngoc Chinh**

**EDITOR:**

**Dao Thi Hien**

**PRINT AND COVER PAGE DESIGNER:**

**Pham The Tien**

---

Printing 200 copies, size 20.5 x 29.5 (cm) at the Hanoi Moi Printing Company Limited

Address: Hamlet 6, Nga An, Nga Son District, Thanh Hoa Province.

Publishing register No. 1833-2023/CXBIPH/6-37/TC.

Publishing Decision No. 161/QĐ-NXBTC, dated on 16/06/2023

Completed and registered in the second quarter of 2023

ISBN: 978-604-79-3740-0

17<sup>th</sup> NEU-KKU INTERNATIONAL CONFERENCE

**SOCIO-ECONOMIC AND ENVIRONMENTAL  
ISSUES IN DEVELOPMENT**

**2023**  
Proceedings

ISBN: 978-604-79-3740-0



9 786047 937400

BOOK NOT FOR SALE