## LIST OF SESSIONS - CIEMB 2020

## 18-Nov-20

Session 1: ACCOUNTING & FINANCE 1

Room 901 - Building A2

Chairs: Assoc.Prof.Dr. Le Thanh Tam and Assoc.Prof.Dr. Tran Manh Dung Secretary: Ms. Luu Thanh Ha

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_14_Dang Hoang Nhat Tam	Dang Hoang Nhat Tam Pham Thi Tuan Linh	People's Committee of Hoc Mon District	_	Determinants of bank financial performance: The role of credit risk	
2	2020_16_Nguyen Van Tuan	Nguyen Van Tuan Nguyen Thi Huong Ngo Minh Anh	Central Organizing Committee	55 55	The industrial revolution 4.0 and its the impacts on the economic – financial platform of Vietnam	
3	2020_29_Le Thanh Phuong	Le Thanh Phuong	Vietnam Maritime University	phuonglt@vimaru.edu.vn	Investigating the impact of Basel II capital reform on Vietnamese banking efficiency	10:15 - 12:15
4	2020_38_Hoang Van Hai	Nguyen Van Long Nguyen Le Minh Huy Tran Dinh Long Hoang Van Hai	Danang University	hoangvanhaidhkt@gmail.c om	Liquidity shocks: evidence from the Chinese stock market	
5	2020_39_Le Quy Duong_1	Le Quy Duong Bertrand Philippe	National Economics University	duonglq@neu.edu.vn	The size effect and default risk: Evidence from the Vietnamese stock market	
6	2020_40_Le Quy Duong_2	Le Quy Duong Bertrand Philippe	National Economics University	duonglq@neu.edu.vn	Overreaction and momentum in the Vietnamese stock market.	
7	2020_41_Ho Minh Chi	Vo Hong Duc Van Thi Hong Loan Vo The Anh Ho Minh Chi	Ho Chi Minh City Open University	chi.hm@ou.edu.vn	Financial Inclusion and Economic growth: International Evidence	
8	2020_42_Le Thu Thuy	Le Thu Thuy Le Thi Huong Lan Le Phong Chau	National Economics University	lethuthuyktqd@gmail.com ; thuylt@neu.edu.vn	New evidence on stock market reaction to dividend announcements in Vietnam.	13:45 - 15:45
9	2020_43_Hoang Thanh Nhan	Hoang Thanh Nhan Dao Thi Thanh Binh Nguyen Thi Hong Hanh	Hanoi University	hoangthanhnhan2307@g mail.com	Liquidity comparison between banks and steel manufacturers: An empirical study on an emerging market	
10	2020_47_Vo Hong Duc	Vo Hong Duc Nguyen Thien Nhan	Ho Chi Minh City Open University	nhan.nt@vnp.edu.vn	Financial inclustion and bank performance: A novel approach	
11	2020_107_Nguyen Thi Minh Hue	Nguyen Huu Truc Nguyen Thi Minh Hue	Quy Nhon University	huenm@neu.edu.vn	Board structure and corporate risk taking in Vietnamese listed firms	

Session 2: ACCOUNTING & FINANCE 2

Room 903 - Building A2

Chairs: Assoc.Prof.Dr. Do Hoai Linh and Dr. Le Duc Hoang

Secretary: Dr. Tran Phi Long

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_48_Dang Thanh Tuan	Le Thi Thu Hong Dang Thanh Tuan Nguyen Ngoc Ai Thy	Ho Chi Minh City Industry and Trade College	dangthanhtuan93bk@gma il.com	A Hybrid Grey Model and DEA for Predicting and Evaluating the Technical Efficiency of Banking Industry in Vietnam	
2	2020_50_Le Thi Thu Mai	Le Thi Thu Mai Nguyen Lan Ngoc	National Economics University		Intention to disclose personal information in mobile payment apps from the perspective of Regulatory Focus and Risk Taking: A conceptual paper	
3	2020_58_Nguyen Thu Trang	Tran Dinh Toan Nguyen Thi Thu Trang Than The Son Tung Nguyen Hong Nga	Thanglong University	thutrang.tlu@gmail.com	Impact of blockholders on the liquidity of stock listed on Vietnam's stock market	10:15 - 12:15
4	2020_67_Ngo Thanh Xuan	Ngo Thanh Xuan Tran Xuan Luong	National Economics University		Digital banking adoption from the bank's perspective: Experiments in Vietnam	
5	2020_68_Pham Hoang Cam Huong	Pham Hoang Cam Huong Le Thi Nhat Linh	Hue University	phchuong@hce.edu.vn	The effect of tax administrative burden on entrepreneurship: the case of the asia-pacific countries	
6	2020_71_Cao Thuy Linh	Cao Thuy Linh Judy Hsu	Feng Chia University	linhct241091@gmail.com	Patent Rights Enforcement Affect Mergers and Acquisitions: A Panel Data Analysis	
7	2020_83_Nguyen Thi Lien	Nguyen Thi Lien Pham Thi Nga Nguyen Thi Thu Ha	National Economics University	lientkt@neu.edu.vn	Applying statistical and bayesian methods to measure credit risk in Vietnamese commercial bank	
8	2020_93_Phung Thanh Quang	Phung Thanh Quang Nguyen Thi Thao Nguyen Pham Thi Tham Pham Thi Nhat Linh	National Economics University	pt_quang@neu.edu.vn	Application of Big Data to credit scoring for individual customers: The case of Vietnam's banking system	13:45 - 15:45
9	2020_94_Khuc The Anh	Khuc The Anh Pham Bich Lien Bui Kien Trung	National Economics University	anhkt@neu.edu.vn	Factors affecting the intention to use loan sharks for households in Vietnam rural area	
10	2020_106_Le Thanh Tam	Le Thanh Tam Tran Thuy Linh	National Economics University	tamlt@neu.edu.vn	The Analysis of Smart Card Implementation Project in Vietnamese Campuses: A Case of National Economics University	

Session 3: AGRICULTURAL ECONOMICS & ENVIRONMENT

Room 905 - Building A2

Chairs: Assoc.Prof.Dr. Dinh Duc Truong and Assoc.Prof.Dr. Ngo Thi Phuong Thao Secretary: Ms. Nguyen Thi Hoang Hoa

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1			National Economics University	~	Main factors impacting farmers' decision to develop sustainable agriculture under gap standards	
2	2020_46_Nguyen Dinh Toan	8 7	National Economics University	nguyendinhtoan@neu.edu. vn	Factors influencing the decision to adopt organic agricultural production by farmers in the suburbs of Hanoi	
3			National Economics University	tanhatlinh@gmail.com	Credit access of farming households for rural development in Northern midlands and mountainous areas of Vietnam	10:15 - 12:15
4	· · · - · -		Vietnam University of Agricultural		Urbanization and Land Use Management Issues in Vinh city, Nghe An Province, Vietnam	
5	0 /	Nguyen Hoai Nam Pham Nguyen Hong Nguyen Dang Duc Ha Thi Lan Phuong	Vinh University	namnh@vinhuni.edu.vn	Economic development of coastal strip of Nghe An	

Session 4: BUSINESS ADMINISTRATION

Room 912 - Building A2

Chairs: Prof.Dr. Nguyen Van Thang and Assoc.Prof.Dr. Truong Thi Nam Thang

Secretary: Mr. Nguyen Hoang Minh

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1		Sanya Vij	Humber College Institute of Technology & Advanced Learning		Sustainable fashion consumption behaviour in female youth – Are the 7Rs a driving force towards a greener future?	
2		· ·	National Economics University	00	Factors influencing the elderly's satisfaction with the service quality at nursing homes: the case in Hanoi	
3		0 ,	National Economics University	~	Impact of corporate governance on firms' performance: Evidence from Vietnam consumer goods enterprises	10:15 - 12:15
4		, 5	National Economics University	phuongth@neu.edu.vn	Motivation of car-hailing drivers to improve service quality: an expectancy theory framework	
5	;	Nguyen Thi Tuyet Nguyen Viet Hung	Thanglong University	, , ,	Applying heckman model to study determinants of healthcare demand in Vietnam	

6	2020_13_Nguyen Thi Phuong Linh	Nguyen Thi Phuong Linh	National Economics University		Psychological empowerment and employee creativity in Vietnam telecommunication enterprises: the mediating role of intrinsic work motivation	
7	0 ;	Nguyen Phuong Linh Pham Van Hau Tran Minh Quang	National Economics University	1 00	Evaluating theffect of motivation factors and hygiene factors on work motivation of employees in textile and apparel enterprises	
8		Nguyen Nam Thang Huynh Thi Huong Thao Pham Thi Kim Anh	Ho Chi Minh City University of Food Industry	namthangphd@gmail.com	Building local tourism competitiveness model	13:45 - 15:45
9	2020_59_Ray Webster	Ray Webster John Andre	National Economics University	raywebster@isneu.org	Combining Learning Analytics and Learning Science for Flexible Student Alignment: The Future of Student Learning in Vietnam?	
10	Mai	Nguyen Quang Khai Phan Thanh Hung Nguyen Thi Tuyet Mai	National Economics University	tuyetmaisdh@neu.edu.vn	Cultural influence and Entrepreneurial intention: An Exploratory study of the ethnic minorities people in the northern mountain area of Vietnam	

Session 5: Business Administration 2

Room 914 - Building A2
Chairs: Assoc.Prof.Dr. Nguyen Thanh Hieu and Dr. Dao Thanh Tung
Secretary: Mr. Mai Vu Xuan Hoanh

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_35_Ngo Chi Thanh	Ngo Chi Thanh	Hong Duc University	ngochithanh@hdu.edu.vn	Food retail market transformation in Vietnam toward modern distribution channel: Market competition model for the case of oligopoly market power	
2	2020_53_Le Hung Tien	Le Hung Tien	Van Lang University	tien.lh@vlu.edu.vn	The Impact of Building Information Management on Business Success	
3	2020_54_Le Thi My Linh	Le Thi My Linh Vu Minh Phuong Do Xuan Hai	National Economics University	linh.neubs@gmail.com	Factor Affecting the Perceived Job Stress of Teacher in Vietnam General Schools in the Context of Educational Innovation	10:15 - 12:15
4	2020_56_Dao Thu Ha	Dao Thu Ha	National Economics University	daothuha@neu.edu.vn	Regulations on the relationship between condo hotel's developers and buyers in Vietnam	
5	2020_72_Ngo Thi Ngoc Anh	Ngo Thi Ngoc Anh	Ho Chi Minh National Academy of Politics,	ngocanhngo.npa@gmail.c om	Compensation Factors and Employee Perceptions of Pay Equity in Vietnamese State-Owned Enterprises	
6	2020_79_Dinh Thi Ha	Dinh Thi Ha Le Mai Trang Do Thi Thu Hien	Thuongmai University	dinhha@tmu.edu.vn	Applying neural-network in performance classification of enterprises of the Vietnam textile and garment industry	
7	2020_88_Tran Thi Bich Hanh	Tran Thi Bich Hanh Vu Anh Dung	FPT University	ttb.hanh@vju.ac.vn	Green experience practices, green perceived values and green brand likability	13:45 - 15:45
8	2020_91_Do Thi Lan Anh	Do Thi Lan Anh	Posts and Telecommunications Institute of Technology	lananh8332@gmail.com	Antecedents of customer loyalty in the b2b context	
9	2020_114_Hoang Thi Thanh	Hoang Thi Thanh Phan Thuy Duong	University of Transport Technology	thanhht@utt.edu.vn	Study on factors affecting direct marketing in Hanoi retailers	

Session 6: Economic Development & Social Issues Room 916 - Building A2 Chairs: Assoc.Prof.Dr. Giang Thanh Long and Assoc.Prof.Dr. Le Quang Canh Secretary: Dr. Pham Thi Hong Tham

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_20_Do Van Hai	Do Van Hai	Political Academy	dohai.ktct@gmail.com	Implementing multidimensional poverty reduction to ensure social security in Vietnam	
2	2020_25_Do Thi Thu	Do Thi Thu Giang Thanh Long	Banking Academy	longgt@neu.edu.vn	Factors Associated with Participation in the Voluntary Social Insurance Scheme: Evidence from Vietnam	
3	2020_28_Tran Thi Mai Phuong	Tran Thi Mai Phuong	National Economics University	phuongtm@neu.edu.vn	Factors associated with the caregiver empowerment among family caregivers of the elderly	10:15 - 12:15
4	2020_95_Phi Manh Phong	Phi Manh Phong Ho Viet Ha Luong Thi Mai Hoang Thuy Linh	Hanoi University of Mining and Geology	phimanhphong@gmail.co m	Unmet needs of care among older persons in Vietnam	
5	2020_97_Nguyen Phuong Anh	Nguyen Phuong Anh Le Quang Canh	Hanoi University of Industry	anhnp_ktkt@haui.edu.vn	Socioeconomics Status, Norms and Bribe-Giving Behaviors of Citizens: evidence from ASIAN DEVELOPING countries	
6	2020_99_Vu Thi Tuyet Mai	Vu Thi Tuyet Mai	National Economics University	maivu@neu.edu.vn	Reconsidering institution in Vietnam under the perspective of economic governance	
7	2020_101_Dang Trung Chinh	Dang Trung Chinh Le Quang Canh	National Economics University	dangtrungchinh95@gmail. com	Spatial dependence in corruption: evidence from a dynamic spatial panel data in Vietnam	
8	2020_105_Vu Thi Bich Ngoc	Vu Thi Bich Ngoc Tran Quang Tuyen Asim Nasar	National Economics University	ngocvu@neu.edu.vn	Determinants of horizontal mismatch in Vietnam	13:45 - 15:45
9	2020_112_Luu Tien Dung	Do Phu Tran Tinh Luu Tien Dung	University of Economics and Law	dunglt@uel.edu.vn	Economic Institutions, Entrepreneurship, and Economic Development in Asian Economies	
10	2020_113_Nguyen Hoang Oanh	Nguyen Hoang Oanh	National Economics University	oanhnh@neu.edu.vn	Tools to decompose gender wage gap	

Session 7: Macroeconomics

Room 917 - Building A2

Chairs: Assoc.Prof.Dr. Le Quoc Hoi and Dr. Nguyen Manh The

Secretary: Dr. Tran Lan Huong

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_24_Tran Thi Thanh Huong	Tran Thi Thanh Huong Hoang Thanh Huyen	Banking Academy		Impact of economic structure shift by types of ownership and other factors on economic growth: The case of Vietnam	
2	2020_33_Le Thanh Ha	Le Thanh Ha To Trung Thanh	National Economics University	lethanhha@neu.edu.vn	Shifting Trend Inflation, Financial Constraints, Policy Risks and Economic Welfare	
3		Do Tat Cuong Ngo Thi Ngoc Anh Nguyen Van Dinh	Ho Chi Minh National Academy of Politics	cuongdt@hcma.vn	Measuring effect of decentralized governments to firm's productivity: evidence from asian countries	
4		Dang Huong Le Ngoc Nguyen Quynh Trang	Bucknell University	q.trang.ng99@gmail.com	Assessing the Vietnam's Lewis Turning Point: Evidence from a National and Regional Perspective	10:15 - 12:15
5		Pham Hoang Uyen Vo Thi Le Uyen Pham Van Chung	University of Economics and Law	uyenvtl@uel.edu.vn	Covid-19 pandemic and perfomance of economic sectors in Vietnam	
6		Nguyen Van Nam Nguyen Thanh Ngoc Ngo Thi Thu Mai Phi Hong Hanh Le Duc Hoang	National Economics University	hoangld@neu.edu.vn; namnv@neu.edu.vn	The Impact of Ownership on Credit Growth of Vietnamese Commercial Banks	

Session 8: MARKETING Room 917 - Building A2

Chairs: Assoc.Prof.Dr. Nguyen Vu Hung and Dr. Tran Van Nhu Secretary: Ms. Le Thi Thu Mai

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_27_Vu Minh Duc	Vu Minh Duc	National Economics University	ducvm@neu.edu.vn	Identifying technology science intermediary services in wood industry: the view points of insiders	
2		Nguyen Phuong Lien Nguyen Nhat Anh	Hanoi University	1 0	Personalised advertisements on Facebook: A Study of Users' Cognitive Appraisal, Privacy Concerns and behavioural Responses	
3		Vu Tri Dung Do Khac Huong Do Thi Phi Hoai	CFVG Hanoi	huongdk@neu.edu.vn	The driving force to promote the application of green marketing at retail supermarkets	13:45 - 15:45
4	1 12112	Pham Van Tuan Nguyen Quynh Trang Dinh Van Oanh Nguyen Dinh Trung	National Economics University	oanhdv@neu.edu.vn	Factors affecting farmers' intention to convert to organic agricultural production – a case study in Hanoi, Vietnam	
5	· · · - · · · -	Le Pham Khanh Hoa Nguyen Viet Lam Nguyen Ngoc Quang	National Economics University	hoalpk@neu.edu.vn	A relationship marketing conceptual framework of customer participation in marketing relationships of client-agency	

## Session 9: MICROECONOMICS & SMEs

Room 918 - Building A2

Chairs: Assoc.Prof.Dr. Ho Dinh Bao and Assoc.Prof.Dr. Tran Thi Bich

Secretary: Dr. Nguyen Phuc Hai

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_6_Tran Thi Nguyet	Tran Thi Nguyet	National Economics University	nguyettt@neu.edu.vn	Leniency policy under the provisions of Vietnam competition law 2018: some manifest inadequacies and orientation to complete	
2	2020_9_Tran Trung Vy	Tran Trung Vy	Ha Long University	trantrungvy1971@gmail.c om	Control of the agreement on valuation to restrict competition in Vietnam - view from efficiency standards of economics	
3	2020_22_Tran Lan Huong	Tran Lan Huong	National Economics University	tranlanhuong1991@gmail. com	Open innovation strategy of manufacturing enterprises in Vietnam	10:15 - 12:15
4	2020_30_Nguyen Van Cong	Nguyen Van Cong	National Economics University	congvn@neu.edu.vn	Determinants of the Labor Productivity of Enterprises in Bac Ninh Province	
5	2020_34_Pham Xuan Nam	Le Thanh Ha Pham Xuan Nam	National Economics University		Effects of Bribery on Firm Environmental Innovation Adoption in Vietnam: Moderating Roles of Firm's Bargaining Power, Credit and Institutional Constraint	
6	2020_52_Le Phuong Thao	Le Phuong Thao	Thuyloi University	thaolp@tlu.edu.vn	The impact of Technology on Structural Change of Labor in Manufacturing Industry of Vietnam	
7	2020_86_Tran Thu Ha	Tran Thu Ha	University of Transport and Communications	tranthuha@utc.edu.vn	Factor affecting corporate social responsibility to employees in Vietnam oil and gas group	
8	2020_96_Pham Thi Bich Ngoc	Pham Thi Bich Ngoc Nguyen Duy Thanh	National Economics University	ngocpb@neu.edu.vn	Innovation and firm performance: an empirical study in service enterprises in Vietnam	
9	2020_102_Nguyen La Soa	Nguyen La Soa Pham Duc Cuong Nguyen Kim Phuong	National Economics University	soanguyen310383@gmail. com	The influence of external factors and Activity-Based-Costing implementation on firm Performance: Empirical evidences from Vietnamese manufacturing companies	13:45 - 15:45
10	2020_118_Nguyen Quynh Trang	To Trung Thanh Nguyen Quynh Trang	National Economics University	nguyenquynhtrang1311@ yahoo.com	Technical Efficiency of supporting industry firms in Vietnam: domestic versus foreign invested firms	

Session 10: EDUCATION MANAGEMENT & HR

Room 919 - Building A2

Chairs: Assoc.Prof.Dr. Nguyen Thi Tuyet Mai and Assoc.Prof.Dr. Pham Thi Bich Ngoc Secretary: Ms. Nguyen Bao Ngoc

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_11_Tran Duc Thanh	Tran Duc Thanh Hoang Thi Lan Huong	PHENIKAA University		Role of the motivation theory in analysing turnover intention factors of the employees in hospitality industry	
2	2020_36_John Walsh	John Walsh Li Sun	RMIT Vietnam	Ü	Impact of Work-Family Conflict of Employees Working from Home on Organizational Citizenship Behaviour: The Moderating Role of Transformational Leadership	
3	2020_44_Vu Thanh Hung	Vu Thanh Hung Tran Minh Nhan	National Economics University	vuthanhhung@hotmail.co m	The status of teacher recruitment in Vietnam's general public education system and proposed suggestions	10:15 - 12:15
4	2020_64_Ngo Thi Thanh Tu	Ngo Thi Thanh Tu Nguyen Ngoc Son	Hung Vuong University	ngothanhtu1982@gmail.c om	Effects of private investment on productive employment opportunities for workers in the Northwest provinces	
5	2020_74_Pham Huong Quynh	Pham Huong Quynh Ngo Anh Cuong Nguyen Thi Xim	National Economics University	quynhph@neu.edu.vn	Exploratory Research On Impact of Formal Learning and Informal Learning on Teachers' Innovative Teaching Behavior in Vietnam's Primary Education System	
6	2020_89_Nguyen Minh Thu	Tran Phuong Lan Nguyen Minh Thu Tran Thi Kim Thu Nguyen The Hung Nguyen Kim Anh	VinUniversity	nmthu@neu.edu.vn	Determining key drivers to hotel service quality based on user generated content in Vietnam – case study of Vinpearl resort	
7	2020_98_Nguyen Thi Anh	Nguyen Thi Anh	Nam Dinh Construction College	haianh251033@gmail.co m	Factors affecting the parents' intention to send their children to study abroad: A study on Vietnamese parents' students	13:45 - 15:45
8	2020_100_Do Thi Bich Ngoc	Do Thi Bich Ngoc Pham Thuy Huong	Vietnam Maritime University	ngocdtb@vimaru.edu.vn	The influence of leadership style on employees' turnover intention in the retail industry in Vietnam	
9	2020_115_Trinh Thi Thu Giang	Trinh Thi Thu Giang	National Economics University	trinh.giang@isneu.org	A literature review on student engagement and its implications for higher education in Vietnam	

Session 11: INTERNATIONAL ECONOMICS Room 920 - Building A2

Chairs: Assoc.Prof.Dr. Ta Van Loi and Assoc.Prof.Dr. Tran Van Nam Secretary: Ms. Nguyen Thi Nhu Quynh

Order	Paper's Code	Authors	Institutional Affliation	Email	Paper's Title	Time
1	2020_17_Nguyen Thi Minh Chi	Nguyen Thi Minh Chi	Danang University		Analysis expected impacts of Free Trade Agreements (FTAs) on Vietnam's agro-industrial expoxport: Application of Gravity Model	
2	2020_32_Le Tan Buu	Le Tan Buu Mai Xuan Dao Dang Thi Thanh Mai	University of Economics HCM City		The relationship among government support programs, perceived export stimuli and market selection: the case of Vietnamese small and medium-sized agricultural enterprises exporting to ASEAN+3	
3		Nguyen Thuong Lang Mai Tuyet Nhung Nguyen Thi Mai Linh	National Economics University	linhnguyen.ie.neu@gmail. com	The companion of the Japanese local government with the export of SMES and Lessons for Vietnam	
4		Luong Thi Thu Hang Nguyen Thi Dieu Chi Pham Thi Nga Vu Thi Thu Hoa	National Economics University	hangltt@neu.edu.vn	Capital account liberalization, financial development and economic growth – the case of ASEAN countries	10:15 - 12:15
5	2020_109_Do Quynh Anh	Do Quynh Anh Le Quoc Hoi Nguyen Thanh Duong	National Economics University	1.	The impact of foreign direct investment on income inequality in Vietnam	
6	2020_111_Can Van Luc	Can Van Luc Nguyen Dinh Dung Nguyen Thanh Nga	BIDV Training and Research Institute	dung.nd@bidv.com.vn	The impact of outward foreign direct investment on the performance of Vietnamese banking in the period 2009-2020	