

LIST OF SESSIONS - CIEMB 2024

October 17, 2024

Session 1: ACCOUNTING & AUDITING

Room 1001 - Level 10, Building A2

Chairs: Assoc.Prof.Dr. Pham Duc Cuong and Assoc.Prof.Dr. Tran Manh Dung

Secretary: Dr. Le Quynh Lien

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_063	Nguyen Thuy Linh Nguyen Hoang Dung Vu Tran Phuong Anh <i>Academy of Finance</i>	nguyenthuylinh.qtkd@hvtc.edu.vn	Impact Of Financial Performance On Sustainability Reporting: Empirical Evidence In Aquatic Firms In Vietnam	10:30 - 12:30
2	2024_067	Ngo Thanh Xuan Pham Thi Thu Thao Nguyen Ha Thu <i>National Economics University</i>	xuantn@neu.edu.vn	Greening Profits: Assessing the Financial Impact of Environmental Performance in Asian Energy Firms	
3	2024_080	Bui Thi Thu Thuy Tran Thi Lan Phuong Nguyen Thi Thuy Duong <i>National Economics University</i>	thuthuybv@hotmail.com phuongttl@neu.edu.vn nguyenduong061202@gmail.com	Evaluating the impact of internal controls on risk management: The case of cooperatives in DGRV's business areas in Vietnam	
4	2024_122	Ha Hong Hanh <i>National Economics University</i>	hanhhh@neu.edu.vn	Corporate governance, firm performance and ownership structure of listed companies in New Zealand	

Session 2: FINANCE 1

Room 1002 - Level 10, Building A2

Chairs: Assoc.Prof.Dr. Le Thanh Tam and Assoc.Prof.Dr. Nguyen Thi Minh Hue

Secretary: Dr Khuc The Anh

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_029	Thuy Duong Phan Thi Thanh Nga Ngo <i>University of Transport Technology</i>	duongpt@utt.edu.vn	The Impact Of Financial Distress On Firm Value Of Listed Enterprises: Empirical Evidence Of Listed Construction And Materials Enterprises	10:30 - 12:30
2	2024_097	Vu Thi Kim Oanh Le Quynh Chi <i>Banking Academy of Vietnam</i>	oanhvthk@hvn.edu.vn lequynhchi972@gmail.com	Sustainable Banking Disclosure Index and Financial Performance in the Banking Sector – The case of Vietnam	
3	2024_033	Bhaskar Poddera Jaideep Ghoshb Sundar Venkateshc <i>Shiv Nadar University</i>	bp393@snu.edu.in	Digital Transformation And Profitability: An Investigation Into The Banking Sector Of South Asian Countries	
4	2024_040	Thu Trang Ta Thi Hai Yen Cao Thi Minh Trang Le Minh Nhi Kieu Thu Thuy Tran Phuong Nga Le <i>National Economics University</i>	trangtt@neu.edu.vn	Factors Affecting Earnings Management Behavior On Financial Statements Of Listed Companies: The Case Of Vietnam	
5	2024_065	Nguyen Anh Dung <i>EY Consulting Vietnam Joint Stock Company</i> Hoang Duc Manh <i>National Economics University</i>	anhdungng2212@gmail.com	Estimating and predicting Loss Given Default (LGD) in a commercial bank for the retail banking sector	

Session 3: FINANCE 2

Room 1003 - Level 10, Building A2

Chairs: Assoc.Prof.Dr. Le Duc Hoang and Dr. Phung Thanh Quang

Secretary: Dr. Tran Phi Long

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_017	Saif Siddiqui Mahak Manzoor <i>Jamia Millia Islamia – A Central University</i>	mehakcliffe@gmail.com	Analyzing Error Metrics for Estimating Implied Volatility	10:30 - 12:30
2	2024_011	Bui Thi Le Minh Duong Thi Chi <i>National Economics University</i>	duongchi@neu.edu.vn	Supervisory board characteristics and firm performance: Evidence from Vietnamese Listed Firms	
3	2024_013	Tran Phuong Uyen Ngo Thi Quynh Chi Tran Phi Long <i>National Economics University</i>	longtp@neu.edu.vn	Factors affecting the intention to use Fintech in securities transactions in Vietnam	
4	2024_106	Pham Duc Cuong <i>National Economics University</i> Ngo Thi Khanh Linh <i>Vinh University</i>	linhntk@vinhuni.edu.vn	The impact of firm size on firm performance of non-financial companies listed on the Vietnamese stock market	

Session 4: FINANCE 3
Room 1001 - Level 10, Building A2
Chairs: Assoc.Prof.Dr. Do Hong Nhung and Assoc.Prof.Dr. Nguyen Thi Dieu Chi
Secretary: Dr. Nguyen Thi Thanh Diep

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_036	Khuc The Anh <i>National Economics University</i> Bui Kien Trung Nguyen Duc Duong <i>University of Southampton</i>	anhkt@neu.edu.vn	Corporate Social Responsibility, Financial Stability And Sustainable Development Of The Banking Sector In Vietnam And Cambodia	13:30 - 15:30
2	2024_075	Uyen Diep To <i>Hung Vuong University</i> Ngoc Le Kim <i>National Economics University</i> Cuong Le Van <i>Hung Vuong University</i>	dieptouyen@hvu.edu.vn levancuong@hvu.edu.vn	Corporate governance characteristics and financial distress: an empirical analysis in Vietnam	
3	2024_081	Ngo Thanh Xuan <i>National Economics University & Griffith University</i> Nguyen Ngoc Linh Lai Phuong Anh Nguyen Gia Linh Dang My Hanh Nguyen Thu Hang <i>National Economics University</i>	xuantn@neu.edu.vn	The impact of green bond issuance on the performance of firms issuing green bonds: evidence from Japan in 2015 – 2022	
4	2024_110	Quoc Tuan Giang Dinh Phung Tran <i>Saigon University</i>	trandinhphung@sgu.edu.vn	The Impact Of Intellectual Capital On Corporate Financial Performance	

Session 5: BUSINESS & ADMINISTRATION
Room 1002 - Level 10, Building A2
Chairs: Assoc.Prof.Dr. Ha Son Tung and Assoc.Prof.Dr. Do Thi Dong
Secretary: Nguyen Bao Chau

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_012	Nguyen Duy Hong <i>FPT University</i> Le Thi Hong Cham <i>YCH-Protrade Co., ltd</i> Vu Ha Anh <i>FPT Software Academy</i> Nguyen Thi Hien <i>FPT University, FPT Polytechnic</i> Do Thi Thu Thao <i>FPT University, FPT Polytechnic</i>	hongnd5@fe.edu.vn	Exploring factors affecting logistics service providers' adoption of management information systems	13:30 - 15:30
2	2024_058	Dao Trung Hieu <i>People's committee of Nho Quan District, Ninh Binh Province</i> Thi-Hong-Diep Pham <i>VNU University of Economics and Business</i> Huong Ho <i>Vietnam Youth Academy</i> Nguyen Thu Hang <i>The Ho Chi Minh Communist Youth Union Central Committee</i>	Hohuong112007@gmail.com	Factors affecting the joining the supply chain of startups in the context of economic shocks: Evidence from night-time economy startups in rural Ninh Binh, Viet Nam	
3	2024_072	Nam Giang Dao <i>Banking Academy of Vietnam</i>	giangdn@hvn.edu.vn	The impact of tightening corporate governance regulations on earnings management in developing countries – Evidence from Vietnam	
4	2024_088	Nguyen Van It <i>Ho Chi Minh City University of Industry and Trade</i>	itnv@hufi.edu.vn	Linking digital transformation, corporate social responsibility, innovation to firm performance: the moderating role of sustainability strategy and risk management	
5	2024_099	Xuan Hung Nguyen Nguyen Thi Van Ha Pham Minh Anh Nguyen Trung Kien Le Thu Hang Tran Manh Dung <i>National Economics University</i>	hungnx@neu.edu.vn	The impact of green organizational capabilities on the environmental efficiency at multinational corporations: the mediating role of green innovation in indirect supply chain management	

Session 6: ECONOMIC DEVELOPMENT & SOCIAL ISSUES

Room 1004 - Level 10, Building A2

Chairs: Prof.Dr. Giang Thanh Long and Assoc.Prof.Dr. Vu Thi Hoai Thu

Secretary: Dr. Nguyen Dieu Hang

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_024	Nguyen Thi Thanh Hieu <i>National Economics University</i> Dang Thanh Binh <i>Quang Ninh Province</i> Hoang Thi Lan Huong Nguyen Thi Le Thu <i>National Economics University</i>	hieunt@neu.edu.vn	Research On Factors Affecting Sustainable Industrial Development In Quang Ninh Province	10:30 - 12:30
2	2024_030	Fesun Anastasiia Qineti Artan Nambuge Dimuth <i>Slovak University of Agriculture in Nitra</i>	dimuth.nambuge@gmail.com	Slovak and Ukraine farming employment: Current challenges and prospects	
3	2024_056	Vladimir Mazyrin <i>Institute of China and contemporary Asia, Russian Academy of Sciences</i> Shcherbenko Maria <i>Lomonosov Moscow State University</i>	mazyrin_v@mail.ru	Vietnam's healthcare system modernization as part of socio-economic development up to 2030	
4	2024_096	Arvind Kumar <i>Manav Rachna International Institute of Research and Studies</i> Pankaj Kumar Gupta Ayush Gupta <i>Jamia Millia Islamia</i>	akdangi@gmail.com	Analysing Perception of Data Security and Privacy Framework of Patient's Data in Indian Hospitals	

Session 7: MACROECONOMICS

Room 1003 - Level 10, Building A2

Chairs: Prof.Dr. Le Quoc Hoi and Assoc.Prof.Dr. Bach Ngoc Thang

Secretary: Quach Minh Ngoc

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_034	Dang Ngoc Bien Tang Thi Thao Nhung Duong Hong Ngoc Le Hong Quy Nguyen Thi Thai Ha <i>National Economics University</i>	biendn@neu.edu.vn	The impact of remittances on domestic investment	13:30 - 15:30
2	2024_037	Phung Mai Lan <i>Thuyloi University</i>	lanpm@tlu.edu.vn	Role of FDI and Local Government expenditure on Employment Growth by province in Vietnam	
3	2024_051	Nguyen Thi Minh Hue Nguyen Lien Huong <i>National Economics University</i>	huenm@neu.edu.vn	The impact of monetary policy on stock prices in the Vietnamese stock market	
4	2024_079	Xuan Hung Nguyen Dieu Anh Bui Nam Anh Le Quynh Trang Nguyen Kim Ngan Nguyen Manh Dung Tran <i>National Economics University</i>	hungnx@neu.edu.vn	Impacts of FOMO on investment decisions in gold: A Study in the Vietnamese Market	
5	2024_120	Tran Tho Dat Tran Thi Lan Huong <i>National Economics University</i>	tranthodat@neu.edu.vn	Twin green and digital growth: The case of Vietnam	

Session 8: MARKETING 1**Room 1005 - Level 10, Building A2****Chairs: Assoc.Prof.Dr. Nguyen Vu Hung and Dr. Le Thu Mai****Secretary: MBA. Do Minh Diep**

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_018	Le Thi Bich Ngoc <i>National Economics University</i> Nguyen Minh Nghia <i>University of East Anglia</i>	lbngoc@bsneu.edu.vn	The effects of loyalty programs on customer engagement with mediating role of customer satisfaction: An empirical study of Vietnamese securities Firms	10:30 - 12:30
2	2024_022	Pham Long Chau <i>Posts and Telecommunications Institute of Technology</i> Nguyen Duy Hong <i>FPT University</i>	chaupl@ptit.edu.vn	Exploring Influence Of Electronic Word Of Mouth On Visit Intention Among Gen Y Travelers	
3	2024_062	Nguyen Thi Bat <i>University of Economics - Technology for Industries</i> Nguyen Thai Quyen <i>Foreign Trade University</i> Hoang Nguyen Minh Thu <i>Ritsumeikan Asia Pacific University</i> Nguyen Quoc Hung <i>National Economics University</i> To Thi Hong Anh <i>University of Economics -The University of Da Nang</i>	ho24n1la@apu.ac.jp	The mediating impact of gratitude and emotion factors on association between perceived CSR and customer loyalty: The perspective of Vietnamese fast fashion market	
4	2024_105	Hoàng Tuấn Dũng Nguyễn Thị Tuyết Mai Nguyễn Hoàng Linh <i>National Economics University</i>	linhng@neu.edu.vn	The roles of moral norm and status need in predicting green purchase intention: empirical evidence from vietnamese gen Z consumers	

Session 9: MARKETING 2**Room 1004 - Level 10, Building A2****Chairs: Prof.Dr. Nguyen Thi Tuyen Mai and Assoc.Prof.Dr. Le Thi Lan Huong****Secretary: MBA Nguyen Minh Hoa**

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_046	Ly Bich Phuong <i>West of England University</i> Le Thanh Tam <i>National Economics University</i>	tamlt@neu.edu.vn	How Do Perceived Benefits and Risks Shape The Continuance Behavior of Fintech Users in Vietnam ?	13:30 - 15:30
2	2024_055	Ly Tran Ha Ny Tran Dinh Long <i>Danang University of Economics</i>	long.trandin.511@gmail.com	Factors affect the willingness of users to accept the use of medical chatbots at clinics in Danang	
3	2024_057	Nguyen Thi Huyen <i>Pham Van Dong University</i> Nguyen Minh Ngoc <i>National Economics University</i> Cao Anh Thao <i>Pham Van Dong University</i>	huyenpdu@gmail.com	The effect of Social Media Marketing Activities (SMMAs) on Brand loyalty: An application of the Hierarchy of Effects theory	
4	2024_064	Nguyen Thi Huyen <i>Pham Van Dong University</i> Nguyen Minh Ngoc <i>National Economics University</i> Cao Anh Thao <i>Pham Van Dong University</i> Nguyen Thi Lien Huong <i>National Economics University</i>	huyenpdu@gmail.com	Bibliometrics of social media marketing activities research: a co-citation analyses	

Session 10: MARKETING 3**Room 1005 - Level 10, Building A2****Chairs: Assoc.Prof.Dr. Le Thi My Linh and Dr. Nguyen Hoang Linh****Secretary: Nguyen Huy Do**

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_059	Dung Phuong Hoang Hung Duy Nguyen <i>National Economic University</i>	dungph@neu.edu.vn	How to promote green fashion consumption among young consumers in Vietnam: The central role of Minimalist lifestyle	13:30 - 15:30
2	2024_066	Le Vu Quynh Anh Dang Ngoc Minh Luu Hai Linh Nguyen Phuc Loc Le Nam Anh Nguyen Hoang Linh <i>National Economics University</i>	linhng@neu.edu.vn	In Trust We Cure: Source Credibility and Unverified Sharing Information in Healthcare Marketing	
3	2024_102	Nguyen Phuong Linh Dang Thai Son <i>Thuyloi University</i>	linh.nggg10@gmail.com dangthaison.312003@gmail.com	Analyzing Counterfeit Buying Behavior: Factors Influencing Attitude and Intention in Vietnamese Market	
4	2024_116	Chu Lien Thao Ryan Brading <i>National Sun Yat-sen University</i>	lienthao.hm@gmail.com	Factors Influencing Vietnamese Generation Z's Intention To Visit Green Hotels	

Session 11: MICROECONOMICS & SMEs 1**Room 1006 - Level 10, Building A2****Chairs: Assoc.Prof.Dr. Tran Thi Bich and Prof.Dr. Dinh Duc Truong****Secretary: Dr. Le Huy Huan**

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_016	Ho Ngoc Khuong <i>Ho Chi Minh City University of Technology and Education</i>	khuonghn@hcmute.edu.vn	ARIMA Model for Agricultural Forecasting in Vietnam: Predicting Area, Production, and Yield	10:30 - 12:30
2	2024_028	Do Khuong Manh Linh <i>Ho Chi Minh National Academy of Politics</i>	namvien604@gmail.com	An Examination of Global Supply Chain Restructuring through a Geoeconomic Perspective	
3	2024_032	Michaela Huseynzade Arpasova Miroslava Rajcaniova <i>Slovak University of Agriculture in Nitra</i>	miroslava.rajcaniova@uniag.sk	Novel Food to Enhance Sustainable Food Consumption	
4	2024_054	Tran Minh Quang <i>Central Committee of Ho Chi Minh Communist Youth Union</i> Nguyen Thi Bich Thuy <i>Vinh University</i> Trinh Nguyen Anh Khoi <i>National Economics University</i> Nguyen Quang Thanh <i>Phan Boi Chau High School for the Gifted</i>	tmquang.neu@gmail.com	Industrialization And Modernization Through Road Transport Projects - Approach From Enterprise Survey	
5	2024_123	Trinh Thi Hong Thai Ha Son Tung <i>National Economics University</i>	trinhhongthaikd@gmail.com	Factors Affecting Sustainable Competitive Advantage Of Small And Medium Enterprises: A Systematic Review	

Session 12: MICROECONOMICS & SMEs 2**Room 1006 - Level 10, Building A2****Chairs: Assoc.Prof.Dr. Nguyen Thi Cam Van and Dr. Nguyen Viet Hung****Secretary: Tran Thi Hong Nhung**

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_009	To Minh Huong <i>Thuy Loi University</i>	Huongtm@tlu.edu.vn	Ability to accept participation in agricultural insurance of smallholder farmers in Vietnam	13:30 - 15:30
2	2024_045	Rajčániová Miroslava Nambuge Dimuth <i>Slovak University of Agriculture</i>	dimuth.nambuge@uniag.sk	Price Transmission: Consequences of Covid-19 and war in Ukraine in case of wheat in Slovak Republic	
3	2024_104	La Ngoc Quang <i>Hanoi University of Public Health</i> Duong Minh Duc <i>National Institute of Hygiene and Epidemiology</i> Nguyen Quoc Huy <i>National Economics University</i> Vu Dinh Thiem <i>Phuong Dong University</i> Nguyen Van An Phan Ba Thinh Phuong Hung Vu <i>National Economics University</i>	dmd@huph.edu.vn	Cost of Treatment Hypertension Outpatients in Vietnam: a cross-sectional survey	
4	2024_119	Doan Thi Thanh Hien <i>Thai Nguyen University of Agriculture and Forestry</i>	doanthithanhvien@tuaf.edu.vn	Analysis Of Cinnamon Economic Efficiency And Its Influencing Factors: A Case Study In Thai Nguyen Province, Vietnam	

Session 13: EDUCATION & HUMAN RESOURCES 1**Room 1007 - Level 10, Building A2****Chairs: Assoc.Prof.Dr. Pham Thi Bich Ngoc and Dr. Tran Huy Phuong****Secretary: MBA. Nguyen Ho Nam**

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_006	Nguyen Thi Thanh Thuy Nguyen Huu Du <i>Ho Chi Minh City University of Technology and Education</i>	thuynguyen@hcmute.edu.vn	The Relationship Between Enterprise Social Media Usage and Employee Outcomes in Vietnam: The Mediating Roles of Interruption Overload and Psychological Transition	10:30 - 12:30
2	2024_015	Dinh Thuy Tien Vu Phuong Anh <i>Foreign Trade University</i>	tiendt@ftu.edu.vn	How Does Employee Perception Shape Esg Implementation? Evidence From Accounting Firms In Vietnam	
3	2024_077	Hoang Thi Cong <i>National Academy of Public Administration</i>	Htcong208@gmail.com	The impact of middle management capabilities on leadership outcomes at petroleum industry enterprises in viet nam: a case study of the Vietnam national petroleum group	
4	2024_103	Pham Thi Thanh Thuy Nguyen Thi Hong Hanh <i>National Economics University</i>	thuyptt@neu.edu.vn; thuyflc@gmail.com; hanhcneu@gmail.com	Work Motivation for Staff in the Promotional List from selected Public Universities in the North of Vietnam	

Session 14: EDUCATION & HUMAN RESOURCES 2

Room 1007 - Level 10, Building A2

Chairs: Assoc.Prof.Dr. Vu Thanh Hung and Dr. Truong Tuan Anh

Secretary: Pham Thi Tho

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_047	Nguyen Linh Phuong Nguyen Thi Phuong Thao Tran Minh Hang Le Thi Bich Ngoc Nguyen Thi Khanh Huyen <i>Academy of Finance</i>	nguyenlinhphuong@hvtc.edu.vn	The effects of perceived corporate social responsibility on employee attitudes in SMEs in Vietnam	13:30 - 15:30
2	2024_048	Nguyen Van Thuy Anh Nguyen Thu Ha <i>National Economics University</i>	thuyanhv@neu.edu.vn	The relationship between Perceived Corporate Social Responsibility and Intention to stay in Vietnam IT industry: The mediating role of Ethical Climate	
3	2024_111	Tran Huy Phuong <i>National Economics University</i>	phuongth@neu.edu.vn	Fostering career advancements through building personal brand among women in Vietnam: the role of social capital and firm ownership	
4	2024_124	Dang Nguyen Dieu Linh Tran Thi Lan Phuong Nguyen Thi Thuy Duong <i>National Economics University</i>	nguyenduong061202@gmail.com	Determinants of employee engagement: A case study of a Petroleum Refinery in Vietnam	

Session 15: INNOVATION & ENTREPRENEURSHIP

Room 1008 - Level 10, Building A2

Chairs: Assoc.Prof.Dr. Bui Quang Tuan and Assoc.Prof.Dr. Truong Thi Nam Thang

Secretary: Vu Phuong Linh

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_020	Truong Thi Phuong Anh Pham Ngoc Duy <i>Vietnam Maritime University</i>	anhttp@vamaru.edu.vn	Servant leadership and frugal innovation: A moderation model	10:30 - 12:30
2	2024_023	Nguyen The Vien Tran Viet Sung <i>Political Academy</i>	nguyenthevien.hvhc@gmail.com	Smart Industry - Invitations In Vietnam For Important Economy Development	
3	2024_050	Le Hong Minh <i>Academy of Policy and Development</i>	hongminh22888@gmail.com	Innovation in Universities - International Experience and Lessons for Vietnam	
4	2024_061	Thy Thien Ngoc Tran <i>Ho Chi Minh City University of Banking</i>	thytn@hub.edu.vn	Can Social Entrepreneurs Be On The Right Track In The Digital Age Through Prioritising Value Creation And Innovation?	
5	2024_101	Nadya Kirana Nareswari <i>Indonesian International Islamic University</i>	nadya.kirana@uiii.ac.id	Enhancing informal creative enterprises performance through human capital development	

Session 16: TECHNOLOGICAL PROGRESS

Room 1008 - Level 10, Building A2

Chairs: Assoc.Prof.Dr. Le Thanh Ha and Assoc.Prof.Dr. Ha Minh Hoang

Secretary: Dr. Nguyen Thi Kim Ngan

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_043	Ngoc Mai La Riyanna Miranti <i>University of Canberra</i>	mai.langoc@canberra.edu.au	Demographic Change, Technological Advancement, And Economic Growth In Vietnam: A Cross-Country Analysis Of 2010-2019	13:30 - 15:30
2	2024_044	Mei-Teing Chong Chin-Hong Puah Chee-Siong The <i>Universiti Malaysia Sarawak</i>	chpuah@unimas.my	Evaluating the Performance and Challenges of Vietnam's Digital Economy: A Comprehensive Analysis of Key Dimensions	
3	2024_068	Trinh Huy Hong <i>Hanoi University of Science and Technology</i>	hong.trinhhuy@hust.edu.vn	Big data in Vietnam's digital economy: Current status and development policy	
4	2024_107	Luong Thuy Linh <i>University of Technology Sydney</i> Luong Thi Thu Hang <i>National Economics University</i>	thuylinh.luong@uts.edu.au hanglth@neu.edu.vn	Adoption of cloud computing in Australian SMEs, and lessons to Vietnam	

Session 17: TOURISM 1: Destination Management

Room 901 - Level 9, Building A2

Chairs: Dr. Vo Thi Quynh Nga and Dr. Nguyen Thi Quynh Trang

Secretary: MBA. Dong Thuy Duong

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_124	Chen Jen Eem, Mahyudin Ahmad, Shaliza Azreen Mohd Zulkifli, Tan Yang Ling <i>Universiti Teknologi MARA Perlis Branch</i>	mahyudin@uitm.edu.my	Tourism development, renewable energy, and environmental quality in ASEAN: New evidence from panel estimators robust to cross-sectional dependence and heterogeneity	10:30 - 12:30
2	2024_125	Ton Thi Nga, Nguyen Hoang Tue Quang <i>School of hospitality and tourism - Hue university</i>	nhtquang@hueuni.edu.vn	Food tourism destination research: A bibliometric analysis	
3	2024_126	Nguyễn Thị Quỳnh Trang Nguyễn Thị Thu Hà <i>National Economics University</i>	trangnq@neu.edu.vn	Destination governance for regenerative tourism: A conceptual framework integrating network theory and stakeholder theory perspective	
4	2024_127	Nguyen Duc Trong <i>National Economics University</i>	trongnd@neu.edu.vn	Tourism activities management at the World heritage imperial citadel of Thang Long Hanoi	

Session 18: TOURISM 2: Sustainable Tourism Development

Room 902 - Level 9, Building A2

Chairs: Assoc.Prof.Dr. Le Chi Cong and Dr. Tran Huy Duc

Secretary: Dr. Tran Thi Huyen Trang

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_128	Nguyen Quang Vu, Doan Thi My Hanh, Tran Thi Tu Nhi <i>Duy Tan University</i>	tranttunhi1@dtu-hti.edu.vn	Analysis of research trends on sustainable tourism development in craft villages today: a bibliographic analysis based on citespace	10:30 - 12:30
2	2024_129	Bui Vu Luong <i>International School, Vietnam National University Hanoi, and, Institute of Sustainable Development, National Economics University</i>	luongbv@vnuis.edu.vn	The spatial effect of tourism on sustainable economic growth in the new era: institutional innovation as a moderating variable	
3	2024_130	Vu Nam, Vu Tuan Anh, Le Thu Trang, Pham Hong Long, Pham Huong Trang <i>National Economics University</i>	namv@neu.edu.vn	Sustainability to drive innovation: Analyzing macro-environmental antecedents for sustainable innovation in Tourism	
4	2024_131	Truong Thi Thu Lanh, Le Chi Cong, Ho Thi Huong Lan <i>University of Finance – Marketing</i>	tth.lanh@ufm.edu.vn; tthlanh.dl23@hueuni.edu.vn	Overview of studies on local community participation in sustainable marine tourism development	

Session 19: TOURISM 3: Tourist Experience and Behaviours

Room 903 - Level 9, Building A2

Chairs: Assoc.Prof.Dr. Tran Huu Tuan and Dr. Nguyen Thi My Hanh

Secretary: Dr. Pham Thi Thanh Huyen

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_132	Nguyễn Phi Long <i>National Economics University</i>	longpn@neu.edu.vn	The Component and Importance of Authenticity in Coffee Tourism: an Empirical Study in Vietnam	10:30 - 12:30
2	2024_133	Nguyen Thi Thanh Phuong, Le Chi Cong, Tran Hai Ly <i>Nha Trang University</i>	conglechi@ntu.edu.vn	The impact of electronic word of mouth (ewom) on destination image and revisit intention	
3	2024_134	Nguyen Thi My Hanh, Nguyen Thi Thu Thao, Tran Phuong Nhi, Bui Minh Ngoc, Tong Thi Thuy Dung, Hoang Thi Thu Uyen <i>National Economics University</i>	hanhntm@neu.edu.vn	Factors influencing international tourists' selection behavior of night tourism products in Hanoi	
4	2024_135	Huu Nghia Le <i>Tomas Bata University in Zlin, University of Economics Ho Chi Minh City</i>	nghialh@ueh.edu.vn	ESG approach in the design of tourist's experience: case of Vietnam	

Session 20: TOURISM 4: Sustainable practices in the hospitality sector

Room 904 - Level 9, Building A2

Chairs: Assoc.Prof.Dr. Pham Truong Hoang and Dr. Nguyen Duc Tri

Secretary: MBA. Nguyen Thi Kim Ngan

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_136	Chu Ha Giang, Pham Truong Hoang <i>National Economics University</i>	hoangpt@neu.edu.vn	Governmental and sectoral drivers on sustainable practices in the hospitality sector	10:30 - 12:30
2	2024_137	Tran Huy Duc Tran Thi Hong Nhung <i>National Economics University</i>	nhungth@neu.edu.vn	Harmonization of tourism occupational skills standards for sustainable tourism development: current situations and suggestions	
3	2024_138	Truong Nhu Hieu, Nguyen Phuc Hai <i>National Economics University</i>	hieutn@neu.edu.vn	Green hotels are more efficient? The comparative analysis of hotels in Vietnam	
4	2024_139	Chris Petra Agung Teresia Debby Wahdan Arum Inawati Yane Devi Anna <i>Parahyangan Catholic University</i>	chrispetra@unpar.ac.id	Does Being Big Make Hotels More Sustainable? Evidence from Indonesia	

Session 21: TOURISM 5: Tourism Marketing

Room 905 - Level 9, Building A2

Chairs: Assoc.Prof.Dr. Pham Hong Long and Dr. Hoang Thi Thu Huong

Secretary: Dr. Bui Nhat Quynh

Order	Code	Authors	Corresponding Email	Paper's Title	Time
1	2024_140	Wandisa Witas Mabila, Carina Isabella Kleynhans, Joseph Robert Roberson <i>Tshwane University of Technology</i>	kleynhansic@tut.ac.za	Management Responses to Customer Reviews: Shaping Customer Experiences in Five-Star Hotels in Johannesburg	10:30 - 12:30
2	2024_141	Le Duc Tam <i>Mien Trung University of Civil Engineering</i>	leductam@muce.edu.vn	The effect of social media marketing on destination loyalty: a mediation analysis	
3	2024_142	Le Thi Bich Loan <i>FPT University - HCM</i>	loanltb2@fe.edu.vn	The role of food packaging in promoting culture and developing local tourism in Vietnam	
4	2024_143	Hoang Thi Thu Huong <i>National Economics University</i>	hoanghuong@neu.edu.vn	Key Opinion Leader (KOL) characteristics and case of Intercontinental Hanoi Westlake Hotel	
5	2024_144	Nguyen Ta Nam, Vu Thi Anh Tho <i>Guangxi University, Hanoi Metropolitan University</i>	ntnam@daihocthudo.edu.vn	Enhancing Cybersecurity for Mobile Travel Applications in Vietnam: Analysis and Improvement Proposals	