



NATIONAL ECONOMICS UNIVERSITY



KHON KAEN UNIVERSITY

PAPERS' ABSTRACTS

13th NEU-KKU INTERNATIONAL CONFERENCE SOCIO-ECONOMIC AND ENVIRONMENTAL ISSUES IN DEVELOPMENT



Scan QR code

2021

HA NOI, 10th JUNE, 2021



NATIONAL ECONOMICS UNIVERSITY



KHON KAEN UNIVERSITY

PAPERS' ABSTRACTS

13th NEU-KKU INTERNATIONAL CONFERENCE
SOCIO-ECONOMIC AND ENVIRONMENTAL
ISSUES IN DEVELOPMENT

2021



Scan QR Code to Access Conference Proceedings
<https://bitly.com.vn/kgka24>

HA NOI, 10th JUNE, 2021



NATIONAL ECONOMICS UNIVERSITY
KHON KAEN UNIVERSITY
Faculty of Environmental, Climate Change and Urban Studies

TENTATIVE AGENDA
13th NEU-KKU International Conference on
Socio-Economic and Environmental Issues in Development
June 10th, 2021

CONFERENCE'S ONLINE PLATFORM

Microsoft Teams

Topic: ICSEED 2021*NEU-KKU INTERNATIONAL CONFERENCE ON SOCIO-ECONOMIC AND ENVIRONMENTAL ISSUES IN DEVELOPMENT

Time: 7.30 - 12.00 AM, Hanoi (GMT+7)

Meeting URL: <https://bit.ly/3wRdlyx>

Time	Contents
8.00 - 8.30	Check in
8.30 - 8.40	Opening Ceremony - Welcome speech <i>Speaker: Assoc. Prof. Dr. Pham Hong Chuong, President, National Economics University</i>
8.40 – 8.50	Opening Ceremony - Opening remark <i>Speaker: Dr.Orathai Piayura, Dean of the International Affairs Faculty of Humanities and Social Sciences (HUSO), Khon Kaen University</i>
8.50 – 9.30	Keynote Speaker Presentation <i>Topic: Vietnam Economic Outlook in 2021 amid the Covid-19</i> <i>Speaker: Dr. Can Van Luc, Chief Economist of the Bank for Investment and Development of Vietnam (BIDV)</i>
9.30 – 9.40	Q&A
9.40 – 9.50	Break
9.50 – 10.30	Keynote Speaker Presentation <i>Topic: Clean Energy Opportunities in Vietnam</i> <i>Speaker: Dr. Paul Burke, Arndt-Corden Department of Economics, Crawford School of Public Policy, Australian National University</i>
10.30 – 10.40	Q&A
10.40 – 11.20	Keynote Speaker Presentation <i>Topic: Digital Transformation in the Artificial Intelligence Era</i> <i>Speaker: Prof. Dr. Hsu Hui Huang, Director of the Science Division, Taipei Economic and Cultural Office in Vietnam (TECO)</i>
11.20 – 11.30	Q&A
11.30 – 11.40	Closing Ceremony <i>Assoc. Prof. Dinh Duc Truong, Dean of the Faculty of Environmental, Climate change and Urban Studies, National Economics University</i>

13th NEU-KKU INTERNATIONAL CONFERENCE SOCIO-ECONOMIC AND ENVIRONMENTAL ISSUES IN DEVELOPMENT, 2021

Steering Committee

1. Assoc. Prof. Dr. Pham Hong Chuong, President, NEU, Vietnam
2. Assoc. Prof. Dr. Bui Duc Tho, Vice President, NEU, Vietnam
3. Assoc. Prof. Dr. To Trung Thanh, Head of Science Management Division, NEU, Vietnam
4. Assoc. Prof. Dr. Dinh Duc Truong, Dean, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
5. Assoc. Prof. Dr. Orathai Piayura, Dean, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand

Organizing Committee

1. Assoc. Prof. Dr. Dinh Duc Truong, Dean, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
2. Dr. Trinh Mai Van, Deputy Head, Department of Science Management, NEU, Vietnam
3. Assoc. Prof. Dr. Pham Thi Bich Chi, Head, Department of Planning and Finance, NEU, Vietnam
4. Dr. Dao Thanh Tung, Head, Department of International Cooperation, NEU, Vietnam
5. MA. Bui Duc Dung, Head, Department of Administration, NEU, Vietnam
6. Dr. Vu Trong Nghia, Head, Department of Communication, NEU, Vietnam
7. BSc. Bui Huy Hoan, Department of Science Management, NEU, Vietnam
8. Dr. Nguyen Thi Thanh Huyen, Vice Dean, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
9. Assoc. Prof. Dr. Le Thu Hoa, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
10. Dr. Nguyen Cong Thanh, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
11. Assoc. Prof. Dr. Nguyen Ngoc Son, Dean, Faculty of Planning and Development, NEU, Vietnam
12. Assoc. Prof. Dr. Orathai Piayura, Dean, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand
13. Assoc. Prof. Dr. Sutida Ngonkum, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand
14. Assistant Prof. Dr. Ratana Chanthao, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand

Proceeding Editorial Board and Peer Reviewers

1. Assoc. Prof. Dr. Dinh Duc Truong, Dean, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
2. Assoc. Prof. Dr. To Trung Thanh, Head, Department of Science Management, NEU, Vietnam
3. Dr. Trinh Mai Van, Deputy Head, Department of Science Management, NEU, Vietnam
4. Dr. Nguyen Thi Thanh Huyen, Vice Dean, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
5. Dr. Doan Quang Tri, General Administration of Hydro-Meteorology, MONRE, Vietnam
6. Assoc. Prof. Dr. Le Ha Thanh, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
7. Assoc. Prof. Dr. Nguyen Ngoc Son, Dean, Faculty of Planning and Development, NEU, Vietnam
8. Dr. Ngo Thi Phuong Thao, Dean, Faculty of Real Estate and Resources Economics, NEU, Vietnam
9. Dr. Nguyen Kim Hoang, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
10. Assoc. Prof. Dr. Pham Thi Huyen, Faculty of Marketing, NEU, Vietnam
11. Dr. Nguyen Cong Thanh, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
12. Assoc. Prof. Dr. Vu Thi Hoai Thu, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
13. Assoc. Prof. Dr. Tran Van Nam, Dean, Faculty of Law, NEU, Vietnam
14. Assoc. Prof. Dr. Pham Thi Thanh Thuy, Dean, Faculty of Foreign Languages Economics, NEU, Vietnam
15. MA. Le Huy Huan, Faculty of Environmental, Climate Change and Urban Studies, NEU, Vietnam
16. Assoc. Prof. Dr. Orathai Piayura, Dean, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand
17. Assoc. Prof. Dr. Sutida Ngonkum, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand
18. Assistant Prof. Dr. Ratana Chanthao, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand

WELCOME REMARKS

By

**Assoc. Prof. Dr. Pham Hong Chuong – President of National Economics University
On the Occasion of the 13th NEU-KKU International Conference on Socio-Economic
and Environmental Issues in Development**

On 10 June, 2021

*Honourable and distinguished Delegates, Scientists, and Representatives,
Ladies and Gentlemen,*

On behalf of National Economics University, the host of 13th international conference on “Socio-economic and environmental issues in development”, I would like to express our most honour to welcome you all in National Economics University.

As you all know, the world is facing a global health crisis unlike any in the 75-year history which is known as the COVID-19 pandemic. Vietnam is among countries which have successfully managed to contain COVID-19; however, we are still on the way of lifting social isolation measures step by step, allowing businesses to resume and reopening the economy. Therefore, the implementation of the government's instructions for health and safety is essential. And due to the effect of the pandemic disease, in this year conference, NEU has decided to create an online platform to connect all foreigner and national delegates while ensuring the quality of the conference and health safety. Surely I believe, despite the difficulties, we shall create a successful conference where we share our knowledge, research results and policy recommendations for sustainable development goals.

Ladies and gentlemen,

Southeast Asia Region has great opportunities for economics development with the deeper international economic integration and tightly economic, cultural and political cohesion among regional members. The 4th revolution basing on digital technology, artificial intelligence and modern educational trends which contribute to human power force's thinking competence, intelligence, and skill in the new era. All things will be linked and shared to open new space as well as to create new resources for development. However, our region faces many unprecedented challenges, for instance social inequality, starvation and poverty, climate change and most recent and urgent is the COVID-19 crisis. In this context, we are here to share our opinions, vision and research results of those issues. And more importantly is to find out the answers for policymakers regarding solutions to deal with

development issues, aiming at sustainability for our country and our region. In this year conference, the organizing committee was honoured to receive 175 research papers from Vietnamese and international authors. After the reviewing process, 160 papers were accepted to be published in the proceedings in 9 major discussion topics including:

1. Economic development and integration.
2. Business Administration.
3. Information technology and digital economy.
4. Resources, environment and climate change.
5. Regional and urban management and development.
6. Laws and institutions.
7. Social and humanities issues
8. Sustainable development.
9. The socio-economic impacts of Covid 19 on development.

Ladies and gentlemen,

On this occasion, I would like to express the sincere appreciation to leaders and representative from Khon Khaen University, Prof. Orathai Piayura, for excellent and effective cooperation. Sincere thanks to Prof. Dr. Hsu Hui Huang, Director of the Science Division, Taipei Economic and Cultural Office in Vietnam; Dr. Paul Burke, Arndt-Corden Department of Economics, Crawford School of Public Policy, Australian National University; Dr. Can Van Luc, Chief Economist of the Bank for Investment and Development of Vietnam (BIDV). Thankyou the Faculty of Environmental, Climate change and Urban studies for devoting great efforts in organizing the conference in the context of the complicated epidemic; and all our distinguished delegates, scienties, lecturers from Thailand, Laos, Myanmar and Vietnam for supporting and giving a great contribution to the success of the conference.

Wish you be healthy and successful!

WELCOME REMARKS

By

**Assoc. Prof. Dr. Orathai Piayura, Dean for International Affairs Faculty of
Humanities and Social Sciences, Khon Kaen University
On the Occasion of the 13th NEU-KKU International Conference on Socio-Economic
and Environmental Issues in Development
On 10 June, 2021**

*Dear Assoc. Prof. Pham Hong Chuong, President of National Economics University;
Assoc. Prof. Dinh Dinh Truong, Dean of the Faculty of Environmental, Climate change and
Urban studies.*

Dear lecturers, distinguished delegates, ladies and gentlemen,

I am Assoc. Prof. Orathai Piayura, Dean of the Faculty of Humanities and Social Science, Khon Kaen University, Thailand. I am very honored to welcome all participants to the 13th NEU-KKU International Conference on Socio-economic and Environmental Issues in Development (ICSEED 2021).

Due to the dangerous situation with the Coronavirus epidemic and this disease is spreading worldwide, we - teachers, researchers, and students from Khon Kaen University are unable to travel to attend the conference in Vietnam. It is sad but we have to accept it.

This academic conference has fostered cooperation and built academic strength between National Economic University in Vietnam and Khon Kaen University in Thailand for many years. The event provides professors, researchers, and students a platform to exchange knowledge they have gained from their research and academic works.

We can surely say that building a network base on academic cooperation plays an important part in the process of conducting further research and academic works. Additionally, the ICSEED provides a chance for our universities to share our research findings in the fields of humanity and social science with the world and create opportunities for outstanding and international recognition of research conducted at Khon Kaen University and National Economic University.

I would like to take this opportunity to thank National Economics University in Hanoi for organizing this academic conference and thank you all delegates for participating.

I wish the conference success in achieving its goals of continuity and sustainability.

Also, I do hope that ICSEED will take our relationship and cooperation even stronger in the future.



Assoc. Prof. Dr. Orathai Piayura
Dean, Faculty of Humanities and Social Science
Khon Kaen University



**SESSION 1:
ECONOMIC DEVELOPMENT AND
INTEGRATION**

EFFECTS OF TREND INFLATION ON MONETARY POLICY AND FISCAL POLICY SHOCKS IN VIETNAM

*Dr. Le Thanh Ha, Faculty of Economics, National Economics University,
Hanoi, Vietnam*

Abstract: *This paper analyzes variations in effects of monetary and fiscal shocks on responses of macroeconomic variables, determinacy region, and welfare costs due to changes in trend inflation by expanding the New-Keynesian model of Ha et al. (2020). We consider that while the central banks can employ either nominal interest rate (IR rule) or money supply (MS rule) to conduct monetary policies, they also use their budgets for capital and recurrent spending to conduct fiscal policies. By using Simulated Method of Moment for parameter estimation, we characterize Vietnam's economy during 1996Q1-2015Q1. The results report that consequences of monetary policy and fiscal policy shocks become more serious if there is a rise in trend inflation. Furthermore, the money supply might not be an effective instrument and using the government budget for recurrent spending produces severe consequences in the high-trend-inflation economy.*

Keywords: *Trend inflation, determinacy region, capital and recurrent spending, Vietnam.*

THE RELATIONSHIP BETWEEN LOGISTICS SERVICE OUTSOURCING AND PERFORMANCE OF IMPORT-EXPORT COMPANIES IN HO CHI MINH CITY

Dr. Nguyen Thanh Hung, Faculty of Commerce, University of Finance – Marketing, Ho Chi Minh City, Vietnam

Abstract: *The emergence of globalization has made outsourcing become one of the business strategies widely applied to provide the best services for businesses in the private and public sectors. While some researchers have analyzed the concept of outsourcing and its effect on the performance of the organization, very little research has been done on this issue in the context of import-export firms. Therefore, the absence of this research raises the question: “What is the impact of logistics outsourcing operations on the performance of import-export companies?” This quantitative study was conducted in one of the key economic centers - Ho Chi Minh City - to answer the above question. Respondents for this study included import-export and logistics staff (including managers and supervisors) at import-export enterprises. The results show the positive effects of outsourcing logistics services to the organization's performance and at the same time identify outsourcing activities that positively affect the performance of import-export businesses.*

Keywords: *Import-export company, Logistics, Outsourcing, Organizational performance,.*

FORECAST CONTAINER THROUGHPUT VOLUMES OF SEA PORT CLUSTER NUMBER FIVE BY ARIMA MODEL

*Ha Minh Hieu, Faculty of Commerce, University of Finance and Marketing
Nguyen Duc Bang, Faculty of Economics and Law, University of Finance and
Marketing*

Abstract: *This study applies ARIMA model in forecasting the number of containers through seaport cluster No. 5 according to Decision No. 1745 / QD-BGTVT dated August 3, 2011. Data were collected from the Vietnam Maritime Administration, the Vietnam Port Association (VPA) for the period 1995-2020 and processed using the software "R". The results show that ARIMA model (0.2.1) is suitable for forecasting container throughput of seaport cluster No. 5 in the period of 2021-2025 with an average forecast of 6.77% corresponding 946,716 TEUs. With this result, policymakers and businesses will help to formulate policies, plans as well as to plan properly and reasonably.*

Keywords: *Forecast, TEU, ARIMA, Container, Throughput.*

POLICY INTEGRATION IN THE CONTEXT OF GLOBALIZATION: AN OVERVIEW APPROACH

Nguyen Duc Huu, University of Trade Union, Hanoi, Vietnam

Abstract: *International integration is an inevitable process, due to the social nature of labor and the relationship between people. Individuals who want to survive and thrive must have relationships and links that form the community. Many communities are linked to each other to form society and national-ethnic groups. Countries are linked together to form larger international bodies and form the world system. The development of each country and ethnicity depends directly on the policies and strategies chosen by its leadership. Starting from the objective trend of globalization, policy integration is a relatively new concept, especially in the context of Vietnam's deeper integration into the world. This article introduces the conceptual approach to policy integration from a theoretical perspective. Hopefully this is an important data, helping policymakers identify solutions to participate and contribute to the country's international integration process.*

Keywords: *Policy, policy integration, globalization*

OPERATING CASH FLOW AND CORPORATE FINANCIAL PERFORMANCE OF LISTED COMPANIES IN VIETNAM

*Truong Thi Thu Huong, Faculty of Economics and Management,
Thuy Loi University, Hanoi, Vietnam*

Abstract: *The paper investigates the effect of operating cash flow on the corporate financial performance of non-financial companies listed on the stock market in Vietnam, spanning the period from 2009 to 2018. The study uses the fixed effects model, with panel data. The results show that operating cash flow has a positive effect on operational efficiency which is measured through ROA and ROE. In addition, the results also indicate that asset growth and investment opportunities have a positive effect on business performance. In contrast, the debt ratio has a negative impact on the performance of the business. From which, the paper highlights the importance of cash flow management and provides recommendations for regulators and managers to improve firms' operational efficiency.*

Keywords: *Cash flow; Financial performance; Stock market; Investment opportunities.*

THE EFFECT OF ACQUISITIONS ON FINANCIAL EFFICIENCY OF VIETNAMESE LISTED COMPANIES

*Dr. Nguyen Thi Uyen Uyen, Nguyen Hai Minh Hieu, Phan Tue My
Bui Do Ngoc Quynh, Hua Anh Thuy*

School of Finance, University of Economics Ho Chi Minh City, Vietnam

Abstract: *The authors carried out a research project on the impact of acquisitions on the financial performance of Vietnamese listed companies. The sample includes 20 non-financial companies listed on the Hanoi Stock Exchange (HNX) and Ho Chi Minh City Stock Exchange (HSX) from 2010 to 2019. Firstly, the results have shown that acquisitions have a negative effect on profitability, particularly ROA and PM of Vietnamese non-financial companies and at the same time, raise pessimistic views to the debt-to-equity ratio. However, the age of the acquisitions show little to none effects on the aforementioned. Finally, acquisitions' impacts on the liquidity of Vietnamese non-financial firms are negligible, despite margins, leverage, and firm size all positively affect the company liquidity. Thereby suggesting that by commencing acquisitions, Vietnamese companies can afford to save cost of debt and expenses.*

Keywords: *Acquisitions, financial efficiency, profitability, liquidity, leverage, Vietnam.*

AGRICULTURAL EXPORT: WHICH SPECIALIZED SKILLS THAT VIETNAMESE SME MANAGERS NEED TO OVERCOME TECHNICAL TRADE BARRIERS

Dr Le Tien Dat, Thuongmai University, Hanoi, Vietnam

Abstract: *In recent years, Vietnamese agricultural export has increased significantly due to the growth in the market demand, the improvement in product structure, the intensive application of high technology, as well as the incentives of the government. Nonetheless, the capabilities of Vietnamese small and medium-sized enterprises' (SMEs') agricultural products to meet the technical requirements of the international market is still limited. In this situation, the support related to human resource management in order to enhance abilities for SME managers is extremely necessary. By adopting qualitative approach, this paper investigates the perceptions of Vietnamese agricultural exporters with regard to specialized skills they need in export. Data is collected through in-depth interviews with 124 Vietnamese SMEs doing business in various fields, exporting various agricultural products and coming from various provinces/cities in Vietnam. The participants shared a range of training need with regard to knowledge to help them overcome technical barriers, which was then used to develop appropriate training courses. SME managers and training institutions may use the outcomes of this study do develop effective training programs for SME managers.*

Keyword: *specialized skills, technical barriers, Vietnam, SMEs*

EXTENDING THE DUNNING'S INVESTMENT DEVELOPMENT PATH MODEL TO EVALUATE THE DETERMINANTS OF VIETNAM'S OUTWARD FOREIGN DIRECT INVESTMENT

MSc. PhD student Nguyen Nhat Linh, Dr. Phung Thanh Quang

School of Banking and Finance, National Economics University, Hanoi, Vietnam

Nguyen Mai Phuong, Foreign Trade University, Hanoi, Vietnam

Abstract: *In the context of integration, in addition to increasing foreign capital inflows, Vietnamese enterprises are becoming more and more interested in outward foreign direct investment activities. This research expands the Investment Development Path model to assess the influence of some macroeconomic factors (GNI per capita, the proportion of expenditure on science and technology, FDI flows, USD to VND exchange rate, total import-export turnover) on Vietnamese enterprises' outward foreign direct investment (OFDI) flows. Using the 32-year dataset (1989-2020), the regression results depict that the proportion of expenditure on science and technology, the amount of FDI, GNI per capita had a positive impact on the capital OFDI of Vietnam. However, the growth rate of total import-export turnover harmed OFDI flows in the same period. Meanwhile, the difference variable of exchange rate USD to VND in the multiple regression model didn't have statistical significance. Based on regression model results combined with qualitative studies, the authors propose some policy implications to promote OFDI flows of Vietnam in the near future.*

Keywords: *Investment Development Path, OFDI.*

PROVIDING INTERNATIONAL BANKING SERVICES – OPPORTUNITIES AND CHALLENGES FOR VIETNAMESE COMMERCIAL BANKS IN THE INTERGRATION PERIOD

Vu Thi Thu Hoa, Luong Thi Thu Hang

National Economics University, Hanoi, Vietnam

Abstract: *Subject to the current trend of globalization and international trade market opening, providing international banking services to clients not only increases income but also affirms and enhances Vietnamese commercial banks' competitiveness. The opportunities that Vietnamese commercial banks receive from providing international banking services can be mentioned such as: expanding international correspondent banking network, improving competitiveness and improve management capacity by applying and developing products to meet international demand... However, banks also face many challenges. Taking advantage of opportunities and overcoming challenges will help commercial banks develop international banking services, thereby promoting the overall development of the entire banking system. Because of the above reasons, in this working paper, the author focuses on assessing the current situation of providing international banking services, recognizing the opportunities and challenges for Vietnamese commercial banks in the current economic integration period.*

Keywords: *Competitiveness, international banking services, import-export, integration*

THE DEVELOPMENT OF COMMERCIAL AGRICULTURE IN LAOS: CURRENT STATUS AND PROBLEMS TO BE SOLVED

PhD Student Phouthalath Xayyalath, Assoc. Prof. Dr Vu Thi Minh

*Faculty of Real Estate and Natural Resource Economics, National Economics
University, Hanoi, Vietnam*

Abstract: *In the last decade, Laos' agriculture has been commercialized faster and has gained given achievements. From a self-sufficiently agricultural country, Laos' has become one of the net exporters of agricultural products. However, commercial agriculture in the nation is still less competitive due to poor irrigation and transportation systems; small-scale production, limited agro- processing, weak linkages between stakeholders within value chains, etc. Therefore, it would be necessary for the country to upgrade agricultural and rural infrastructure; apply widely new technologies and GAP standards; improve skills of farmers through education and extension systems; strengthen the linkages within agricultural value chains; and improve continuously policies to facilitate commercialization of agricultural products.*

Keywords: *Cash crops & livestock, commercial agriculture, export, Lao PDR.*

CURRENCY MANIPULATION - EXPERIENCE FROM SWITZERLAND AND LESSONS FOR VIETNAM

Dr. Nguyen Thi Hoai Phuong, Bui Nguyen Tu Uyen

Nguyen Thi Minh Hanh, Pham Ha Tuong Vy, Pham Tien Duy

School of Banking and Finance, National Economics University, Hanoi, Vietnam

Abstract: *Currency manipulation is a trade imposition by the U.S. Government in general and the U.S. Department of Treasury in particular for trading partners with the U.S. This shows signs of intentionally creating a competitive advantage for commercial gain. A bilateral trade surplus with the U.S, a current account surplus, and continuous one-way foreign exchange activity for a period of time are the conditions set out by the U.S. Treasury Department in the Omnibus Trade and Competitiveness Act of 1988. Every year, the U.S. Secretary of the Treasury issue a report analyzing the exchange rate policies of trading partners to promptly prevent unfair trade competition. In December 2020, the U.S. Treasury Department released a study that included a list of economies engaging in currency manipulation, including Vietnam. However, in the report on April 2021, the U.S. Treasury Department concluded that there was not enough evidence to prove that Vietnam manipulated the currency to create a competitive advantage in trade. Switzerland was labeled as a currency manipulator and was removed from the list in the same period as Vietnam (December 2020 - April 2021). By gathering the existing data sources, this paper researched the case of Switzerland, clarifying why this economy hit the mark in all 3 criteria of currency manipulation as well as what the Government and Central Bank of Switzerland carried out to remove the currency manipulation label, thereby giving lessons for Vietnam.*

Keywords: *current account, currency exchange rates, currency manipulation, trade balance.*

STUDY OF FACTORS AFFECTING MICRO-BARRIERS THAT HINDERS THE DEVELOPMENT OF PRIVATE ENTERPRISES. CASE STUDY OF VIETNAM

Phan The Cong, Pham Thi Tue, Thuongmai University, Hanoi, Vietnam

Abstract: *Private enterprises in Vietnam as well as in other countries play the important role in economy, but they have actually encountered several barriers in their development at both micro and macro levels in fact. Inquires of these barriers is meaningful in making policy recommendations to remove barriers to private enterprise development in countries where the State/Government is considered a major actor. This study focuses on evaluating factors affecting the micro-barrier system that hinder the development of private enterprises in Vietnam to answer two research questions: which factors influence micro-barriers that hinder the development of private enterprises in Vietnam and what is the degree of influence of those factors? The study applies quantitative research methods to measure the impact of factors on the micro-barriers system that hinder private enterprise development based on the survey sample of 392 private enterprises in Vietnam, which are mainly small and medium-sized private enterprises (most affected by micro barriers). Research findings indicate that state management policies; legal and tax systems, expanding scientific research and technological innovation activities are the main factors affecting the micro barriers that hinder the development of private enterprises in Vietnam. These results could become the experiences for other countries like Vietnam.*

Keywords: *Tectonic government; Tectonic state; Innovative government; Remove barriers; Private enterprises; Barriers to businesses*

RESEARCH ON FACTORS AFFECTING PROFESSIONAL SKEPTICISM OF INDEPENDENT AUDITORS: EVIDENCE IN VIETNAM

Ta Thu Trang, Faculty of Accounting and Auditing, The National Economics University, Hanoi, Vietnam.

Tran Hoai Nam, Faculty of Statistics, The National Economics University, Hanoi, Vietnam.

*Kieu Phi Nhung, Bui Thu Ngoc, Pham Tu Anh, Nguyen Phuong Linh
School of Advanced Education Programs, The National Economics University,
Hanoi, Vietnam*

Abstract: *The study investigates the key factors included knowledge and experience, workload, time pressure and incentives that affect the professional skepticism of independent auditors in Vietnam. The authors have utilized quantitative and qualitative analyses in combination with a logistics regression model and other available analytical tools for conducting the research in SPSS software. All statistics processed in the paper were based on 90 independent auditors in 2021. The results reveal that factors like knowledge and experience, incentives positively affect the professional skepticism, while workload and time pressure negatively impacts PS. The findings suggest Vietnamese law-makers should regulate annual training courses for auditors to enhance their professional ability and reasonably encourage the auditor's motivation while it is necessary to minimize workload and time pressure for auditors in order to maintain and improve the audit quality. This implication could be applied for other firms in Vietnam and for enterprises in other countries.*

Keywords: *Independent auditors, Professional skepticism, Vietnam*

FOREIGN DIRECT INVESTMENTS AND SPILLOVER EFFECTS IN VIETNAM

Le Ngoc Thom, University of Finance and Business Administration, Vietnam

Abstract: *Foreign direct investment (FDI) plays an important role in developing countries in general and Vietnam in particular. It not only provides a large source of investment capital, increase density contribution to growth in GDP, but also affects the process of restructuring the economy, contributes to solving the problem about employment in the economy. In addition, FDI enterprises are also factors that promote export activities as well as bring spillovers to the economy on changes in technology or modern management skills to the host country. However, attracting FDI does not always create positive spillover effects, but there are still some limitations. That reduces the efficiency of the FDI sector, or does not make full use of this resource in terms of productivity growth and economic efficiency. Therefore, researching and evaluating the spillover effects of FDI on the economy in order to offer solutions to promote the efficiency of the FDI sector is a necessary issue in the current period.*

Keywords: *Foreign direct investment, Spillover effects, FDI*

PROACTIVITY OF PROVINCIAL LEADERSHIP AND CORRUPTION IN VIETNAM: A SPATIO-TEMPORAL DEPENDENCE ANALYSIS

Le Quang Canh, National Economics University, Hanoi, Vietnam
Dang Trung Chinh, Ph.D. Candidate at National Economics University, Hanoi, Vietnam

Abstract: *It is widely accepted that corruption is a problem of institutional failure, and better governance positively leads to lower corruption. As a proxy of governance, proactive leadership of the local governance theoretically associates with corruption, but this impact is complex and non-linear because of the spatial dependence of corruption. This study presents a spatio-temporal model to investigate the impacts of proactivity of provincial leadership on corruption in Vietnam. Using data adapted from 63 provinces during 2006-2017, the study indicates that the provincial corruption levels are clustered in space and time. Also, there are indirect impacts of proactivity of provincial leadership on corruption in the short run and direct impacts in the long run. These impacts are inverted-U shape. This empirical result provides new evidence and sheds light on anti-corruption policy design in Vietnam.*

Keywords: *Corruption, Proactivity of provincial leadership, Spatio-temporal dependence*

THE IMPACT OF TECHNOLOGY ON STRUCTURAL IMBALANCE OF LABOR IN MANUFACTURING INDUSTRY OF VIETNAM

Le Phuong Thao, Bui Anh Tu, Vu Tra My, Dang Thu Huyen
Faculty of Economics and Management, Thuylai University, Vietnam

Abstract: *This study aims at pointing out the impact of technology on the imbalance of labor structure in Manufacturing and Processing Industry of Vietnam. Empirical analysis is implemented by using a panel dataset carefully integrated from the annual labor data and value added (VA) data from 2012 to 2018 and the statistic of technology data from 2012 to 2018 of the Vietnam General Statistics Office (GSO). The paper tested the endogeneity in the model, overcame the defects of the model and selected the fixed effect model to assess the impact of external technology acquisition, research and development activities. Imbalance index (d) used to measure the level of structural unbalance of labor in manufacturing Industry of Vietnam. The results show that general technology, including purchasing technology and R&D activities had an effect on d index.*

Keywords: *acquisition technology, Imbalance index, R&D activities, structural unbalance of labor and technology*

AN ANALYSIS OF THE IMPACT OF UNIVERSITY GRADUATES' JOB ADAPTABILITY IN ECONOMICS ON THE FIRM-LEVEL SATISFACTION IN HANOI

Assoc. Prof. Ph.D Le Huy Duc, Tran Thi Ngoc Anh, Nguyen Thi Loc An

Nguyen Thi Ngoc Bich, Dinh Thai Ha, Vu Thi Hang

*Faculty of Planning and Development, National Economics University,
Hanoi, Vietnam*

Abstract: *This study analyzes a number of factors affecting the satisfaction of businesses in Hanoi. The research identifies six influential factors including Attitude; Suitability for working environment; Awareness; Relationship; Skills; Knowledge. The research also shows that there is a divergence in the degree of firm-level satisfaction with university graduates, different types of businesses, and the different work experience of new job seekers. Such findings allow the authors to propose management implications to improve the satisfaction level of businesses with the career adaptability of university students in Economics.*

Keywords: *Firm satisfaction, Graduates, Job adaptability, University in Economics*

IMPACTS FROM THE FOURTH INDUSTRIAL REVOLUTION TO INDUSTRIAL ECONOMIC RESTRUCTURING IN PRESENT VIETNAM

Ph.D Student Phung Quang Phat, Political Academy, Hanoi, Vietnam

Abstract: *The fourth industrial revolution based on digital technology and integrating smart technologies is fundamentally changing the world's production. Under the strong impact of the fourth industrial revolution, economic restructuring is an indispensable requirement of all countries. In particular, industrial economic restructuring is considered a basic necessity, playing a very important role in mobilizing, exploiting, and using resources for economic growth. On the basis of qualitative and quantitative research methods, the author focuses on clarifying the concept and characteristics of the fourth industrial revolution and its impacts on the restructuring of Vietnam's industrial economy over the past time. From there, the research paper draws out the advantages and limitations of the model. The research also suggests some solutions to accelerate the restructuring of Vietnam's industrial economy in the current period.*

Keywords: *industry, restructuring, industrial economy.*

APPLICATION OF SWOT MATRIX AND QSPM MATRIX FOR BUILDING AND SELECTING PLACE MARKETING STRATEGY OF CAN THO CITY WITH ORIENTATION TOWARDS 2030

MSc. Vo Minh Canh, MSc. Pham Trung Hieu, Can Tho City Institute for Socio - Economic Development Studies, CanTho, Vietnam

Abstract: *Based on an approach from six factors that make up local brands: human resources (people), investment, tourism, cultural heritage, trade-export and public management ability, study focuses on analyzing the strengths, weaknesses, opportunities and challenges that affect the place marketing strategy of Can Tho city. The study uses the SWOT matrix and Quantitative Strategic Planning Matrix (QSPM matrix) to propose and select strategies for SO, ST, WO, WT. The study results show that the optimal place marketing strategies of Can Tho city with orientation towards 2030 include: development of Can Tho city into a trade and export lead center in the Mekong Delta, development of supporting tourism activities and services, development of Can Tho city into a lead center for training of high quality human resources with international standards and branding typical products for export.*

Keywords: *place marketing, QSPM matrix, SWOT matrix.*

SOME SOLUTIONS FOR TRAINING HIGH QUALITY HUMAN RESOURCES TO MEET THE REQUIREMENTS FOR SUSTAINABLE DEVELOPMENT IN VIET NAM TODAY

MA. Nguyen Dinh Nguyen, Military Technical Academy, Vietnam

Abstract: *Human resources, especially high-quality human resources, play a decisive role in the sustainable development of each country. In the context of the strong development of modern science and technology, especially the Fourth Industrial Revolution, along with the strong trend of globalization and international integration, the impact on human resources, especially high-quality human resources. To adapt with the Fourth Industrial Revolution and the current development trend, our Party and Government have paid special attention to improve the quality of human resource training, especially high-quality human resources to meet the requirements of sustainable development of the country.*

Keywords: *Human resources, human resource training, high quality human resources, sustainable development*

ANALYSIS THE IMPACT OF MACRO FACTORS AFFECT TO DEVELOPMENT OF HIGHLY QUALIFIED HUMAN RESOURCES IN NAM DINH

*Hoang Thi Loan, Financial Accountant, Department of Quality Management for
Harmonized Product Quality, Hanoi University Of Home Affair*

*Co Huy Le, Faculty of Human Resource Management, Hanoi University Of Home
Affair, Vietnam*

Abstract: *In fact, there are many different factors affect the development of highly qualified human resources in Nam Dinh province, including both micro and macro factors that have an influence. With the research approach to state management in human resource development, the influencing factors considered are macro factors. In this content, the authors study the macro factors affecting the province's highly qualified human resources development, including: State management of central high qualified human resources development; Education-training factor; Economic factors; Labor force; Science and technology; Socio-culture... to build a linear regression function to determine the degree of influence of quantitative factors on the development of highly qualified human resources of Nam Dinh province.*

Key words: *Human resource, high quality human resource, industrialization and modernization, development, high quality human resource, Nam Dinh province.*



**SESSION 2:
BUSINESS ADMINISTRATION**

STRATEGIC RISKS OF REAL ESTATE ENTERPRISES IN VIETNAM MARKET

*Assoc. Prof. Dr Nguyen Minh Ngoc, University of Finance - Marketing, Vietnam
Dr Nguyen Hoang Tien, Saigon International University, Vietnam*

Abstract: *In recent years, our country's economy has made great progress, the economic growth rate of the following year is always higher than that of the previous year. The real estate market (real estate) also develops strongly and extensively, is considered a market full of potentials and opportunities. Many domestic and foreign investors have seen and grasped these opportunities, a series of new urban areas, supermarkets, hotels, shopping malls, offices for lease, .. have sprung up in succession at Big cities meet the increasing demands of the people. The volatility of the real estate market happens very complicatedly, with erratic heat and cold, sometimes there is a "fever", sometimes "freezing". Because this is a large capital-occupying market, negative changes in the real estate market will strongly affect the economy, which can cause crises to the economy. Therefore, it is necessary to identify strategic risks in order to have appropriate solutions to avoid and minimize losses and damages. Subject: "Strategic risk analysis of domestic and foreign real estate businesses operating in the Vietnamese market" will highlight common strategic risks in the real estate market, as well as provide solutions to solutions and recommendations to effectively prevent and overcome risks.*

Keywords: *strategic risks, real estate market, Vietnam market*

TRAVEL SOCIAL MEDIA INFLUENCER VALUE (TSMIV) BASED ON THE PERSPECTIVE OF GEN Z IN HANOI

*PhD. Hoàng Thị Thu Hương, Lê Thị Thu Huyền, Hoàng Phương Linh
Nguyễn Hà Linh, Trần Quang Minh, Đỗ Thị Ngoan*

Faculty of Hospitality and Tourism, National Economics University

Abstract: *With the explosion of The Internet and online media, travel becomes more accessible to everyone, especially the younger generation through online marketing. Rooted in the emergence of travel influencers, one form of online promotion, namely influencer marketing, has become a trending media channel for tour operators. According to the relevant survey of 821 zoomers occupying in Hanoi (of which 800 valid samples are included in the analysis), after the qualitative analysis, regardless of 10 original categories of Travel Social Media Influencer Value (TSMIV) respectively (1) Informative value, (2) Entertainment value, (3) Expertise, (4) Trustworthiness, (5) Attractiveness, (6) Similarity, (7) Familiarity, (8) Likability, (9) Personality and (10) Number of followers, the authors addressed two additional ones, namely (11) Interaction, (12) Occupation. The Exploratory Factor Analysis (EFA) then was concluded with 7 newly adjusted classifications of TSMIV characteristics or aspects including (1) Charisma and trustworthiness, (2) Similarity and familiarity (3) Informative value, (4) Communication and interaction methods, (5) Degree of identification, (6) Level of pervasiveness and (7) Professionalism in tourism.*

Key words: *Influencer, travel influencer, Travel Social Media Influencer Value (TSMIV)*

A THEORETICAL MODEL ON INFLUENCE OF EWOM ON TRAVELERS' INTENTION TO CHOOSE DOMESTIC DESTINATION

MBA. Pham Long Chau, *Department of Economics and Management, Thang Long University, Hanoi, Vietnam*

PhD. Nguyen Thi Hoang Yen, *Department of Marketing, Posts and Telecommunications Institute of Technology, Hanoi, Vietnam*

Abstract: *In the recent years, various studies on roles of electronic word of mouth in the information researching process of online clients have been a topic of great interest for researchers. However, the majority of the researches center on the impact of online evaluations on customers' buying decisions of common goods. Even fewer studies pay attention to tourism sector, especially to travelers' intents in selecting tourist destinations. This paper, therefore, attempts to evaluate the impact of electronic word of mouth (EWOM) on travelers' intention to choose domestic destination through the combination of the theory of planned behavior (TPB) and the self-congruity theory. This particular approach provides interesting implications in development of destinations, promotion of travelers' interests.*

Key words: *Electronic word of mouth (EWOM), Self-congruity theory, Theory of planned behavior (TPB), Travelers' intention.*

THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON CUSTOMERS' PURCHASING INTENTION: A STUDY IN HANOI

MBA. Nguyen Anh Viet, *Foreign Trade University, Hanoi, Vietnam*

Abstract: *This study investigates customers' perception of four types of responsibilities in Carroll's CSR pyramid (1991), including economic, legal, ethical and philanthropic responsibilities; and the effects of their perception of CSR on purchasing intention. The findings show some interesting points. Firstly, the importance level of four responsibilities from customers' perspective is different from that of Carroll model (1991). Secondly, purchasing power does not affect the relationship between customers' perception of price fairness on purchasing intention. Lastly, customers' perception of CSR has positive effect on purchasing intention. These research findings are a valuable reference for enterprises in implementing CSR to retain customers' loyalty.*

Keywords: *Corporate Social Responsibility, Customers' Purchasing Intention, Customers' Perception of CSR.*

FACTORS INFLUENCING PURCHASE INTENTION FOR VIETNAMESE LOCAL FASHION BRANDS IN SOCIAL COMMERCE: A CASE STUDY IN HANOI

*PhD Trinh Hoai Son, Le Thi Hoa Chi, Tran Duc Truong
Pham Thanh Phuc, Nguyen Thi Hoan, Nguyen Thi Phuong Anh
School of Information Technology and Digital Economics, National Economic
University, Hanoi, Vietnam*

Abstract: *Social commerce is a new business model marking a breakthrough in the area of online shopping. Its massive expansion has boosted e-commerce and increased the effectiveness of online marketing. In the context of the increasingly developing fashion industry, the study aims to understand factors that affect purchase intention for Vietnamese local brands in social commerce. The study used questionnaire as survey method and collected answers online via Facebook. 555 valid responses were analyzed by using SPSS software version 22.0. The results show that factors including enjoyment, perceived ease of use, online review, brand image, advertising positively influence online purchase intention. Especially, brand image has the strongest impact. Besides, perceived risk has a negative impact on consumers' intention to buy local brands. The findings have important theoretical and managerial implications helping businesses working in domestic fashion sector to come up with efficient strategies to increase customers' intention to purchase.*

Keywords: *Purchase intention, social commerce, fashion, local brands.*

THE FACTORS IMPACT ON IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY OF FOREIGN DIRECT INVESTMENT ENTERPRISES

*Assoc.Prof. Dr. Hoang Thanh Tung, Dr. Nguyen Thi Van Anh
Dr. Mai Thi Dung, University of Labour and Social Affairs, Hanoi, Vietnam
Assoc.Prof. Dr. Le Trinh Minh Chau, Vietnam Institute of Industrial and Trade
Policy and Strategy – Ministry of Industry and Trade, Hanoi, Vietnam*

Abstract: *The implementation of social responsibility has not only become the basic operating principle of businesses but also their core value in the context of globalization. It highlights the importance of human rights, safety, health, community participation, and environmental protection in addition to the business benefits of the enterprises. In the article, the research team summarizes the views of Friedman, M. (1970), Davis, K. (1973), Carroll, A. (1991) on corporate social responsibility (CSR) and reviews the literature on factors affecting the implementation of corporate social responsibility such as research by Yeh, SL, Chen, YS, Kao, YH, & Wu, SS (2014), Tsuei, LL, & Wen, H, L (2018), Duyen, CTL, & Canh, NM (2013), Hoa, TTM, & Ngoc, NTH (2014), Lanh, NT, & Tram, Lab (2016), etc. Based on the model of Tsuei, LL, & Wen, H, L (2018) and related studies, the research team proposes the model of factors affecting the implementation of corporate social responsibility with 4 factors are: (1) CSR intention of leaders; (2) Business resources; (3) Industrial environment; and (4) Public motivation. These factors are measured by 23 observed variables. The findings show that the "CSR intention of leaders" is the most important factor to promote the CSR implementation of FDI enterprises. The analysis of the factors and their degree of impact will help foreign-invested enterprises better perceive and formulate practical measures in implementing corporate social responsibility.*

Keywords: *Affecting factors; Corporate Social Responsibility; Foreign Direct Investment Enterprises*

THE EFFECT OF PERCEIVED VALUE ON PURCHASE INTENTION OF LUXURY FASHION PRODUCTS CONSUMER

MA Vu Thi Hien, Faculty of Marketing, Thuongmai University, Vietnam
Assoc. Prof. Dr Vu Huy Thong, Faculty of Marketing, National Economics University, Vietnam

Abstract: *In recent years, the luxury fashion market has grown tremendously in the world as well as in Vietnam. However, there has been little research done in Vietnam in this area to gain a deeper understanding of luxury fashion product consumer behavior. This study is based on a literature review, previous studies aimed at overviewing the theoretical issues of customer perceived value. In addition, through a research review, the author evaluates the influence of perceived value on consumers' intention to buy luxury fashion products. From there, a theoretical research model is proposed as a basis for future experimental studies in Vietnam.*

Keywords: *Luxury fashion products, purchase intention, perceived value.*

FACTORS INFLUENCING YOUTH'S INTENTION TO ORDER ONLINE FOOD DELIVERY SERVICES IN HANOI

Dang Thi Kim Thoa, Nguyen Minh Thu, Do Hoang Nga
National Economics University, Hanoi, Vietnam

Abstract: *The main purpose of this study was to integrate trust and perceived risk into the theory of planned behavior (TPB) and the technology acceptance model (TAM) to explore factors influencing youth's intention to order online food delivery services (OFDS) in Hanoi, then to provide some practical implications to develop OFDS. The research adopted the structural equation modeling (SEM) to examine the data. The final sample consisted of 435 young people between the age of 15 and 25 in Hanoi. The study used the primary data collected from November 2020 to the end of January 2021 and the second data collected in the last 5 years. As a result, the findings showed that the attitude was the strongest predictor of the intention, followed by the trust. Low-magnitude predictors included subjective norms and perceived behavioral control, while perceived risk had no impact on the attitude and intention, even it positively affected trust. Besides, perceived usefulness had direct influence on the attitude, while perceived ease of use indirectly affected the attitude through perceived usefulness. Furthermore, there were differences in the impact of factors between males and females, between people having less than 5-million income and people having 5-million-or-more income. Hence, this study offered the substantial practical recommendations for OFDS developers and restaurants, and provided a mapping of the factors influencing consumers' intention to use OFDS.*

Keywords: *behavioral intention, online food delivery services, technology acceptance model, theory of planned behavior.*

THE MODERATING ROLE OF PERCEIVED SUPERVISOR SUPPORT IN FACE CULTURE AND CREATIVITY RELATIONSHIP

*MSc. Nguyen Thi Anh Tho, Faculty of Business Administration,
Foreign Trade University, Vietnam*

Ph.D. Nguyen Trong Hai, Foreign Trade University, Vietnam

MSc. Nguyen Thi Thuy Linh, Norwegian Business School BI, Norway

Abstract: *Creativity is admitted to be the lifeblood of the majority of the most successful organizations and highlighted as the key ingredient for long-term organizational sustainable development. The latest research in the field reveals that creativity includes two stages: idea generation and idea implementation, in which the latter stage could be significantly limited because of the effect of face culture. This is because members in face culture avoid creativity-related activities, such as "rocking the boat" and risking failure in the public. This paper focuses on a new perspective regarding the moderator role of perceived supervisor support (PSS) in mitigating the effect of face on creativity. It concludes that PSS mitigates the negative effect of face culture on creativity. In addition to the theoretical contribution, the paper also suggests implications to create an environment for creativity by emphasizing the perception of supervisor's support on both task and relationship-oriented aspects, creating a cooperative atmosphere among coworkers and considering workers' positions while promoting creativity.*

Keywords: Creativity, Face culture, Organizational behavior, Perceived supervisor support

RECOMMEND RESEARCH MODEL OF TURNOVER INTENTION OF HOTEL INDUSTRY STAFF: SELECT FACTORS AND MEDIATING VARIABLES "JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT"

Tran Duc Thanh, Faculty of Tourism Studies, Phenikaa University, Vietnam

*Hoang Thi Lan Huong, Tourism and Hospitality Department,
National Economics University, Vietnam*

Abstract: *This article is an overview of affecting factors to turnover intention of the hotel industry staff. There are many factors that summed up different articles, which only guarantee to discover a particular content. In order to have more comprehensive view of affecting causes to the turnover intention of hotel staff, we recommend a research model with the synthesis from different factors basis on Job Descriptive Index and organizational commitment theories, other studies. New contribution of article is recommending the research model of turnover intention of hotel staff with impacting seven independent variables, two mediating variables that are job satisfaction and commitment to organization. Relationship between perceived risk factor in the correlative impact factors is a new discovery of the research. Affirming that, application of this model in the hospitality research from three stars hotel to five stars hotel in Vietnam is completely new, applying new discovery factors to the new research fields for further studies.*

Keywords: *Turnover intention model, hotel staff, independent and mediating variables*

FACTORS INFLUENCE CONSUMER SATISFACTION IN SAFE FOOD STORES: THE CASE OF THANH HOA CITY, VIETNAM

*Dr Ngo Chi Thanh, Lecturer, Faculty of Economics and Business
Admiration, Head, Department of Technology and Science Management
Hong Duc University, Vietnam*

Abstract: *In recent years, a system of safe food stores has been formed and developed to meet the increasing demands of consumers. We observe that, safe food stores develop in competition for customers with other food retail systems such as traditional markets, supermarkets and trade centers. Based on such observation, the article studies the factors affecting customer satisfaction towards safe food stores. In more precisely, we propose the research model with five influencing factors, including: Food quality; Price; Promotion; Product display; and Staff. The study was conducted based on a survey of 265 consumers at safe food stores in Thanh Hoa city. The result shows that, Food quality; Price has the most influence on customer satisfaction. Besides, Promotion; Product display; and Staff also influence customers' choice to go to a safe food store. Based on those results, the article proposes recommendations for safe food stores to improve customer satisfaction.*

Keywords: *Safe food stores, retail system, consumer satisfaction, Thanh Hoa city*

INVESTIGATIVE STUDY ON FACTORS AFFECTING THE DEBT MATURITY STRUCTURE OF REAL ESTATE COMPANIES LISTED ON HO CHI MINH STOCK EXCHANGE

*Dr. Nguyen Thanh Nha, Faculty of Valuation and Real Estate Business
University of Finance and Marketing, Ho Chi Minh City, Vietnam*

Abstract: *In this study, the system generalised method of moment (Sys-GMM) was used to investigate the debt maturity structure of real-estate companies listed on Ho Chi Minh Stock Exchange (HOSE) in the period from 2008 to 2019. The decision on debt maturity structure was found to be influenced by firm size, liquidity and tangible asset. In addition, tangible asset had the largest impact on the possibility for companies to access long-term loans. This observation indicates that the companies mostly borrowed money from banks and collateral is very important to make decision on loans. This was supported by another finding that financial institutions had an impact on the debt maturity structure, while effects of financial market were insignificant. Besides, the companies seemed not to pay attention to changes in inflation, economic growth, and institutional quality, when making decision on the debt maturity structure.*

Keywords: *Debt maturity structure, financial development, financial institutions, institutional quality.*

INFLUENCE OF BRAND IMAGE, VALUE, AND PERCEPTION ON TOURIST SATISFACTION WITH PU LUONG TOURIST DESTINATION, THANH HOA PROVINCE, VIETNAM

Dr. Ngo Chi Thanh, Msc Le Thi Binh,

Assoc. Prof. Dr Le Hoang Ba Huyen, Hong Duc University, Thanh Hoa, Vietnam

Abstract: *The brand of a tourism destination can be deemed as a success factor that attracts tourists to a potential tourism destination, and drive tourists' internal travel motives through conveying values, inducing expectations about the satisfaction of possible needs and wants. The study's objective is to determine and identify the influence of brand image, brand value, and brand perception on tourist satisfaction for Pu Luong, Thanh Hoa province. Qualitative and quantitative research methods are used through the collecting and processing of data form 500 tourists of Pu Luong, Thanh Hoa province. Data were collected, processed and analyzed using SPSS 20 and AMOS 20 software. The SEM (Structural Equation Modeling) model developed from the study's findings is consistent with reality, indicating that all factors influence tourist satisfaction with the destination's brand, with a brand image having the most positive and significant effect on tourist satisfaction. Based on the study's findings, the authors made some suggestions to improve tourist satisfaction for Pu Luong, Thanh Hoa province.*

Keywords: *Brand image, brand value, brand perception, brand satisfaction.*

ANALYZING THE COVERED INTEREST PARITY DEVIATIONS IN VIETNAM BY USING THE POOLED MEAN GROUP METHOD

*Dr. Nguyen Thi Hong Nham, Tran Minh Hieu, School of Finance,
University of Economics Ho Chi Minh City, Vietnam*

Abstract: *Vietnam's foreign exchange market is developing and perfecting over time, it is more and more closely linked with world economies, create various types of trading in the foreign exchange market, including covered interest arbitrage (CIA). Along with fluctuations in domestic and foreign exchange rates and interest rates, policy makers will set up appropriate strategies, policies and solutions to increase the level of covered interest arbitrage to correct for covered interest rate parity (CIP). However, in order to better understand Interest Rate Parity (IRP), not only is there a relationship between exchange rate and interest rates, but according to previous studies, there are macroeconomic factors that also affect the covered interest parity. By using the Pooled Mean Group (PMG) method to estimate the weekly data sample of 5 currencies of the US, China, Korea, Japan and European countries (USD, CNY, KRW, JPY, EUR) in 2019, I conclude that the foreign exchange market in Vietnam exists interest rate parity deviations.*

Keywords: *Foreign exchange market, CIA, interest rate parity, PMG method.*

THE IMPACT OF THE ENVIRONMENTAL FACTOR ON THE USE OF HEALTHCARE SERVICES IN VIETNAM: A CASE OF NORTHERN VIETNAM

MA, Nguyen Thi Tuyet, Faculty of Economics and Management, Thanglong University, Hanoi, Vietnam

Assoc. Prof. Dr Nguyen Viet Hung, Faculty of Economics, National Economics University, Hanoi, Vietnam

Abstract: *The study examines the factors affecting health demand in Vietnam, specifically the northern part of Vietnam, based on the 2016 VHLSS dataset. The first results show that individual and household characteristics are impact on the individual's demand for medical services. Second, the study found that purchasing health insurance increased the frequency of medical visits by policyholders and contributed to a reduction in their medical spending. Third, air pollution is considered as one of the important factors that increase current health spending. From there, the study gives some policy recommendations for state agencies.*

Keywords: *environment pollution, health insurance, VHLSS, inpatient, outpatient*

LISTED COMPANY AND DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY (CSR): EMPIRICAL EVIDENCE FROM VIET NAM

M. Fin. Mrs Luong Thi Thao, Mr. Nguyen Thanh Chuong, Faculty of Finance, University of Economics Ho Chi Minh City, Vietnam

Abstract: *Social responsibility disclosure (CSR) has become one of the strategic action programs in many countries. However, in Vietnam, this issue is not focused on the operation process of enterprises. On the other hand, differences in the business environment such as culture, geographic regions, politics, governance characteristics,... make policies on CSR information disclosure indicators in other countries are not appropriate when applying to Vietnam, so creating and building a set of indicators, assessment framework for the extent of social responsibility disclosure is becoming an important issue. Starting from that basis, the study examines the current situation of how corporate social responsibility disclosure in listed companies in Vietnam is taking place, along with that the study also examines corporate governance, ownership, characteristics, and financial factors that influence CSR disclosure through the development of indicators based on four dimensions of environment, human resources, products and customers, and community.*

After performing regression analysis and resolving defects from the models OLS, FEM, REM and GLS with 240 listed company from 2013-2019, the results were for the proportion of female board members, foreign ownership, company size, enterprise age, auditing firm, and growth potential are positively correlated, with variables in state ownership and financial leverage having a statistically significant correlation with CSR. In addition, the research results also show that the situation of CSR information disclosure of Vietnamese listed companies is getting more and more attention, in which two indicators on human resource and product/customers information disclosure are the two most published indicators. Furthermore, the research results also show that enterprises whose activities directly affect the CSR indicator components a higher level of CSR information disclosure at that indicator.

Keywords: *CSR, listed company, Vietnam.*

THE USING OF LOGO AND BRAND NAME IN ADVERTISING TO CONSUMERS' BRAND AWARENESS: CASE STUDY OF COMMERCIAL BANKS

Dr. Nguyen Quang Dung, National Economics University, Hanoi, Vietnam

Abstract: *The process of consumer brand awareness has long been a special interest to businesses, scholars, and researchers. For consumers, brand awareness is an important stage of the cognitive process, and is the basis for the brand to be present in the minds of consumers (Howard & Sheth, 1969; Campbell, 1969; Narayana & Markin, 1975). From a business perspective, brand awareness in particular and consumer brand awareness in general are considered the results and efforts of businesses in building their own mark of the brand in the minds of consumers. In which, advertising is an activity of an enterprise that is a tool with the task of creating a change in consumers' perception of the brand. However, in Vietnam, this activity still faces many big challenges: How to effectively use and exploit brand elements in advertising? How should brand elements be combined in different types of advertising messages? Those are questions that are posed to business managers. In theory, in the world, there have been many authors studying the influence of advertising on the cognitive process of consumers such as Engel-Blackwell-Miniard (1968), McGuire (1969), Dember (1980), G. Belch (2009). Several authors have opened the beginning stage for studies on the influence of factors in information advertising messages to consumers' perceptions such as Claude Hopkins (1923), Rossiter and Percy (1978, 1987), Lutz and Lutz (1978). These studies have provided meaningful contributions. However, there are few studies on how to effectively use brand elements in advertising messages such as repetition, resizing, and color and its effect on consumers' brand awareness, especially in the context of research in Vietnam.*

Keywords: *Advertising message, logo, brand name, repetition, size, color, brand awareness.*

A STUDY ON WOMEN ENTREPRENEURSHIP IN THE CONTEXT OF VIETNAMESE TRANSITION ECONOMY

*PhD student Nguyen Van Dai, Faculty of Planning and Development,
National Economics University, Hanoi, Vietnam*

*MA. Bui Thai Thao, Faculty of Economics, National Economics University,
Hanoi, Vietnam*

*Vo Hong Nhat, Faculty of Planning and Development, National Economics
University, Hanoi, Vietnam*

*Pham Thu Thuy, Development Economics, National Economics University,
Hanoi, Vietnam*

Abstract:

Women entrepreneurship has recently been a fashionable trend in research. The mixed methodology of this study has shed light on the barriers in women entrepreneurship by examining the factors affecting the entrepreneurial performance of female entrepreneurs' work. A quantitative analysis of 87 female entrepreneurs combined with qualitative analysis via in-depth interview with 10 entrepreneurs show that work-life balance, financial support and gender bias are challenges facing women entrepreneurship. Further, this study also reports that emotional support, in particular from family members will improve the performance of female entrepreneurs' work. Some policy implications are offered by this study. Policy makers should focus on financial support for women entrepreneurship because of the flaw of the current supporting policy. Further, gender equality movement still has a long way to go in order to support women entrepreneurship in Vietnam.

Keywords: *Entrepreneurship, challenges, women entrepreneurship, Vietnam*

FACTORS AFFECTING MARKET ACCESS OF AGRICULTURAL PRODUCTS: A CASE STUDY GREEN TEA IN VEN VILLAGE

MSc Deo Thi Thuy, Faculty of General Education, Tay Bac University, Son La, Vietnam

Nguyen Thu Ha, Student, Faculty of Planning and Development, National Economics University, Hanoi, Vietnam

Abstract: *Market development of agricultural products has been a fashionable trend in research, in particular the transition economy like Vietnam. The purpose of the current study is to analyze the impact of determinants of market accessibility of green tea. This paper applies a mixed approach including both quantitative methodology based on 110 observations collected through survey questionnaire and qualitative methodology with 06 in-depth interviews that are conducted in Ven village, Yen The District. The research results show that road status, market information access, agricultural extension services, the linkage and age significantly positively affect the market accessibility of Ven village's green tea. Conversely, educational level and distance to output market impose weak impacts while gender and ownership of communication electronic devices have no significant impacts on market accessibility of this product.*

Keywords: *Ven village's green tea, market accessibility, information, access*

ASSESSING THE IMPACT OF ENTREPRENEURSHIP EDUCATION ON STUDENTS' ENTREPRENEURIAL INTENTIONS

MSc. Deo Thi Thuy, Faculty of General Education, Tay Bac University, Son La, Vietnam

Vo Hong Nhat, Student, Faculty of Planning and Development, National Economics University, Hanoi, Vietnam

Pham Thu Thuy, Graduate Student K29, Major in Development Economics, National Economics University, Hanoi, Vietnam

Abstract: *Entrepreneurship has become a widely research topic in Vietnam in recent years. This topic covers a wide range of unit of analysis from national level (entrepreneurial ecosystem), firm, individuals to university level. This study aims to scrutinize the impact of entrepreneurship education at the university level on entrepreneurial intentions of students. Using a quantitative research method based on a sample of 210 students at the National Economics University, this study shows that aspects of entrepreneurship education entrepreneurship intentions of students in various directions. From the study results, the paper also offers some policy implication for entrepreneurship education of higher education institutions in Economics and Business Management.*

Keywords: *Entrepreneurial intention; Entrepreneurship; National Economics; Vietnam*

AN EVALUATION ON STABILITY OF COMMERCIAL BANKS IN VIETNAM THROUGH FINANCIAL STABILITY INDICATORS AND BANKRUPTCY RISK SCORE

Dr Nguyen Thi Hoai Phuong, School of Banking and Finance, National Economics University, Hanoi, Vietnam

Abstract: *Recently, in Vietnam, financial stability has always been regarded as the priority. In particular, maintaining the stability of banking system plays such a significant role in stabilizing macro-finance. Under the impact of widespread and intensive economic integration, Vietnam's commercial banking system in recent years has experienced various changes. In fact, financial instability appeared due to stumbling blocks of financial market in general and banking system itself in particular. Especially, in the post-crisis period, Vietnam's commercial banking system confronted high risk of breakdown due to influences from external factors including global economic recession, and macro-economic instability as well as internal factors namely poor management capability and ethical risks, etc. This paper explores instability of Vietnam's commercial banking system from 2015 to 2018 based on the utilization of financial stability indicators (FSIs) and bankruptcy score (Z-score) in order to propose essential evaluation.*

Keywords: *Bankruptcy score, Financial stability indicators, Fiscal policy, Monetary policy.*

DEVELOPMENT SUPPLY CHAIN OF SAFE FOOD IN HANOI

MSc. Duong Thi Hoa, Faculty of Marketing, National Economics University, Hanoi, Vietnam

Abstract:

The issue of safe food has been receiving great attention in countries like Vietnam and in Hanoi specifically. To ensure food safety, the supply chain needs to be analysed and improved. The result of qualitative research has shown that most supply chains providing safe poultry and vegetable in Hanoi have very loose relationships and most participating members do not care about how the safety of their food is ensured throughout the chain. This research calls for immediate changes in the behavior of participating members of the chain, in supply chain management and in policies as well.

Keywords: *Supply chain, supply chain management, safe food.*

CULTURE WITH QUALITIES AND BEHAVIORS OF BUSINESS

LEADERS – THE FOUNDATION OF SUSTAINABLE LEADERSHIP

MBA. Tran Thi Le Na, PhD. Luong Thu Ha, National Economics University, Hanoi, Vietnam

Abstract: *Leaders are often envisioned as powerful and influential individuals in all fields from politics, society, and business. The leaders are always charismatic; hence, they can gather and inspire a large number of people. They can build powerful empires; assemble huge armies; build - operate - pass on sustainable businesses over the centuries... It is undoubtedly that sustainable leadership results are the desire achievements of all leaders.*

This study was carried out with the aim to determine a theoretical model of the relationship between culture and leadership qualities – behavior. The authors believe this relationship is sustainable because culture is permanent. It is also the foundation for leaders to influence their employees to create a stable, engaged, and devoted workforce, thereby helping leaders attain sustainable leadership results.

Keywords: *leadership qualities, leadership behaviors, relationships, regional culture*

CLOSING THE INTENTION-BEHAVIOUR GAP IN ENTREPRENEURIAL BEHAVIOUR RESEARCH OF YOUNG WORKERS IN VIETNAM, LAOS AND CAMBODIA

*Dr. Nguyen Thi Lien Huong, Faculty of Business Management
Nguyen Thi Thu Hang, School of Advance Education Program
Truong Thi Hong Van, School of Banking and Finance
To Trung Hieu, School of Banking and Finance
Nguyen Dang Long, Faculty of Business Management
National Economics University, Hanoi, Vietnam*

Abstract: *Entrepreneurial research has grown tremendously in the last few years in developing countries but most research focused on factors that impact entrepreneurial intention only. This paper aims to identify some factors that impact entrepreneurial behavior of individual in Vietnam, Laos, and Cambodia. Based on an extensive review of literature, this paper proposes 3 factors that were found to have impact on entrepreneurial behavior in some countries but not the others for empirical test in the Indochina context. These are university entrepreneurial support, entrepreneurial intention, and external institution support. The survey was conducted with 845 respondents from November 2020 to Apr 2021. Research results showed that entrepreneurial intention and external institution support have a positive direct impact with entrepreneurial behavior in the research context of Indochina. There is no evidence to conclude an impact of university entrepreneurial support to entrepreneurial behavior. Furthermore, the combination impact of these variables explains more than 52% the changes of entrepreneurial behavior of the underlying survey population.*

Keywords: *Entrepreneurial Behaviour, Entrepreneurial Intention, University Entrepreneurial Support, External Institution Support.*

THE EFFECTS OF INTERACTIVE MARKETING ON CUSTOMER ENGAGEMENT BEHAVIOR: CASE STUDY OF NATIONAL ECONOMICS UNIVERSITY

Nguyen Hoai Long, Pham Thi Kim Thanh, Faculty of Marketing, National Economics University, Vietnam

Nguyen Thi Anh Thu, Le Pham Phuong Linh, Students of Marketing Faculty, National Economics University, Vietnam

Abstract: *This study aims to examine the relationship between interactive marketing and customer engagement behavior in education and training service in digital age. A survey of 480 students of National Economics University was conducted in March 2021 to collect the data. Regression model is used to test the hypothesis on the relationship between four dimensions of customer engagement behavior - augmenting behavior (AG), co-development (CO), influencing behavior (INF), mobilizing behavior (MB) and interactive marketing activities. Research results confirm that interactive marketing has a positive impact on engagement behavior of students with the university. Some managerial implications are also discussed in the paper.*

Keywords: *Interactive marketing, Customer engagement, customer engagement behavior*

CREDIT RATING AGENCY: INTERNATIONAL EXPERIENCES AND SUGGESTIONS TO DEVELOP IN VIETNAM

MSc. Pham Thi Thuy Dung, Department of Monetary and Financial Theories, School of Banking and Finance, National Economics University, Hanoi, Vietnam

Abstract: *The activities of Credit rating agency (CRA) were created since 1909 by John Moody. After hundred years, CRAs gradually showing their special role in capital market of many countries. During the past decade, CRAs also draw a lot of attention from investors, policy makers, especially during the financial crisis in 2008. This report will illustrate some specific issue around these agencies, include: the overview of CRAs, the role of CRAs on financial crisis, positive and negative effect of “Credit Ratings Mistrust” during crisis, and the chance to run a CRA in Vietnam, as well as some suggestion to improve their performance in risk assessments.*

Keywords: *Credit rating agency, Financial crisis, credit ratings mistrust, financial market, bond market*



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

VIETNAMESE CUSTOMERS' AWARENESS TOWARD DIGITAL TRANSFORMATION IN F&B SERVICES INDUSTRY IN DIGITAL ECONOMY ERA

*MA. Tran Minh Anh, Department of Industrial Management, School of Economics and Management, Hanoi University of Sciences and Technology, Hanoi, Vietnam
PhD Candidate, Department of India and ASEAN Studies, Graduate School of International and Area Studies, Hankuk University of Foreign Studies, Seoul, Korea*

Abstract: *Being referred to as a “dragon being unleashed” in terms of digital economy within Southeast Asia, Vietnam’s industries are seeing numerous changes in their nature, especially the F&B services sector. Moreover, when the Covid-19 pandemic has hit hard on the performance of this sector, with 95.5% of F&B services businesses in Vietnam being affected, the application of digital technology has been emerging as an opportunity for traditional F&B services businesses to transform and find way to survive in this natural selection. Within the current context of digital economy in Vietnam, this study identified Vietnamese customers’ view toward digitalization in F&B services industry.*

Through a survey done with 430 respondents, it has been observed that Vietnamese customers are having a friendly view toward digitalization in F&B services industry, being reflected in the increasing trend to use online ordering, digital payment, digital marketing channels and the overall preference toward using digital technologies in F&B services outlets. However, we cannot ignore the socio-cultural aspect, including the habit of using cash and eating at home, the lacking of digital skills or even the unequal development of digital infrastructures which can bring about challenges to F&B services enterprises in promoting digitalization.

Keywords: *Covid – 19’s impacts, customers’ digitalization awareness, digital economy, F&B services industry*

THE IMPACT OF INDUSTRIAL REVOLUTION 4.0 ON TRAINING AT UNIVERSITIES: A CASE STUDY AT THE NATIONAL ECONOMICS UNIVERSITY, VIETNAM

Dr. Vu Thi Uyen, MSc. Nguyen Phuong Mai, Faculty of Human Resource Economics and Management, National Economics University, Hanoi, Vietnam

Abstract: *Along with the rapid development of the industrial revolution 4.0, information and communication technologies are increasingly being applied widely in different fields of the economy. Digital technology affects every person and organization including businesses, educational institutions, and society as a whole. Enterprises invest in high technology to make business more flexibly and will eliminate unskilled jobs and increase the need for people who are capable of researching, creating, mastering machines and performing jobs that require complex thinking that robots or artificial intelligence cannot do. Universities have the mission to provide such kind of high-quality human resources for the whole society and also apply digital technology in its training activities. Online training is an advanced, comprehensive training method, capable of connecting and sharing knowledge very effectively but at lower cost and ensuring training progress even when the environment is highly volatile. The advent of online training has marked a major turning point in the application of information and communication technology to the field of education and training. Especially, the shocking covid-19 pandemic has pushed urgently universities around the world to shift from offline to online teaching that accelerates the digitization in universities. Higher education in Vietnam is not out of that trend. With the direction of the Vietnam Government, specifically the Ministry of Education and Training, universities across the country have been developing and improving online teaching and learning to adapt to the rapidly changing environment when the need for lifelong learning meets the increasing needs of the knowledge economy and to adapt to the Covid-19 pandemic, which affects offline training. This paper is based on secondary and primary data about the impact of the IR 4.0 on digitization of university training in the world, the situation in Vietnam and the reality at the NEU – one of the pivotal universities in Vietnam, thereby propose several recommendations to stakeholders to promote the development of 4.0 technology application in university training in the coming time to meet the learning needs of students at anytime and anywhere. That helps the universities ensure accountability to outcome standards in a highly volatile environment and is more integrated with global education.*

Key words: *impact, industrial revolution 4.0 (IR 4.0), offline training, online training.*

DIGITAL ECONOMY DEVELOPMENT IN SINGAPORE AND LESSONS FOR VIET NAM

MA. Tran Thi Thanh Huyen, Department of Linguistics and Cultures of ASEAN, University of Languages and International Studies (ULIS), Vietnam National University (VNU), Hanoi, Vietnam

Abstract: *In the current digitalization era, the digital economy has become an inevitable development trend for the global economy in general and Vietnam in particular. The digital economy includes many new and diverse economic forms. These types of economy also create many opportunities for agencies and businesses and create many job opportunities for workers. However, developing the digital economy is also a challenging issue in the current period considering problems of infrastructure, human resources and so on to boost the digital economy. Singapore is an experienced country in developing the digital economy in Southeast Asia today. In this article, the author focuses on some economic development experiences of Singapore, one of the countries with the highest level of digital economic development in Southeast Asia, thereby drawing some lessons for Vietnam in the process of developing the digital economy.*

Keywords: *Singapore, Vietnam, digital economy, development*

INFLUENCE OF DIGITAL TECHNOLOGY USE TO CUSTOMERS' ELECTRONIC PAYMENT INTENTION IN VIETNAM

*Tran Le Huy, Nguyen Ngoc Anh, Tran Thi Thu Thuy, Do Thi Dong
Faculty of Business Management, National Economics University, Hanoi, Vietnam*

Abstract: *The objective of this research study is to investigate the influence of using digital technology to electronic payment intentions of customers in Northern Vietnam. A quantitative research with 360 respondents who have used or had intention of using electronic payment in Northern Vietnam was conducted. Results revealed that 7 factors including Perceived usefulness, Perceived ease of use, Risk perception, Trust, Digital technology activities, Subjective norms and Perceived behavioral control have influence to customers' electronic payment intention. Among them, three factors of Perceived usefulness, Perceived ease of use and Perceived behavioral control have a significant impact customers' electronic payment intention.*

Keyword: *digital technology, electronic payment, electronic payment intention*

IDENTIFYING FACTORS AFFECTING DIGITAL TRANSFORMATION IN VIETNAM

*Huynh Ba Thuy Dieu, Vietnam - Korea University of Information and
Communication Technology, Da Nang, Vietnam*

Abstract: *The entire world is now witnessing the Fourth Industrial Revolution and Artificial Intelligence (AI) is indeed altering the lives of the many in both developing and developed countries. Massive digital transformations are affecting the economies of those countries and are bringing with them many promised merits, as well as many challenges to face. This paper aims to focus on analyzing, identifying and measuring the factors affecting digital transformation in Vietnam. Research results show that there are five factors: policy system, leader's vision, network security, sustainable development of the economy and digital knowledge and skills. From there, the article recommends policy implications for state management agencies and other organizations that can help digital transformation in Vietnam will be more effective.*

Keywords: *factor, affect, digital transformation, Viet Nam.*

DIGITAL TRANSFORMATION AND ISSUES POSED TO TRAINING, RETRAIN HUMAN RESOURCES OF OFFICERS IN VIETNAM

*MSc Nguyen Hai Sinh, Academy of Politics, Ministry of National Defense,
Hanoi, Vietnam*

Abstract: *Digital transformation is an irreversible trend on a global scale. In Vietnam, digital transformation is becoming an indispensable driving force for development. In order to succeed in digital transformation, training and fostering human resources, especially cadres and civil servants maintains decisive positions and roles. This study focuses on clarifying the theoretical basis, current situation and impacts, challenges of digital transformation with training and fostering human resources of cadres and civil servants in State administrative agencies in Vietnam. By the data collection, analysis and synthesis of information, the research results have showed that digital transformation has posed many problems for training and fostering human resources of cadres and civil servants, such as: objectives; content; forms and methods; the quality of the teaching staff; technical facilities.... On that basis, the author proposes some solutions to promote digital transformation in training and fostering human resources for cadres and civil servants in Vietnam in the next period.*

Keywords: *Digital transformation; training and retraining; officials; human resources*

TAX ADMINISTRATION OF E-COMMERCE BUSINESS IN HANOI

Assoc. Prof. Nguyen Thị Thanh Hieu, Faculty of Political Theory, National Economics University, Hanoi, Vietnam

MA. Doan Cao Minh, Master's Student of National Economics University, Hanoi, Vietnam

Abstract: *Due to the development trend of the digital economy, many business models and activities are carried out on e-commerce platforms. In recent years, the Hanoi Tax Department has had many solutions to tax administration of this business activity, so the tax revenue in 2020 will increase nearly 5 times compared to 2019. On the basis of the development of e-commerce in Hanoi and the results of tax administration in the e-commerce business of the Hanoi Tax Department in recent years, the authors propose recommendations to strengthen the tax administration of this sector in Hanoi in the coming time.*

Keywords: *e-commerce, tax administration, the Hanoi Tax Department*

DEVELOPING THE DIGITAL ECONOMY IN VIETNAM IN THE CONTEXT OF INDUSTRY 4.0

Dr. Do Anh Duc, School of Trade and International Economics, National Economics University, Hanoi, Vietnam

Abstract: *Digital economy is identified as one of the indispensable pillars and plays an important role in economic growth, creating a breakthrough growth for each country. In the context of Industry 4.0, which is strongly developing, the digital economy plays an increasingly important role in the economic structure of each country. Digital economic activities have developed strongly in recent years and are concerned and prioritized for development by the Government in Vietnam. This article has clarified the implications of the digital economy and the development of the digital economy in the world; evaluating the situation and trends of digital economy development in Vietnam and recommend solutions to promote digital economic development in Vietnam in the context of Industry 4.0.*

Keywords: *Digital Economy, Industry 4.0, Vietnam*

AGRICULTURAL DIGITAL TRANSFORMATION AND DIGITAL VILLAGE MODEL IN THE CONTEXT OF INDUSTRIAL REVOLUTION 4.0

MA. Do Thi Phuong Hoa, Thuongmai University, Hanoi, Vietnam

Abstract: *The industrial revolution 4.0 is opening a new era in the development of mankind - the digital age. With scientific and technological achievements having an increasingly strong impact on all aspects of society, digital government, along with the digital economy and digital society, are becoming an inevitable development trend of countries in the world. Digital transformation is an inevitable trend, one of the top concerns of countries in the context of the 4.0 industrial revolution. Digital transformation takes place in many areas including agriculture and rural digital transformation. The desired results of digital agriculture are systems of higher productivity, which are safe, anticipatory and adapted to the consequences of climate change, to offer greater food security, profitability and sustainability. In the context of industrial revolution 4.0, in the world, many digital village models have appeared, typically in the EU, India, Korea, China... These models have provided valuable experiences for agriculture and rural digital transformation in Viet Nam.*

Keywords: *digital transformation, agricultural digital transformation, the industrial revolution 4.0.*

EVALUATING THE EFFECTIVENESS OF CAREER SELECTION THROUGH COLLEGE ADMISSIONS COUNSELING VIA FACEBOOK

Duong Duc Tam, Vu Trong Nghia, Vi Thanh Ha, Truong Dinh Duc

National Economics University, Hanoi, Vietnam

Bui Trung Hai, Office of The Central Committee of the Ho Chi Minh Communist Youth Union, 60 Ba Trieu street, Hoan Kiem district, Ha Noi, Vietnam

Abstract: *Facebook is the leading medium which is used for communication during the COVID-19 pandemic in Vietnam. Due to social distancing by this pandemic, the way college admissions counseling must also change by remote consultation. This paper examines the impact of facebook usage on students' career selection. In addition, it also analyse the effectiveness of career selection through college admission advisory based on facebook. Empirical data was collected from 6.404 freshmans using questionnaire survey at National Economics University, Vietnam. The obtained results show that high school students often search for admission information via Facebook and then the university's website.*

Key words: *Admission; Facebook; Freshman; Recruitment*

THE IMPACT OF TOURISM SUPPORT APPLICATIONS ON MOBILE DEVICES (TOURISM APPS) ON TOURISTS' INTENTION TO VISIT A TOURIST DESTINATION

*MBA Ngo Vu Quynh Thi, Nguyen Thanh Mai, Phan Ngoc Bao Chau
Nguyen Hoang Anh Thu, Nguyen Huynh Thu, Faculty of Marketing,
University of Financial and Marketing, HCMC, Vietnam*

Abstract: *The prevalence of science and technology and its application in life has attracted the attention of academia over the years in technology applications. However, there is still no research on the impact of mobile applications on the destination choice behavior of tourists. This study aims to find out the impact of travel apps on tourist destination choice behavior in Ho Chi Minh City. The results show that 5 factors: perceived ease of use, perceived usefulness, perceived flexibility, subjective standards and diversity of mobile applications have a positive impact on the decision to choose a tourism application affects the intention to visit the tourist destination. The study shows that the efforts of technology companies and leaders to raise people's awareness about the application of technology for tourism will contribute to the intention to choose a destination in the future.*

Keywords: *Mobile application, Perceived ease of use, Subjective standards, Tourist destination, Tourism support application.*

FOMO - FEAR OF MISSING OUT AND ITS IMPACTS ON PURCHASE INTENTION DURING SALES PROMOTIONAL EVENTS IN E-COMMERCE PLATFORM: A CASE STUDY FOR UNDERGRADUATES IN HANOI

*Assoc. Prof. Vu Tri Dung, Ms. Nguyen Thi Thao Nhi, Ms. Hoang Van Anh
Ms. Nguyen Thi Trang, Ms. Do Hai Nga, National Economics University,
Hanoi, Vietnam*

Abstract: *This paper examines the Fear of Missing Out (FOMO) and its influences on purchase intention of Hanoi undergraduates during sales promotional events on E-commerce platforms. The research findings show that FOMO is determined by anticipated elation, anticipated envy, comforting rationalization and herd behavior. The research also finds the positive impact of FOMO on consumers' purchase intent. Thereby, implications are given to marketers in order to take full advantage of FOMO marketing appeals when it comes to applying on sales promotional events.*

Keywords: *E-commerce, Fear of Missing Out, FOMO, purchase intention, sales promotion.*

FACTORS AFFECTING THE APPLICATION OF HUMAN RESOURCE MANAGEMENT (HRM) SOFTWARE IN VIETNAMESE INSURANCE ENTERPRISES

*MA. Nguyen Nguyen Zen, Dr. Hoang Bich Hong, MBA. Le Thi Xuan Huong
MAc. Le Thi Huong Tram, MA. Pham Minh Tu, University of Labour and
Social Affairs, Hanoi, Vietnam*

Abstract: *HRM (Human Resource Management) is the human resource management software in enterprises. HRM is considered an important and necessary tool for integration, but so far, the use of this software in Vietnamese insurance enterprises is still very low. With 170 valid questionnaires, the author conducted Cronbach's Alpha analysis for the scale. The results of multivariate regression and ANOVA show that all four components: Trust, perceived usefulness, perceived ease of use, and implementation cost affect the intention to use HRM software in Vietnamese insurance enterprises. The research team has also determined that these factors have a positive impact on the intention to use HRM in enterprises at different levels. The analysis results have served as a basis for proposing recommendations such as raising awareness about HRM software, changing the mindset of the leadership, or focusing on training human resources to use software that should be given top priority.*

Keywords: *Insurance enterprises, intention, HRM, Vietnam,*

METHOD OF CONTENT CLASSIFICATION BASED ON SUPERVISED MACHINE LEARNING IN ONLINE COMMENT MINING OF CUSTOMER

*Le Trieu Tuan, University of Information and Communication Technology -
Thai Nguyen University, Thai Nguyen, Vietnam*

Dr. Pham Minh Hoan, National Economics University, Hanoi, Vietnam

Abstract: *The study aims to apply the supervised machine learning method to the classification of product review content in online customer comment mining. The entire study was conducted automatic data collection with 2,241 customer reviews on products on Lazada.vn, then trained with Supervised Machine Learning models to find the most suitable model with the training dataset and apply this model to predict the reviews content for the dataset. The results show that the machine learning methods, those are Support Vector Machines (SVM), Decision Tree (DT) and Neural Network (NN) have the best performance with classifying customer comments in Vietnamese. The research results have reference value for applications of comment mining in the field of online business.*

Keywords: *Content classification, Comment classification, Using supervised machine learning.*

CURRENCY MANAGEMENT UNDER THE CONTEXT OF DIGITAL TRANSFORMATION IN VIETNAM

Dr. Truong Thi Hoai Linh, Dr Cao Thi Y Nhi, MA Nguyen Thanh Trung
School of Banking and Finance, National Economics University, Hanoi, Vietnam

Abstract: *Digital transformation has led to the significant changes in many of sectors in Vietnam in recent years including monetary control. Under the context of digital economy, Vietnam's monetary regulation is affected by fintech development, the available of cashless payment services and financial openness. Based on applying VAR model for monthly data for 1/2013 to 1/2020, this paper examined the impact of factors representing the digital economy on the transmission channel of monetary policy. We found that digital economy in general and cashless economy transformation in particular having resulted in positive effects to monetary control and reduced the lag of monetary policy immediately.*

Key words: *digital economy, monetary policy.*

HOW DO CONSUMERS TRUST THE SIGNALS IN E-COMMERCE MARKET - THE CASE OF COSMETICS PRODUCTS

Pham Thi Huong Huyen, Nguyen Thi Trang Nhung, Vu Nhat Quang
Le Thi Viet Lien, Nguyen Thi Hong Yen, *Mathematical Economics Faculty, National Economics University, Viet Nam*

Abstract: *Consumer trust is an important factor in consumer decision, especially in the market of credence good – the good that sellers know about its quality, but buyers do not. If the good is traded in E-commerce market, that information asymmetry can be even more amplified. This paper empirically studies how young consumers trust the signals provided by sellers (with a purpose of reducing the asymmetry) in the e-commerce market with the case of cosmetics. Cosmetics are the item chosen as a research object because it is a typical good for the group of goods – the group of goods that consumers can hardly distinguish the quality even after being used. In summary, we use a Rank Ordered Logit model for the surveyed data set to rank the importance of signals in customers' online cosmetic consumption decisions in conditions of asymmetric information of both markets and products. The signals include product quality signals, service signals, and operation signals. After controlling factors about customer characteristics, the authors find that signals such as "The store is a genuine agent", "the store is a booth on Shopee Mall", and "famous Beauty Bloggers review the store" receive the most trust from the customers. In addition, these signals also play an essential role in customer purchase intention. In contrast, stores respond to customers quickly and allow consumers to track orders as signals that are not so important to customers. Moreover, the higher the convenience of the rated site, the higher the level of trust in the signals will be. This result can be applied in categories including medicine, old electronics, and organic food.*

Keywords: *Credence goods, E-commerce, ROL model*

THE ROLE OF CONSUMER TRUST AND PERCEIVED RISK IN PURCHASING INTENTION IN E-COMMERCE MARKET - THE CASE OF COSMETIC PRODUCTS

*Hoang Thi Thanh Tam, Le Thi Viet Lien, Vu Nhat Quang
Nguyen Thi Trang Nhung, Nguyen Thi Hong Yen, Mathematical
Economics Faculty, National Economics University, Viet Nam*

Abstract: *Consumers' perceived risk and consumers' trust are important in consumers' purchasing intention, especially in the market for credence good - the good of which quality cannot be observed or assessed by consumers. This article empirically studies the role of trust and risk in consumers' intention of purchasing cosmetics online. Cosmetics are selected as the product is a typical credence good, which inhibits information asymmetry between the sellers and the buyers, that is the sellers know about the good quality but the buyers do not.. And the online- market may make the asymmetry even more serious. We apply K-means algorithm to segment customers and then Ordered Logit regression models to evaluate the impact of consumer's trust in the signals, level of perceived risk, and behaviorsome other factors. The results show that all customer groups will increase consumption when the trust in the signals is high and the level of risk, aversion is low; Besides, we also find a positive impact of website convenience on customers' shopping behaviorintention. Another interesting result is that consumers who buy ordinary products have higher level of perceived risk than consumers who buy more pricey products..*

Keywords: *Credence goods, E-commerce, K-means, Ordered Logit model*



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

CURRENT STATUS OF LIVELIHOOD ACTIVITIES, PRESSURES AND CHALLENGES TO ECOSYSTEM SERVICES IN THE BUFFER ZONE AT THANH PHU WETLAND NATURE RESERVE, BEN TRE PROVINCE

Dr. Ha Thi Thu Hue, Central Institute for Natural Resources and Environmental Studies, Vietnam National University, Ha Noi (VNU-CRES)

Abstract: *Wetlands play an important role in many different ways for the lives of many people in Vietnam. One of the challenges that the Wetlands are facing is the livelihood activities of local people in the buffer zone. This paper examines the current situation of people's livelihood activities and the pressures on biodiversity conservation in Thanh Phu Wetland Nature Reserve (NR), Vietnam. The study was conducted in 3 communes in the buffer zone. 249 households were selected for interviewing, 03 group discussions, 10 in-depth interviews were conducted to collect both qualitative and quantitative data. The results show that, people living in the buffer zone of Thanh Phu Nature Reserve do not have diversity in livelihoods, they mainly work in aquaculture, agriculture and fishing in mangrove forests. 4 provisioning services, 5 regulating services and 3 supporting services are mainly ecosystem services that are highly appreciated by the people. In addition, the NR is also facing challenges in conserving biodiversity from both human and natural impacts, especially forest encroachment activities for aquaculture and fisheries activities. The harmony of interests between local people and the conservation. Therefore, the sustainable livelihood development for the community and biodiversity conservation requires integrated and multi-methodical efforts in addressing constraints in different areas such as aquaculture, contracting and forest protection policy.*

Key words: *Ecosystem Services, Natural Resources, Thanh Phu, Wetland*

FACTORS AFFECTING OCCUPATIONAL MOBILITY IN THE CONTEXT OF CLIMATE CHANGE IN THE MEKONG RIVER DELTA

Hoang Thi Quyen, Faculty of Sociology and Development, Regional Academy of Politics 4

Abstract: *The article focuses on analyzing the factors affecting occupational mobility in the context of climate change in the Mekong Delta. The paper show that: 1) The changes in the environment, climate as well as changes in science and technology in recent years have led to major changes in the structure of labor, employment and causing more people to change their jobs and occupation; 2) The size and trend of occupational mobility depends heavily on factors such as: type of employment, level of income, age, education level, professional qualification when having a first job; level of loss in production and life caused by unusual weather and climate events.*

Keywords: *Climate Change; occupational mobility*

GREEN COSMETICS PURCHASE: A MODIFICATION OF KNOWLEDGE - ATTITUDE - BEHAVIOR MODEL

MSc. Le Bao Ngoc, Faculty of Marketing, Economic Research Institute of Posts and Telecommunications, Posts and Telecommunications Institute of Technology, Hanoi, Vietnam

Abstract: *Due to the rising trend of healthy living style, organic products, ranging from food, means of transport, and house decoration to cosmetics are now gaining popularity. Vietnam is facing huge opportunities for organics cosmetics due to the country's richness in herb and natural ingredients. There is still a lack of literature on determinants of purchase intention of green cosmetics, especially in developing countries. This study aims to provide an in-depth understanding of the knowledge – attitude – behavior model, also known as KAB as well as suggest a modification of its model in order to apply it to investigate the green cosmetics buying intention.*

Keywords: *Beauty products, developing countries, green cosmetics, knowledge, purchase intention*

LITERATURE REVIEW ON LIVELIHOOD VULNERABILITY ASSESSMENT TO CLIMATE CHANGE AND RECOMMENDATION OF THE ASSESSMENT METHOD FOR THE NORTH CENTRAL COAST OF VIETNAM

*MA. Do Thi Ngoc Thuy, Hanoi University of Natural Resources and
Environment, Hanoi, Vietnam*

*Assoc. Prof. Dr. Vu Thi Hoai Thu, National Economics University, Hanoi,
Vietnam*

Abstract: *Households' livelihoods are particularly vulnerable to the increased impacts of climate change. Assessment of livelihood vulnerability to climate change will help to identify suitable adaptive livelihood strategies that balance risks and opportunities to allow continued development while ensuring adaptive capacity to climate shocks. Sustainable livelihood approach associated with climate change vulnerability assessment framework can help assess the livelihood vulnerability to climate change in order to maintain sustainable livelihood in the context of increased climate change. This paper presents a literature review on livelihood vulnerability assessment to climate change, and propose the method for climate change vulnerability assessment to livelihood for the North Central Coast of Vietnam.*

Keywords: *climate change, livelihood, vulnerability*

BENEFITS OF JOINING THE GREEN SUPPLY CHAIN IN COFFEE PRODUCTION: RESEARCH OF TAY NGUYEN, VIET NAM

Pham Van Chinh, National Economics University, Hanoi, Vietnam

Abstract: *This paper aims to analyze and discuss the benefits of coffee growing households when participating in the green supply chain in the production. Coffee is the main produced in Tay Nguyen, Viet Nam, accounting for 94% of agricultural land. Due to the increasingly strict demands of consumers, they demand a higher level, to meet the needs of customers, coffee growers in Tay Nguyen, Viet Nam must change the way of production according to “ Green ” coffee. The research confirms that: when participating in the green supply chain in coffee production, there are economic, social and environmental benefits.*

Keywords: *Green supply chain, coffee, economic, social, environmental.*

FACTORS IMPACTING ON THE LIVELIHOOD OF RAGLAI PEOPLE IN BAC AI DISTRICT, NINH THUAN PROVINCE

MA. Nguyen Thi Thu Trang, Faculty of Social Sciences & Humanities, Ton Duc Thang University, Ho Chi Minh city

Abstract: *Nowadays, the livelihood of ethnic minority communities has become a central issue in many countries around the world. In our country, the living conditions of many ethnic minority communities have improved, but in general, it is still mainly agricultural production with low productivity, so the rate of poor and near-poor households is still high. Bắc Ái district, Ninh Thuận province is where more than 90% of Raglai people live and work. Although the government has many livelihood programs and policies on labor and employment, the life of Raglai people still faces many difficulties. This paper is an attempt to analyze objective and subjective factors that affect the livelihood activities of Raglai people, Bac Ai district, Ninh Thuan province. By a combination of quantitative research methods and qualitative research methods, the study shows that natural conditions, human resources, financial resources, social resources, etc. have an influence on livelihood activities leading to poverty of the Raglai community.*

Keywords: *Raglai ethnic group, poverty, poverty reduction.*

EFFECTS OF ECONOMIC GROWTH, INDUSTRIALIZATION, AND URBANIZATION ON CARBON DIOXIDE EMISSIONS: EVIDENCE FROM VIETNAM

Nguyen Anh Tru, Dang Thi Kim Hoa, Bui Thi Lam, Nguyen Trong Tuynh

Faculty of Accounting and Business Management, Vietnam National University of Agriculture, Trau Quy, Gia Lam, Ha Noi, Vietnam

Abstract: *The article aims to explore the causal relationship between economic growth, industrialization, and urbanization in Vietnam between 1987 and 2016 using the VECM. In the short run, it has been empirically found that CO₂ emissions have positive effect on GDP, while industry value added, and urban population have negative relationships with GDP. Results also indicated that CO₂ emissions and urban population negatively affect industry value added, but an increase of GDP may enhance the industry value added. Results showed that both GDP and industry value added have negative impacts on urban population. In the long term, results demonstrated that economic growth harms the environment, while surprisingly, industry value added, and urban population can improve the environmental quality. Results of the Johansen co-integration test indicate that there is a long run relationship between economic growth, industry value added, urban population, and CO₂ emissions in Vietnam. Lastly, policies are recommended to achieve both targets in economic growth and sustainable development for Vietnam.*

Keywords: *carbon dioxide emissions, economic growth, industrialization, urbanization*

FACTORS AFFECTING THE ENVIRONMENTAL CONSCIOUSNESS THROUGH USING PLASTIC-RELATED PRODUCTS OF UNIVERSITY STUDENTS IN HANOI

Mai Van Phong, Faculty of Biotechnology, Chemical and Environmental Engineering, Hanoi, Vietnam

Tran Duc Thanh, Faculty of Tourism Studies, Phenikaa University, Hanoi, Vietnam

Abstract: *Environmental protection education is the responsibility of the whole society, especially in the university system. Although virtually all students have also recognized the harmful effects of environmental pollution on humans, the awareness of preserving and protecting the environment from the smallest actions is not the habit and regular action campaign of the country's future generation students. In this study, by examining students' behavior of using plastic-related products to pollute the environment of college students, the authors want to verify behaviors that directly or indirectly affect the environment. The authors conducted a survey with 454 representative samples of students from 15 private and public universities in Hanoi. In particular, this study also offers solutions and recommendations for universities to raise awareness of environmental protection.*

Keywords: *Awareness of environmental protection, plastic waste, university students*

DEVELOPING INDUSTRIAL PARKS ASSOCIATED WITH ENVIRONMENTAL PROTECTION IN BAC NINH PROVINCE

Dang Minh Khoa, Academy of Politics, Ministry of Defense, Vietnam

Abstract: *After more than 20 years of re-establishment, from a purely agricultural province, Bac Ninh has basically become a modern industrial province. Industrial zones of Bac Ninh province began to be formed and developed in 1998. By December 2000, Tien Son was the first concentrated one of Bac Ninh to be built. By the end of 2015, the province had 16 concentrated industrial parks with a total area of 6,381.68 hectares and 12 industrial parks that have been granted investment certificates and decisions on establishment with a total planning area of 4,552.91 hectares. In which, there are 10 industrial parks operating with a planned land area of 3,696.94 hectares, with infrastructure investment capital of 775.30 million USD. By 2018, industrial parks had created a production value of 1,166,572 billion VND, export value reached 35,873 million USD, import value was 24,540 million USD, contributed 11,268 billion VND to the state budget, surpassing Ho Chi Minh City, becoming the leading locality in the country in terms of industrial production value and making great contributions to the socio-economic development of Bac Ninh province. In recent years, environmental protection in industrial parks in Bac Ninh has always attracted the attention of all authorities and investors, contributing to the sustainable development of industrial parks of the Province. Within the scope of this article, the author focuses on evaluating the achievements of the development process of industrial parks and the current situation of environmental protection in industrial zones in the province of Bac Ninh. On that basis, some solutions to protect the environment in industrial parks in Bac Ninh in the coming time are proposed.*

Keywords: *Enterprises, environment, industrial parks.*

THE ROLE OF MYANMAR IN ASEAN ENERGY SECTOR

Dr.Ah Marketing, Associate Professor, History Dept., East Yangon University, Myanmar

Abstract:

As the government of the union of Myanmar has made significant progress towards the market oriented economy, the government has been striving hard to promote all-round development of national economy to upgrade the living standards of its people, results that have been achieved. So far are quite favorable for the general well-being of the people, what is really needed for further development is the influx of capital and appropriate technology, managerial Skills and access to international market in order to reap the most effective benefit of its endowment in natural and human resources. This is the most opportune time for foreign investors to do business in Myanmar. Myanmar Industries Association and ASEAN organization is most desirable at the present moment to obtain the successful development of an economic trade and investment atmosphere that will ultimately lead to the prosperity of the Southeast Asia country.

Keywords: *Myanmar, ASEAN, Energy programs, commerce and trade*

NATURAL RESOURCE CONSUMPTION TAX FOR GREEN ECONOMIC DEVELOPMENT IN VIETNAM: LEGAL ISSUES AND SOLUTIONS

MA. Dinh Van Linh, Faculty of Law, Banking Academy, Hanoi, Vietnam

Abstract: *How is natural resource consumption tax for green economic development regulated in legal documents in Vietnam? What are the legal issues that arise during the implementation? Studies in Vietnam have not been studied and fully reviewed. So, this study is aimed at two goals: (1) assessment of the legal framework for natural resource consumption tax for green economic development in Vietnam; (2) recommendations on remedial measures when implementing the legislation of natural resource consumption tax for green economic development in Vietnam. To achieve the purposes set out in this study, the study was conducted as a survey of the Law on Natural Resource Consumption Tax for green economic development in Vietnam. The research objects are the Law on Natural Resource Consumption Tax in 2009, decrees and circulars guiding the Law on Natural Resource Consumption Tax in 2009. The methods used in this study are: Desk Research and Theoretical Research. These are typical methods of the legal science industry. Results of this study show that the legal framework of natural resource consumption tax for green economic development is incomplete. Besides, results of this study also show that the legal framework of natural resource consumption tax for green economic development still faces many limitations and problems, which requires the need to complete the law.*

Keywords: *Green economic development, law, natural resource consumption tax, tax*

IMPACTS OF CLIMATE VARIABILITY ON LIVELIHOOD ACTIVITIES OF VIETNAM COASTAL FISHERS COMMUNITY TODAY

PhD. Nguyen Binh Duc, PhD. Le Van Phuc, Academy of Politics Region III, Da Nang, Vietnam

Abstract: *Currently, climate variability is taking place on a global scale and has profound impacts on human life. Vietnam is considered as one of the countries most affected by climate change, especially for the livelihoods of fishing communities in coastal areas. The main content of the article clarifies the concept of climate change, the manifestations of climate change, on that basis, analyzes the impacts of climate change on the livelihoods of fishermen in coastal fishing community in Vietnam today in aquaculture, exploitation and supply of fisheries products.*

Keywords: *Climate variability; livelihoods; coastal fisher.*

ECONOMIC ANALYSIS OF CLIMATE PROOFING MEASURES FOR INFRASTRUCTURES: PRELIMINARY RESULTS FROM A CASE STUDY OF CAI LON - CAI BE SLUICE GATES IN VIETNAM

*Dr. Nguyen Cong Thanh, Dr. Nguyen Dieu Hang, Dr. Nguyen Hoang Nam
Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Hanoi, Vietnam*

Dr. Nguyen Thi Dieu Trinh, Department of Science, Education, Natural Resources & Environment, Ministry of Planning & Investment, Hanoi, Vietnam

*Mr. Benjamin Hodick, Mrs. Ingrid Cornejo, Dr. Nguyen Thi Minh Ngoc
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*

Abstract: *In Vietnam's Mekong Delta, drought and salinity intrusion are among the dominant natural disasters that have a significant impact on the whole region. Cai Lon - Cai Be sluice gate system is being constructed to regulate water resources with the aim of creating stable and sustainable production conditions for agricultural land; proactively responding to climate change, sea level rise, and reducing damages caused by drought and salinity in the dry season to benefit the Ca Mau peninsula with the agricultural area of nearly 350,000 ha. However, the sluice gates can also be exposed to the climate risks which may negatively affect the functions and operation of the infrastructure. Climate proofing measures are necessary to protect the sluice gates from failure due to extreme climatic events. The application of proofing measures requires higher investment and operational cost while the benefit is in question. This paper presents preliminary results of a cost - benefit analysis of applying two climate proofing measures, which are (1) upgrading concrete for pillars and ship locks, and (2) using epoxy coating for the sluice gates. The costs of applying climate proofing measures are the increments in investment and operational costs. The investor's benefits are less repairing cost and less maintenance costs for pillars, ship locks and the sluice gates. The social benefits also are estimated to include the avoided damages of agricultural households in the area. Using the social discount rate, the net present value (NPV) estimated for two measures are all positive. The results of benefit/cost ratio (BCR) indicate that every dollar spent on the first measure would bring benefit of 17 dollars, and each dollar spent on the second measure would result in 32.5 dollars benefit to the whole society. The results show that the two climate proofing measures for Cai Lon – Cai Be Sluice Gates are very economically efficient.*

Keywords: *cost - benefit analysis, climate proofing, Mekong Delta.*

IMPACTS OF CLIMATE CHANGE ADAPTATION MEASURES ON RICE PRODUCTION IN YEN THANH, NGHE AN

Dr. Do Thanh Thu, Faculty of Economics and Management, Thuyloi University, Hanoi, Vietnam

Abstract: *In recent years, increasing climate change has caused natural disasters such as droughts, storms, floods and salination, leading to heavy losses in agricultural production, especially in the field of crop production. In Yen Thanh, the adaptation to climate change has faced many difficulties due to complex topography, along with pressure from rapid economic development and population growth. Based on 146 survey samples, this study addresses the impact of climate change adaptation measures that farmers have been implementing on rice revenue in Yen Thanh, Nghe An.*

Keywords: *Climate change adaptation, rice, Yen Thanh, Nghe An*

THE TEMPORAL EVOLUTION OF THE RESEARCH IN CLIMATE CHANGE ADAPTATION

MSc Nguyen Thuy Linh, MA Tran Ngoc Thuy, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Hanoi, Vietnam

Abstract: *Research on climate change adaptation has increased in number and significance since the 1970s. Yet, the volume of information on adaptation is now difficult to manage given its vast scope and spread across journals, institutions, disciplines and themes. While an increasing number of researchers have used systematic literature reviews to analyse particular themes within this rapidly growing field of research, there is still missing an overall analysis of the current state of climate change adaptation science literature and its evolution. This paper provides a bibliometric review of climate change adaptation science literature that is focused on the human dimensions and how it has been constructed across time, disciplines, social relationships and geographies. Our novel review, spanning from 1978 to mid-2020, identifies the underpinning foundations of climate change adaptation literature, leading authors, countries and organisations as well as dominant research themes and priorities and explores how these have changed over time.*

Keywords: *Climate change adaptation, Climate adaptation science, Bibliometric analysis, VOSviewer*

ESTIMATION OF THE WILLINGNESS TO PAY FOR PRESERVATION OF LE QUY DON PARK IN THAI BINH CITY, THAI BINH PROVINCE, VIETNAM

Vu Thanh Loan, Dr. Nguyen Dieu Hang, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Hanoi, Vietnam

Abstract: *The main objective of the study is to estimate the willingness to pay (WTP) for conserving the Le Quy Don park in Thai Binh city, Thai Binh Province, Vietnam. In doing so, contingent valuation method is applied. A survey of 128 households by face-to-face interview using questionnaire was conducted in Thai Binh city. The results of the study showed that each household of the Thai Binh City were willing to pay 27.1 thousand VND/quarter or VND 108,532.3 every year for preserving the public parks in the city. The WTP for preservation of Le Quy Don park is affected by household leaders' education level, income and distance from the park. The higher education level and higher income will bring higher WTP while the farther from the park, the lower WTP.*

Keywords: contingent valuation, willingness to pay, public parks.

THE EFFICIENCY OF CROP STRUCTURE CONVERSION FROM RICE-BASED TO FRUIT TREES IN THE MEKONG DELTA

Ph.D. Nguyen Tuan Anh, Institute for Water Resources Economics and Management

Ph.D. Student. Le Huy Huan, Faculty of Environmental, Climate Change and Urban Studies, National Economics University

MSc. Doan Quang Huy, Eng. Tran Duy Cuong, Institute for Water Resources Economics and Management

BA. Thai Viet Anh, Institute of Policy and Strategy for Agriculture and Rural Development

Abstract: *The Mekong Delta is a key rice development area of the country, but the region also faces many challenges. Growing rice brings lower efficiency to farmers than other crops on the same area. The government has a policy to allow households to switch from rice-growing land to other crops. Based on survey data of 72 households in 3 provinces of Hau Giang, Dong Thap and Long An, the analysis results show that when changing the crop structure from rice to fruit trees, the profit of fruit trees is higher 9 times that of rice. But the conversion faces environmental problems as growing fruit trees uses four times more fertilizers and pesticides than rice. People change crop structure due to profit, price level of fruit and market demand. Therefore, in parallel with the policy to allow the conversion, it is also necessary to strictly control and form concentrated conversion areas for fruit trees in order to improve efficiency and ensure a balance of economic, social, and environmental benefits.*

Keywords: *rice, fruit trees, efficiency, crop structure conversion*

PEOPLE'S WILLINGNESS TO PAY TO IMPROVE AGRICULTURAL IRRIGATION WATER SUPPLY SYSTEM: A CASE OF AP BAC IRRIGATION SYSTEM, HANOI

Ph. D Student Nguyen Duc Duong, Ph. D Student Tran Tuan Anh

MS Nguyen Thi Hien, Faculty of Environmental and Natural Resources Economics, Hanoi University National Resources and Environment, Hanoi, Vietnam

Ph. D Student Bui Anh Tu, Faculty of Economics and Management, Thuy Loi University, Hanoi, Vietnam.

Abstract: *The study uses the random iterative assessment method to investigate, the regression analysis method to analyze, the research results show that the average percentage of people who agree to pay to use agricultural water 60% of the total population of the district. Investment in improving agricultural water supply services to people is facing many difficulties because of the limited state budget, inadequate policies, and many damaged works. To implement the "socialization" of agricultural water services, the study estimated people's willingness to pay for the use and improvement of agricultural water services in Dong Anh, Hanoi. The research results are the basis for the development of recommendations for effective agricultural water management and are suitable to local conditions.*

Keywords: *Willingness to pay, service improvement, agricultural water.*

ENHANCING THE EFFECTIVENESS OF CLIMATE CHANGE COMMUNICATION MESSAGES IN LOCAL NEWSPAPERS IN THE MEKONG DELTA REGION

MA. Ho Thi Thanh Bach, Can Tho Department of Foreign Affairs, Can Tho city, Vietnam

Abstract: *With severe impacts on livelihoods, climate change (CC) is considered as one of the biggest challenges of humankind in the 21st century. Vietnam is among 5 countries that are mostly affected by CC, while the Mekong Delta area of Vietnam is one of the three global deltas vulnerable to sea-level rise. Considering its influence, communications in general, printed newspapers in particular in Mekong Delta provinces have been increasing its impacts positively to help local communities enhance their awareness and change their behaviors so as to adapt to CC. Nevertheless, CC messages in newspapers remain specific limits, resulting in the communication unable to reach its ultimate effectiveness. This article points out the reality and some recommendations related to the adjustment of content and form of CC articles in printed newspapers in Mekong Delta to raise the impact to the public in the future.*

Key words: *climate change; local printed newspapers; Mekong Delta; messages*

ASSESSMENT THE IMPACT OF A NATURE RESOURCE MANAGEMENT PROJECT ON THE LOCAL LILIVEHOOD IN RURAL AREA

Dr. Nguyen Thi Thanh Ha, Faculty of Industrial Economics, Thai Nguyen University of Technology, Thai Nguyen, Vietnam

Abstract: *The study provides evaluation method assessing the impact of a natural resource management project on the target group and respective natural resource base. The study was conducted in Backan province to evaluate livelihood changes of target groups on selected project sites and key indicators identified. Livelihood changes were specifically related to the impact of a natural resource management project and separated from outside influences. The project's impact was proven to be of substantial support by the livelihood pathway approach, while common repetitive household questionnaires did not produce significant results. Moreover, the impact of 'development-and-conservation' schemes by an improved utilisation of non-timber forest products was demonstrated to be unsuccessful, but successful by project activities like provided on-farm activity support.*

Keywords: *Impact assessment, Natural Resource Management, Livelihood.*

ROLES AND RESPONSIBILITY OF STAKEHOLDERS IN EXTENDED PRODUCER RESPONSIBILITY (EPR) SYSTEM: LESSONS FROM INTERNATIONAL EXPERIENCE AND PROPOSAL TO VIETNAM

Assoc. Prof. Dr. Le Thu Hoa, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Hanoi, Vietnam

MA Nguyen Thi Quang, Department of Natural Resource and Environment of Hanoi, Vietnam

Nguyen Thi Thanh Tham, Etech Vietnam Group, Hanoi, Vietnam

Abstract: *Extended Producer Responsibility (EPR), implies that producers take over the responsibility for collecting or taking back used goods and for sorting and treating for their eventual recycling. Such a responsibility may be merely financial or organizational as well. Implementing an EPR system enhances the interactions between different stakeholders, as well as assigning them new responsibilities. The precise nature of these responsibilities varies to reflect the institutional landscape in each individual country and exactly how the EPR system operates in practice.*

In Vietnam, EPR has stipulated in the Law on Environmental Protection (LEP) 2020. Learning from the experience of implementing EPR in some countries around the world, models for producers to carry out their responsibilities in waste collection, recycling and treatment have been proposed. The identification of stakeholders, their roles and responsibilities, and specific requirements for a transparent EPR system should be clarified in the Decree guiding the implementation of EPR regulations in Vietnam.

Key words: *Extended Producer Responsibility (EPR), Producers, Waste management*



**SESSION 5:
URBAN AND REGIONAL
DEVELOPMENT**

**ASSESSMENT OF THE IMPACT LEVELS OF URBANIZATION ON LAND
MANAGEMENT AND USE IN VINH CITY, NGHE AN PROVINCE,
VIETNAM**

MSc. Tran Thai Yen, Vietnam University of Agricultural,

Ass.Prof.Dr. Nguyen Thanh Tra, Vietnam Soil Science Union,

*MSc. Nguyen Hoang Minh, Member of the Standing Committee, Chairman
of the City Party Committee - Chief Inspector of Vinh City, Nghe An province*

MSc. Phan Thị Thanh Bình, Lecturer of Nghe An University of Economics

Abstract: *The study aims to assess the impact of the urbanization process in the period of 2008 - 2019 in Vinh city, Nghe An province on land management and use. The study uses methods of collecting secondary and primary data, methods of data processing, analyzing and comparison. Vinh city had an urbanization ratio of 68.30%, an urbanization rate of 102.94% in the period 2008-2019. Financial management of land and land prices is the most affected by urbanization, followed by land dispute resolution; resolve the complaint report; registration of land, preparation and management of cadastral dossiers, issuance of land use right certificates; management of compensation, support, and resettlement upon land recovery; management of land allocation, land lease, land recovery, change of land use purposes. The area of non-agricultural land in 2019 was 5556.48 ha, an increase of 611.23 ha compared to 2008 due to the change of land use purposes, mainly from agricultural land and partly from unused land. In order to strengthen land management in the urbanization process, it is necessary to focus on solving the issues of land management in order of priority, based on the degree of impact of the urbanization process.*

Keywords: *Impact, land use, management, urbanization, Vinh*

THE IMPACT OF FOREIGN DIRECT INVESTMENT (FDI) ON ECONOMIC GROWTH THROUGH THE INVESTMENT CHANNEL IN THE SOUTH CENTRAL COAST AND QUANG NAM

*PhD Candidate. Nguyen Tan Van, University of Economics,
The University of Danang*

Abstract: *Due to a relatively small economic scale in the South Central Coast and low internal accumulation capacity of developing countries, foreign direct investment (FDI) is always an indispensable supplement for this economy. This paper uses a combination of qualitative and quantitative analysis methods to examine the impact of FDI on economic growth the South Central Coast in the period 2009-2019. The qualitative results show that the role of FDI in the economy is significant and FDI has a positive effect on economic growth in provinces in the South Central Coast but the level of this effect is different between these provinces and this capital flow do not overwhelm domestic investment.*

Keywords: *3SLS, Economic growth, FDI, FDI and growth, Quang Nam, South central coast.*

THE IMPACT OF EXPORT ON ECONOMIC GROWTH OF KHANH HOA PROVINCE

*Nguyen Thi Hai Anh, Faculty of Economics,
Developing Economics Studies, Nha Trang University*

Abstract: *The objective of the paper is to examine the effect of exports on the economic growth of Khanh Hoa province. The study used table data with secondary sources and applied regression estimation method of table data and 3SLS-GMM. The results show that exports have a positive effect on growth and spillover effects on other economic sectors. Along with that, capital and labor also have positive effects on economic growth.*

Keywords: *Export; Economic growth; Khanh Hoa; 3SLS; FEM.*

THE IMPACT OF THE POLICY ON THE URBAN COMMUNITY OF HO CHI MINH CITY ON THE CURRENT ENVIRONMENTAL PROTECTION ACTIVITIES FROM A SOCIOLOGICAL PERSPECTIVE

*Dr. Nguyen Minh Nhut, Deputy Head of Urban Committee,
People 's Council Ho Chi Minh City*

Abstract: *Ho Chi Minh City faces many challenges of environmental pollution from economic growth, urbanization and population growth. Since the City Party Committee's directive and the determination of the implementation of the local government, the environmental sanitation situation in the city has improved; Models of community participation in environmental protection were formed, diversified in forms and gradually brought into play effectively, creating a positive change in people's awareness of environmental protection. Although there are still some shortcomings and shortcomings, it can be said that the implementation of the Party Committee's directive has had a great impact on the society, to solve the problem of environmental pollution and indiscriminate littering a job through, long term, requires the participation of the community.*

Keywords: *Environmental protection, Ho Chi Minh city, sociology.*

A STUDY ON THE ACTUAL COMPETITIVE CAPACITY OF THE SMALL AND MEDIUM TEXTILE AND GARMENT ENTERPRISES IN THE CENTRAL KEY ECONOMIC REGION

MA. Phan Thi Thanh Tam, Faculty of Economics and Technology, Thai Nguyen University of Technology, Thai Nguyen University

Abstract: *The Study evaluates the competitive capacity of the small and medium textile and garment enterprises in the Central Key Economic Region (CKER). The Study also proposes solutions for maintaining and improving competitive capacity of the those enterprises in CKER. The Study utilizes both quantitative and qualitative methods. The outcome is the successful development of the evaluation system of the actual competitive capacity of the small and medium textile and garment enterprises in CKER. Based on the outcome of the study, some factors have been proposed in order to enhance the competitive capacity of the small and medium textile and garment enterprises in CKER.*

Keywords: *Competitive, Capacity, Textile and Garment, Central Region*

LIVELIHOOD DEVELOPMENT OF HANOI SUBURBANITES IN THE PROCESS OF URBANIZATION

Prof. Dr Ngo Thang Loi, National Economics University, Hanoi, Vietnam

*MA Nguyen Cong Nam, Institute for Development Strategies,
Ministry of Planning and Investment, Vietnam*

Abstract: *The process of urbanization has created a strong impact on the socio-economic development in the peri-urban/suburban (or the edge of the city boundary) areas. Mass agricultural land conversion for urbanization, industries and services purposes have caused noticeable changes in the livelihood of peri-urban residents (or suburbanites). This paper discusses relevant theories in the literature and presents evidence which reflects the updated experienced reality of the livelihood development in the Hanoi's suburbs. This paper presents an original attempt to contribute to providing scientific explanation of the city peri-urban residents' livelihood development as well as proposes some policy recommendations for their livelihood development in the future.*

Keywords: *Livelihood model, Sustainable development, Urbanization and efficiency*

IMPACT OF LAND USE PLANNING ON SOCIO-ECONOMIC DEVELOPMENT OF PHO YEN TOWN, THAI NGUYEN PROVINCE

PhD student: Vu Thi Kim Hao, Thai Nguyen University of Agriculture and Forestry

Assoc.Prof.Dr. Ngo Thi Phuong Thao, Faculty of Real Estate and Resource Economics, National Economics University, Hanoi

Abstract: *Socio-economic development of a locality is influenced by many factors, in which land management, especially land use planning is the leading factor and strongly affects all aspects of the economic and social development. To see that impact clearly, a study from 2019 - 2020 in Pho Yen town, Thai Nguyen province used sociological survey method to survey 3 regions of the town with different land users. The research results show that: The level of influence of land use planning on the process of Urbanization and industrialization and the process of infrastructure development is the highest, with the evaluation results reaching the index 3.68 – 4.02 in all 3 regions. Social development indicators such as People's income and living standards, Increasing employment opportunities and Reducing poverty rate are influenced by land use planning at a moderate level. From these evaluation results, it is necessary to have solutions to strengthen land use planning, especially to develop highly feasible plans to better support the process of socio-economic development.*

Keywords: *Influence of planning, Socio-economic indicators, Land use planning, Pho Yen*

DEVELOPING MODEL OF TECHNOLOGICAL SCIENTIFIC INTERMEDIARY NETWORK OF VIETNAMESE SCIENCE AND TECHNOLOGY MARKET

Assoc. Prof. Dr Vu Minh Duc

Faculty of Marketing, National Economics University, Hanoi, Vietnam³

Abstract: *This paper studies the current state of technology science intermediary network and propose a model of science and technology intermediary network for Vietnam. By using in-depth interviewing with managers in the system of state management agencies in science and technology, science and technology intermediaries, the research results pointed that a network of science and technology intermediaries has not existing in the science and technology market of Vietnam really. The network model of science and technology market could be proposed with the basic elements including the node point and the core point, the connection circuit between the nodal points of the network of science and technology intermediaries.*

Keywords: *connection, collaboration and support, science and technology intermediaries, science and technology intermediary network*

TRAINING THE AGRICULTURAL HUMAN RESOURCES IN HANOI CITY IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION

Can Anh Vu, Academy of Politics, Hanoi, Vietnam

Abstract: *In the economic structure of Hanoi city, although the productive value of the agricultural sector is not high, but it plays a very important role in agricultural development. This is the strategic foundation that contributing to the successful achievements of the industrial and modern process in Hanoi capital. At present, the context of globalization and international integration is going on over the world, especially the effects of the fourth industrial revolution have gotten both many chances and challenges in Hanoi agriculture. Actually, the evolution of this revolution has brought about a deep change in current background. Therefore, managers need to establish the overall solutions to promote Hanoi's agriculture to develop comprehensively follow the modern direction and the sustainable development. Therein, training human resources in agricultural sector plays the essential and urgent role. This article generalizes about the state of agricultural production; analyzing and clarifying the current situation of training the agricultural human resources in Hanoi city. Thence, proposing a number of recommendations to improve the quality of training of agricultural human resources in Hanoi city to meet the requirements of the Fourth Industrial Revolution.*

Keywords: *Training, human resources, agriculture, Hanoi, the Fourth Industrial Revolution.*

PROMOTING THE DOMESTIC PRIVATE ENTERPRISES IN THE NORTH CENTRAL REGION: THE CURRENT SITUATION AND PROBLEMS

PhD Student Nguyen Thi Minh Tu, Nghe An Social Sciences and Humanities Center, Nghe An, Vietnam

Assoc.Prof., Dr. Vu Hung Cuong, Institute of Social Sciences Information, Vietnam Academy of Social Sciences, Vietnam

MA. Tran Van Hoang, Vietnam Institute of Economics, Vietnam Academy of Social Sciences, Vietnam

Abstract: *Based on Barney's Resource-Based Theory of the firm and uses data on enterprises from official sources provided by the General Statistics Office namely annual enterprise survey data (period 2011-2018), the Provincial Competitiveness Index (PCI) by VCCI Vietnam, this article analyzes and clarifies the current situation of enterprise development of domestic private enterprises in the North Central region focusing on the following indicators and criteria: number of enterprises, structure enterprises by geographical areas, fields, capital and employment size; business efficiency via ROA and ROE targets; PCI index. Thereby highlighting the hindrances, limitations, and problems of enterprises in the domestic private sector in the North Central region and proposing suitable solutions in the years to come.*

Keywords: *Enterprise, private economy, North Central Region, efficient operation*

THE IMPACT OF FOREIGN DIRECT INVESTMENT ON URBANIZATION IN VIETNAM

Dr. Nguyen Thi Thanh Huyen, Vu Van Nha, Phan Van Duong

Tran Dinh Son, Tran Thi Thu Thuy, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Hanoi, Vietnam

Abstract: *This study uses statistical data of 63 provinces and cities in Vietnam for the period 2011-2018 and employs the ordinary least square method (OLS) to investigate empirically the impact of foreign direct investment on urbanization in Vietnam. The study finds that foreign direct investment has played a significantly positive role in the level of Vietnam's urbanization. Apart from research results, the study proposes practical and feasible solutions for promoting positive impacts and restraining negative ones of foreign direct investment on Vietnam's urbanization.*

Keywords: *Foreign direct investment, urbanization, Ordinary least squares, Vietnam*

IMPACT OF CONDOMINIUM MANAGEMENT SERVICE FACTORS ON SATISFACTION OF RESIDENTS IN VIETNAMESE CITIES

*MBA. Le Va Xi, Faculty of Marketing, National Economics University,
Vietnam*

Abstract: *The development of apartment buildings is an inevitable trend of Vietnamese cities. Sustainable apartment development depends on the quality of apartment operation management services to ensure that the needs of residents are met. This research paper surveyed a sample of 255 residents living in a number of apartment buildings in Hanoi and Hai Phong to assess the satisfaction of residents and measure the impact of service factors on the building operation management of apartments to the satisfaction of residents. The study identified 6 groups of service components that have a decisive impact on the satisfaction of residents with the quality of management services of apartment operation management boards, thereby proposing some key implications and policies to improve the satisfaction of residents living in apartments.*

Keywords: *Residents' satisfaction, service quality of operation management, utility management, management policy, apartment repair and maintenance, security, cleaning, landscape and entertainment*

FAITH IN THE ECONOMIC SECTOR IN CENTRAL VIETNAM - SITUATION AND SOME SOLUTIONS FOR MANAGERS

*Assoc. Prof, Dr Doan Trieu Long, Academy of Politics Region III,
Da Nang, Vietnam*

Abstract: *Human history in the development of nations has shown that, when the ruler understands the people's hearts and is trusted by the people, that country will mobilize the people's strength and all resources in the society. On the other hand, when people do not have faith in the government, in the law enforcement apparatus, then the society is always at risk of instability and conflict. Thus, trust plays a very important role, not only in politics but also in the economic field. The article focuses on analyzing and clarifying the current state of trust in the economic field in the Central region. From there, point out the opportunities and challenges for management as well as propose some solutions to strengthen and increase the trust of the people in this area.*

Keywords: *Central, Economy, Management, Trust.*



**SESSION 6:
LAWS AND INSTITUTIONS**

COMPLETING THE LEGAL FRAMEWORK FOR SOCIAL ENTERPRISES IN VIETNAM

Tran Trung Vy, Ha Long University, Quang Ninh, Viet Nam

Abstract: *Social enterprises are a new trend emerging in Vietnam. Social enterprises is formed to address social issues or specific environments through models of business truly sustainable, not just to maximize profits for owners or investors invest. The provisions of the law on social enterprises are an important legal framework in encouraging social enterprises to develop. For the first time in the history of Vietnamese business law, social enterprises were recognized as a new business model in the Law on Enterprise 2014. After that, the Government introduced This form of social enterprises is in Decree No. 96/2015/ND-CP of October 19, 2015. Currently, the law on social enterprises in Vietnam is relatively new both in terms of theory and practice. law enforcement. The paper examines the laws and practices that apply the laws governing social enterprises, proposes solutions to improve the law and improve the performance of the social enterprise model in Vietnam today. The author tries to clarify some theoretical issues about social enterprises, analyze legal provisions on models, assess the situation and propose solutions to improve the law on social enterprises in Vietnam.*

Keywords: *Social enterprises; Law on Enterprise; Enterprise.*

CURRENT SITUATION AND DIRECTION TO COMPLETE LEGAL REGULATIONS ON STATE MANAGEMENT FOR FOREIGN NON-GOVERNMENT ORGANIZATIONS IN VIETNAM

*MA. Tran Doan Quan, Political Academy of People's Public Security,
Hanoi, Vietnam*

Abstract: *In recent years, the charity, humanitarian aid, and development assistance activities of foreign non-governmental organizations have become quite important factors contributing to the stability and socio-economic development of Vietnam. Although legal regulations governing these organizations have created the necessary legal framework for management, there are still several shortcomings that need to be carefully studied and evaluated. In this article, the author presents the practical situation, urgent problems and proposes solutions to improve the law in service of state management towards non-governmental organizations in Vietnam.*

Keywords: *Legal regulation, State management, non-governmental organization, Vietnam.*

APPLYING ECONOMIC DEVELOPMENT THEORY OF HO CHI MINH TO MANAGE THE ECONOMY OF VIETNAM TODAY

*Dr. Le Trung Kien, The Institute of Ho Chi Minh and Party Leaders,
Ho Chi Minh National Academy of Politics*

Abstract: *During the time when the industrial revolutions 2.0 and 3.0 were taking place in the world, President Ho Chi Minh led the revolution to fight for national liberation from “poverty”, bringing Vietnam to unification, step by step building the socialism. Up to now, Vietnam is gradually undergoing comprehensive renovation, especially the economy development in the direction of modernity which is a proof of the correct inheritance and application of Ho Chi Minh's economic development theory and economic management experience and achievements of the science and industry in the world. Ho Chi Minh's theory of economic development needs to be continued to be fully aware, thoroughly grasped, comprehensively and systematically researched, creatively applied and developed theoretical and practical values to suit the economic management line of the Party, the policies and laws of the State and the current context of the industrial revolution 4.0.*

Keywords: *Development theory, Ho Chi Minh, economy, Vietnam*

IMPACT OF FISCAL POLICY ON VIETNAM'S ECONOMIC GROWTH

*MSc. Le Tat Phuong, National Center for Socio-Economic Information and
Forecasting, Ministry of Planning and Investment, Hanoi, Vietnam*

Abstract:

Fiscal policy plays a very important role in Vietnamese economy. In recent years, Vietnam's fiscal policy is gradually adjusted to the changes of the economy. By combining qualitative and quantitative methods to evaluate the impact of government spending on Vietnam's economic growth, this study finds that before 2011, Vietnam's fiscal policy was quite ineffectiveness and had negative effect on Vietnam's economic growth. Whereas, after 2011, those policies have been adjusted toward increasing effectiveness and contributing significantly to the country's economic growth.

Keywords: *Fiscal policy, growth, quantitative, Vietnam*

THE ROLE OF THE STATE IN THE DEVELOPMENT OF A SOCIALIST-ORIENTED MARKET ECONOMY IN VIETNAM TODAY

MA. PhD Candidate. Cao Thanh Tuan, Ho Chi Minh National Academy of Politics, Hanoi, Vietnam

Abstract:

The socialist-oriented market economy that we are building is an economy with specific characteristics, suitable to Vietnam's political, economic and cultural conditions and the values of society, for which we are striving. In the current doi moi process, besides the achievements, the socialist-oriented market economy in Vietnam also reveals its limitations. To address these limitations, state management plays a very important role. The article clarifies the concept of a socialist-oriented market economy, analyzes the status quo of the state's management role in the socialist-oriented market economy in Vietnam, and on that basis proposes some basic measures to promote the management role of the State in the socialist-oriented market economy in Vietnam today.

Keywords: *Management, state, socialist-oriented market economy.*

THE POLICY FRAMEWORK TO SUPPORT STARTUP DEVELOPMENT: THE CASE OF HA NOI, VIET NAM

MA Bui Thi Hong Ha, Institute of Leadership and Public Policy, Ho Chi Minh National Political Academy, Vietnam

MA Dao Xuan Loc, Institute of Economics, Ho Chi Minh National Political Academy, Vietnam

Dr. Luu Thuy Hong, Academy of Journalism and Communication, Vietnam

Abstract: *Based on the startup policy framework developed by UNCTAD (2012) and the survey of Incubators, SME support center and start-ups in Hanoi, the paper analyzes the current situation of Hanoi's startup policy framework in order to point out gaps and limitations of the policies; and then propose recommendations to complete policy framework for the development of Hanoi startup in the coming time.*

Keywords: *HaNoi, Policy, Startup, Startup Ecosystem*

PRIMARY COOPERATION METHODS IN RESEARCH - DEVELOPMENT - TECHNOLOGY TRANSFER BETWEEN HIGHER EDUCATION INSTITUTION AND ENTERPRISE IN VIETNAM

*MA. Nguyen Thi Sam, Faculty of Business Administration,
Foreign Trade University, Hanoi, Vietnam*

Abstract: *In recent years, Vietnam university education has experienced significant developments in scale and diversity of major and mode of study. There is a swift from elite to mass education which is more practical in the training system. Since university autonomy has become popular, many big universities are currently striving to respond to industrial situations through modules connecting universities with industry, business and service sectors. In the context of cooperative research between universities and enterprises, researching results might be more committed with specific requirements and development of the enterprises. On the one hand, enterprises would bridge the gap by sending signals of market demands as well as industries to institutions. On the other hand, they pose quests for innovation and research and training updates. As a result, it is true that the study of cooperation methods in research – development – technology transfer between higher education institutions and enterprises in international integration has practical meanings in the current situation.*

Key words: *cooperation methods, higher education institutions, enterprises*

PROMOTING THE ROLE OF STATE MANAGEMENT AGENCIES IN ENVIRONMENTAL MANAGEMENT AND PROTECTION FROM IMPACTS OF INDUSTRIAL PARKS IN THAI NGUYEN PROVINCE

*M.A Do Quynh Hoa, TNU-University of Information and Communication
Technology, Thai Nguyen, Vietnam*

Abstract: *These days environmental protection has become a crucial and global issue. In our country, this has not only become the cause of the Party and entire people but also a fundamental and inseparable part of policies and plans for socio-economic development of the country and each each locality. The increasing speed of economic development and industrialisation has brought about many benefits such as higher living standards, better education and health, and longer life expectancy. However, this is accompanied by environmental degradation, which has become a very heavy responsibility for the state role from the central government to local authorities in controlling the impacts of environmental pollution from industrial parks. In this paper, we analyse the role of the state management agencies in controlling pollution from industrial parks in Thai Nguyen province.*

Keywords: *Environment, Industrial Park, State Management*

ENHANCING DIRECT DEMOCRACY: CASE STUDIES IN VIETNAM

*MA. Nguyen Thi Thanh, National Academy of Public Administration,
Hanoi, Vietnam*

Abstract: *Direct democracy is the original and true way to ensure the power and position of the people as the owners of the state and society. Along with representative democracy, the implementation of direct democracy is important and indispensable in modern states in the world. In Vietnam, direct democracy has been recognized in many important legal documents and has been concerned by the Vietnamese Government, especially in recent times. Promoting and expanding direct democracy in Vietnam is evaluated as very correct and consistent actions of the Communist Party and the Government of Vietnam. The implementation of democracy is an important driving force to promote the socio-economic development as well as people's sovereignty. It also stimulates the material and spiritual resources among the people to serve the socio-economic development and fulfill social tasks. In the recent context of Vietnam, there are a lot of difficulties and challenges in implementing direct democracy, which requires significant solutions to strengthen in the future. In this paper, besides providing general researches and opinions on direct democracy, the authors focus on analyzing issues of direct democracy implementation as well as proposing some solutions to improve direct democracy in Vietnam.*

Keywords: *Democracy; Direct democracy, Election*

COMPLETING REGULATIONS ON INSURANCE CONTRACTS IN VIETNAM IN THE REQUIREMENTS OF SUSTAINABLE DEVELOPMENT AND INTERNATIONAL INTEGRATION

Dr. Kieu Thi Thuy Linh, Faculty of Civil Law, Hanoi Law University

Abstract: *The article focuses on analyzing the limitations of the Law on Insurance Business on insurance contracts. In the context that Vietnam is amending the Law on Insurance Business, the author wants to improve the regulations on insurance contracts in the Law on Insurance Business to create a completely legal basis. To make insurance contract relationships useful, in line with the subjects' needs and line with the rapid development in the insurance field.*

Keywords: *Law on Insurance business, insurance contracts, completing legal regulations.*

MULTI-TIERED SOCIAL INSURANCE MODEL - ISSUES RAISED IN THE REFORM OF SOCIAL INSURANCE POLICIES

PhD. Phan Anh Tuan, Msc. Dang Thi Minh Thuy

Faculty of Insurance, National Economics University, Ha Noi, VietNam

Abstract:

The article studies the current situation of Vietnam social insurance system, also the challenges and requirements for reforming the social insurance system towards the goal of social security for the entire population. On that basis, the article recommends converting from a multi-pillared social insurance model to a multi-tiered pension insurance model: the first tier focuses on expanding the participants to informal workers, farmers, people outside labour force who do not have regular income; the second tier is compulsory social insurance which applies to employees with labor contracts; the third tier is voluntary social insurance which is applicable to specific occupations, high-income workers, and voluntary contributions to get increased pension benefits.

Keywords: *Multi-pillared Social Insurance, Multi-tier Pension Insurance, Social security*



**SESSION 7:
SOCIAL AND HUMANITIES ISSUES**

FACTORS AFFECTING TO WORK MOTIVATION OF ENGLISH LECTURERS IN FACULTY OF FOREIGN LANGUAGES AT NATIONAL ECONOMICS UNIVERSITY, HANOI, VIETNAM

Pham Thi Thanh Thuy, National Economics University, Hanoi, Vietnam

Abstract: *From the fact that there is a decrease in labor motivation among English lecturers at a non-language major university - National Economics University (NEU), the author has studied some factors affecting to their labor motivation. through conducting exploratory research with the aim of (i) narrowing and clearly identifying the motivating factors for English teachers in the Faculty of Foreign Languages, NEU, and (ii) exploring responses, attitudes, opinions of officials, managers, as well as experts on research issues and questions, for timely adjusting before conducting official research. From the research model with 7 main groups of factors, 43 explanatory and dependent variables, the author has used a technique to remove the variables that increase Cronbach Alpha value. On the basis of the exploratory factors analysis (EFA) for the independent and dependent variables, the author has compiled research results from all English teachers (58 people) who are teaching in the Faculty of Foreign Languages. - NEU and interviewed some experts in the field of human resources, to draw out 9 specific factors that affect the labor motivation of English language teachers. Stemming from these 9 specific factors, the author proposes groups of specific solutions to increase labor motivation for English lecturers of the Faculty of Foreign Languages in Economics - National Economics University.*

Keyword: *Motivation; Motivating Factors; English Lecturers*

ROLE OF THE VIETNAM FATHERLAND FRONT FOR BUSINESS DEVELOPING RELIGIOUS RESOURCES IN THE COUNTRY DEVELOPMENT

Nguyen Viet Duc, Fellowship in Politics, Graduate Academy of Social Sciences, Hanoi, Vietnam

Abstract: *This study focuses on analyzing the role of the Vietnam Fatherland Front in promoting religious resources in national development. The research results show that over the past time, the Fatherland Front of Vietnam at all levels has shown up good role for promoting religious resources in socio-economic development in Vietnam. The evidence is that religions have certain contributions to politics, economy, culture and society. From research results, solutions are given to further enhance the role of the Vietnam Fatherland Front in promoting religious resources in national development, especially in Vietnam is in the process of accelerating the process of industrialization, modernization, extensive international integration and coping with complicated developments of the Covid-19 pandemic.*

Keywords: *Vietnam Fatherland Front, religious resources, national development*

THE ROLE OF THE BUDDHISM IN ENSURING SOCIAL SECURITY IN VIETNAM TODAY

Do Huy Quang, Faculty of Political Theory and Social Sciences and Humanities, People's Security Academy

Abstract: *Although, Buddhism is an imported religion to Vietnam, with the spirit of loving kindness, compassion, vicarious joy, equanimity, egolessness, selflessness, especially with the thought of saving from misfortune and danger and reincarnation, Buddhism has established a particularly important place in Vietnamese life. Over the historical periods of Vietnam, Buddhism has always accompanied the nation, performing its social security function well. The Buddhism's social security work is developing in breadth and depth, from charitable and humanitarian fundraising activities to sustainable hunger eradication and poverty reduction activities by multi-activities. Therefore, Buddhism plays an increasingly important role in ensuring social security in Vietnam in the current background. In order to clearly show the purpose of the article, the author proceeds to clarify the following points: (1) analyze the basic philosophical contents of Buddhism related to social security; (2) assess the reality of ensuring social security of Buddhism in Vietnam through analyzing and synthesizing Buddhist activities; (3) propose some solutions to promote the role of Buddhism in ensuring social security in Vietnam in the coming time.*

Keywords: *Buddhism, social security, Vietnam.*

RESEARCH ON VIETNAMESE TRADITIONAL MILITARY CULTURAL VALUES

Ngo Bang Linh, Political Academy, Hanoi, Vietnam

Abstract: *The traditional military cultural values of Viet Nam is the combination of material and spiritual creativeness that contain truth, goodness, beauty and reflect and express the noble social values of Vietnamese people in the field of military. These values have been passed and developed from generation to generation and have great significance for the development of society and people nowadays. They include patriotism, humanism and unique military art. Currently, it is necessary to actively do propaganda, education, well organizing practical activities and emulation movements, and creating a favorable cultural environment to promote cultural military values in the new situation.*

Keywords: *military cultural values, traditional, Viet Nam*

POPULATION AGING'S CHALLENGES TO VIETNAM'S ECONOMIC GROWTH AND DEVELOPMENT

M.Sc. La Ngoc Mai, Faculty of Human Resources Economics and Management, National Economics University, Hanoi Vietnam

Abstract: *Vietnam has an extremely high rate of aging population and a truly short time to adapt to social problems. This change will reduce both the labor force participation rate and the saving rate, and it also raises real concerns about the slowing of future economic growth. Along with that, Vietnam will face an additional challenge of being "old" before "rich", with an income per capita in the group of low, middle-income countries. Using the annual population change survey data, the GSO's population census data and population projections, the author has specifically described the current situation of the aging population in Vietnam and analyzed several key aspects: changes in consumer behaviors, savings; pressure on public spending; human capital; capital accumulation and aggregate factor productivity; and the adjustment of interest rates, exchange rates, and foreign relations, through which population aging will affect Vietnam's economic growth in the coming period. The main conclusion of the author is that population aging presents enormous challenges but not impossible.*

Keywords: *population aging, economic policy, labor force participation, life expectancy, retirement age*

INFLUENCE OF TIME MANAGEMENT TO ACADEMIC PERFORMANCE: A STUDY OF STUDENTS IN HANOI, VIETNAM

*Le Thi Hai Yen, Truong Thao Trang, Nguyen Thuy Linh
Vuong Thi Hai Anh, Do Thi Dong, Faculty of Business Management,
National Economics University, Hanoi, Vietnam*

Abstract: *Time management is important and it may affect an individual's overall performance and achievements. For university students, time management plays a vital role in improving their academic performance. Although there have been a number of studies from all around the world showing the relationship between time management and student learning outcomes, in Vietnam, the relationship has not been adequately explored and poorly understood. This study aims to investigate the relationship between students' time management and academic performance. By using quantitative methods with a sample of 455 students studying in economics and business administration fields, the research reveals that two factors namely Planning and using time management tools and Improvement and adjustment positively impact on students' academic performance. Based on analysis, several recommendations are given for students to improve their time management skills.*

Keywords: *Academic performance, students, time management.*

RELATION BETWEEN ISLAM AND MALAYSIAN POLITICS

*MA. Phan Minh Chau, Thua Thien Hue Pedagogical College,
Thua Thien Hue, Vietnam*

Abstract: *Currently, Islam has developed rapidly and become a multicultural belief, a religious community covering many cultures around the world, including Malaysia. Islam was introduced into Malaysia around the 15th century and played an important role in political and cultural life here. During its seven centuries of ups and downs, Islam has had a great influence on spiritual and material life and become an indispensable element in Malaysian culture.*

However, the dogmas of Islam, which actually encourage believers to be more active and try to increase their power, are propagated as a religion that goes against the development of history, associated with poverty and backwardness. Islam was ethnicized and politicized at the same time. In that context, in order to build an independent, prosperous country with a unified culture, Malaysia had to solve problems related to its ethnicity and religion. Especially in the current context, when Islam is the most prominent and complex issue in the region and the world, associated with all aspects of the political life of many countries, and Malaysia is not an exception.

Keywords: *Malaysia, Islam, politics, religion.*

THE IMPACT OF THE MARKET ECONOMY ON CIVIL SERVICE ETHICS IN VIETNAM TODAY

*MA. Ph.D. Candidate. Hong The Vinh
Academy of Politics Region III, Da Nang, Vietnam*

Abstract: *Civil service ethics is a form of professional ethics, an integral part of the social ethics system, closely related to politics and law, and has a profound influence on the political and social institutions in each country. Therefore, civil service ethics has a very important position and role for socio-economic development and the survival of the social system. Further improving public service ethics at all levels of government is one of the urgent tasks today. The article analyzes the positive and negative impacts of the market economy on the civil service ethics of civil servants; on that basis, identify a number of problems and solutions to prevent the negative effects of the market economy on civil service ethics, contributing to improving civil service ethics for civil servants in Vietnam to day.*

Keywords: *Civil service ethics, market economy, impact.*

HO CHI MINH WITH THE COMPREHENSIVE EDUCATION AND TRAINING FOR HUMAN IN VIETNAM

Dr. Nguyen Huu Cong, Dr. Nguyen Thi Le Thu, Faculty of Political Theory, National Economics University, Hanoi, Vietnam

Abstract: *Ho Chi Minh, the national liberation hero, the great man of the Vietnamese revolution in the 20th century, had great consideration in the relation between education, training and human progress as the main driving force for historical development. In his sense, education and training aiming to comprehensive development for human in which all aspects of learners are concerned is truly not only meaningful for our current educational activities but also in line with the mainstream of the world nowadays. Therefore, firstly, this writing clarifies Ho Chi Minh's thought about the role of education and training in building human personality in Vietnam. Then, his viewpoint on fulfilling inclusively and coherently the schooling syllabus as well as the learning contents that is the key part of his educational ideas are also analysed profoundly.*

Keywords: *Ho Chi Minh, education and training, comprehensive development, inclusive human progress.*

ISSUES OF IMPROVING QUALITY OF HUMAN RESOURCE IN MILITARY ENTERPRISES TODAY

Ph.D. Candidate. Nguyen Thi Thanh Binh, Political Academy, Hanoi, Vietnam

Abstract: *Among resources for development, human resource is considered as the most important asset, holding the role of determining the socio-economic development of each countries, as well as the sustainable development of enterprises in general, and military enterprises in particular. The increasingly deep impact of globalization and international integration, especially the impact of the Fourth Industrial Revolution, has been changing fundamentally and comprehensively the economic structure as well as labor market at national and enterprise levels, including military enterprises. In such context, in order to develop sustainably, it is necessary for our country and Army to have solutions to improve quality of human resource. How to improve quality of human resource in military enterprises is the content of this article.*

Keywords: *human resource; quality of human resource; military enterprise*

BUILDING THE VIETNAMESE PEOPLE ACCORDING TO GOAL-ACTION APPROACH TO REALIZING THE PATH TOWARD SOCIALISM IN OUR COUNTRY AT PRESENT

*Dr. Nguyen Kim Ton, Institute of Scientific Socialism,
Ho Chi Minh National Academy of Politics*

Abstract:

Building the Vietnamese people to develop comprehensively is an important goal and task, one of the factors that determines the success of building socialism in our country. Carrying out this task according to the goal-to-action approach ensures the correct orientation of the Communist Party of Vietnam (CPV) and creates a unity of action of the whole political system to achieve the goals. It requires fully grasping the CPV's viewpoint on the quality of Vietnamese people in the new period, and concretizing it into specific, clear and detailed goals and corresponding actions that feasibility, measurable, and evaluation results in order to ensure the realization of the defined objectives.

Keywords: *Build Vietnamese people, goals - actions approach, socialism*

GRATITUDE EDUCATION FOR CHILDREN THROUGH GRATITUDE BIRTHDAY ACTIVITIES

*Lu Thi Mai Oanh, Lai Phuong Lien, VNU University of Education, Vietnam
National University, Hanoi, Vietnam*

Nguyen Thi Thu Huong, Dai Mo A Kindergarten, Hanoi, Vietnam

Abstract: *Gratitude is extremely important for the perfection and development of children's personality. Gratitude education for children through the gratitude birthday activities needs to be expressed through awareness, attitude and behavior based on many indicators such as feeling care, love, responding to positive emotions about gifts, being reinforced the good behaviors, enjoying the event, feeling the thoughtfulness, feeling grateful, happy and understanding the meaning of birthdays, the close connection. The article is based on the qualitative research (review, document analysis) and the quantitative research through a survey of 138 teachers in three kindergartens in order to answer two main research questions: 1) What is the current status of gratitude education for children through the gratitude birthday activities? 2) Evaluating the effectiveness of integrating the gratitude into children education through gratitude birthday activities? Research results show that gratitude education plays an important role; and is expressed through many indicators such as children's awareness, attitudes and behaviors of gratitude through birthday activities.*

Key words: *Gratitude, gratitude education, gratitude birthday activities*

CHALLENGES TO ASEAN MULTILATERALISM AND INITIATIVES TO ITS IMPROVEMENT

MA. Nguyen Phu Hai, Dr. Nguyen Thanh Tung, Faculty of Political Science, University of Social Sciences and Humanities, Hanoi National University, Hanoi, Vietnam

Abstract:

Multilateralism and ASEAN multilateral organization are currently facing a lot of debate about their content as well as their actual role. The article will clarify the content of multilateralism and clarify what ASEAN has done and failed to do as an important multilateral organization in Asia, thereby proposing some solutions to overcome those difficulties of ASEAN.

Keywords: *ASEAN, Liberalism, Multilateralism.*

RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND VIETNAMESE STUDENTS' GROUP WORK RESULTS: RESEARCH ON MEDIATING FACTORS SELF - MANAGED TEAMS AND CROSS-FUNCTIONAL TEAMS

*Pham Minh Ngoc, Le Thu Hang, Nguyen Pham Phuong Anh
Dr. Nguyen Thi Phuong Linh, Faculty of Business Administration,
National Economics University, Hanoi, Vietnam*

Abstract:

This study focuses on the aim of measuring the impact of the direct and indirect relationships between Emotional Intelligence and University students' group work results, in which the mediating determinants in the indirect relationship were studied, practicing two factors of self-managed teams and cross-functional teams. Data from 372 Economics students from different universities in Hanoi, Vietnam was collected using questionnaire systems. The research team then determined and analysed to conclude that emotional intelligence strongly affects the groups' work results, even though the cross-functional team factor does not impact the mediation relationship. Limitations and future directions, as well as implications for research and practice, are discussed.

Keywords: *Emotion Intelligence, cross-functional teams, self-managed teams, students' group work results.*

ASSURANCE OF ETHNIC MINORITIES' CULTURAL RIGHTS IN VIETNAM - THE IMPORTANT BASIS FOR EQUALITY AMONG ETHNIC GROUPS

M.A Tran Toan Trung, National Academy of Public Administration, Hanoi, Vietnam

Abstract: *In the process of national construction and development, the Party and State are always consistent in implementation of principle: "Equality, respect, solidarity, relation settlement between ethnic groups and mutual development" and especially pay attention to the implementation of cultural rights of the people in general and ethnic minorities in particular through a legal system and specific policies on the basis of compliance with international treaties to which Vietnam is a member. This research focuses on analyzing the cultural right assurance of ethnic minorities in Vietnam, which is an important basis for equality among ethnic groups in the whole country. The result of research show that Vietnam has issued many guidelines and policies to ensure the cultural rights of ethnic minorities, contributing to the socio-economic development and the realization of equality among ethnic groups during 76 years of construction and development. From the research results, the author proposes some solutions to improve the legal system as well as improve the implementation effectiveness of ethnic minorities' cultural rights in Vietnam.*

Keywords: *cultural rights, ethnic minorities in Vietnam, ethnic equality.*

PROBLEMS OF ENVIRONMENTAL ETHICS IN CONSTRUCTION CULTURAL ENVIRONMENT IN VIETNAM TODAY

Dr. Le Thi Hong Thuan, MA. Nguyen Thuy Linh, Faculty of Political Theory, National Economics University, Hanoi, Vietnam

Abstract: *Culture plays an important role not only in the formation of human personality, identity, and character of a nation, but today, culture is also considered as one of the important factors determining the strength and position of each nation state. Therefore, it is very necessary to build and develop Vietnamese culture and people, in which building a synchronous cultural environment to meet the requirements of sustainable development of the country. One of the factors contributing to the formation of the cultural environment is ethics, including environmental ethics. The term "environmental ethics" is new to the contemporary world, but ideas about it have existed for a long time in the development history of human society. Up to now, environmental ethics has received more and more attention from research stemming from pressing practical issues, it has become a topic discussed at many scientific conferences and has a certain position in many fields. In the field of science, at the same time, environmental ethics is also an effective measure and method to adjust human perception and behavior in dealing with the natural world. Environmental ethics is to promote the self-discipline, voluntariness and sense of responsibility of people in environmental protection. In order to build a synchronous cultural environment, it is necessary to build environmental ethics, towards the practice of environmental ethics in practice.*

Keywords: *Cultural Environment, Environmental ethics, Sustainable development, Vietnam.*

THE ROLE OF THE SOFT POWER OF VIETNAMESE CULTURE IN THE DEVELOPMENT OF THE COUNTRY

*Prof. Dr. Tran Van Phong, Ho Chi Minh National Academy
of Politics, Vietnam*

Abstract: *In the current context of integration and globalization, the soft power of culture plays a particularly important role in creating the position and influence of each nation. Vietnam is a country with many attractive cultural resources to become a soft power. On the basis of outlining the content of soft power of Vietnamese culture, the article analyzes and clarifies the role of soft power of Vietnamese culture in the development of the country. This role is reflected in the following basic contents: The soft power of Vietnamese culture is the spiritual foundation for the development of the country; Favorable conditions are created for international integration to develop the country; the soft power of Vietnamese culture combines with the hard power of Vietnam to develop the country, promoting the country's rapid and sustainable development.*

Keywords: *Culture, development, soft power.*

THE COMMUNIST PARTY OF VIETNAM CONTINUES TO INHERIT AND PROMOTE HO CHI MINH'S THOUGHT ON SUSTAINABLE DEVELOPMENT OF THE COUNTRY

*Assoc. Prof. Dr Lam, Hoang Phuc, Ho Chi Minh National Academy of
Politics, Hanoi, Vietnam*

*MA. Thao, Hoang Dieu, Hanoi University of Natural Resources and
Environment, Vietnam*

Abstract: *Ho Chi Minh's thought on sustainable development is his system of views on the development of political, economic, cultural and social fields in association with the protection of natural resources and the environment, in which people are the center of development to build Viet Nam as a peaceful, unified, independent, democratic, and strong country; fulfill international obligations and ensure the development of the next generation. His concept shows the scientific, revolutionary and humanistic nature, agrees with the modern world's concept of sustainable development, continues to be considered as the ideological foundation and guideline for the Party's actions and the Vietnamese Revolution. It is an invaluable spiritual asset for our Party and nation to continue to successfully implement the country's sustainable development strategy in the current period of national renewal, integration and development.*

Keywords: *Communist Party of Vietnam, innovation, sustainable development*

COOPERATION BETWEEN UNIVERSITIES IN VIETNAM IN LECTURER DEVELOPMENT

*PhD Candidate. Le Hung Diep, Office Administration Department,
Faculty of Library, Office of Sai Gon University, HCMC, Vietnam*

Abstract:

The fundamental and comprehensive renovations of university educations have become an urgent requirement of the current Vietnamese education. Facing the trend of globalization, internationalization and industrial revolution 4.0 have posed many challenges for universities and lecturers in Vietnam. It is time for universities to connect and cooperate in the orientation from the State in developing their lecturers.

Keywords: *Cooperation, development, higher education, lecturers*

ROLE, IMPACT OF CULTURE ON HUMAN RESOURCES QUALITY AND ECONOMIC DEVELOPMENT IN VIETNAM TODAY

*PhD Candidate. Nguyen Thi Hoai Thanh, School of Foreign Language,
Thai Nguyen University, Thai Nguyen, Vietnam*

Abstract: *Culture is created by man. With the function of orienting and training people according to the values of truth - goodness - beauty, culture is capable of building and forming positive values of human resources to contribute to the cause of economic development - society of the country. There is a close relationship between culture, quality of human resources and economic development. Promoting the role and value system of culture to human resources will contribute to the creation of high-quality human resources, and high-quality human resources will create potentials for economic development. On the basis of analyzing the role and impact of culture on the quality of human resources and the economy, the article proposes some key solutions to promote the role of culture in human resource development and economic development in Vietnam today*

Keywords: *Culture, economy, human resources quality.*

THE PROCESS OF TAKING OVER AND UNIFYING THE BANKING

SYSTEM IN VIETNAM AFTER 1975 - POLICIES ON RESOLVING CONFLICTS DURING THE TRANSFER PROCESS

PhD. Pham Thi Hong Ha, Institute of History, Vietnam Academy of Social Sciences, Vietnam

Abstract: *Unlike 1945, after the successful August Revolution, the revolutionary government could not take over the Indochina bank, which was still in the hands of the French at that time, however, one of the successes of the revolution after the liberation of the South and the reunification of the country in 1975 was that the revolutionary government took over the entire banking system of the Saigon regime. The article clarifies about one of the economic management policies of the Vietnamese government after the liberation of the South Vietnam in 1975. Through the study of the process of merging and unifying the banking system between South and North Vietnam, on the basis of original documents from the National Archives Centers and State Bank Archives, the article shows the ways that the Vietnamese government took to minimize conflicts during that transfer. The article shows two main measures by which the Vietnamese took over and unified the banking system: First of all, it made careful calculations based on the legal basis to build the legality for the takeover and inheritance of the entire banking system of the former Saigon's regime as well as its assets inside and outside Vietnam. Second, even while the country was still at war, it had prepared material and human conditions for the process of bank takeover and unification. The use of staff of the former Saigon's regime as an important force in the process of merging and unifying the banking system had contributed to minimizing the friction of the transfer process.*

Keywords: *Unification, Banking system, Economic policy*

ONG BON'S BELIEF AND FESTIVAL OF THE CHINESE IN BINH DUONG PROVINCE (STUDY CASE: PHUOC AN TEMPLE IN CHANH NGHIA WARD, THU DAU MOT CITY)

*MA. PhD student. Quach Duc Tai, Dr. Dang Hoang Lan
Faculty of Anthropology – University of Social Sciences and Humanities,
VNU-HCM, Vietnam*

Abstract: *The Chinese in Binh Duong worship the gods in the community at the temples, palaces such as Thien Hau Thanh Mau, Quan Thanh De Quan especially Ong Bon and many other gods. However, for each dialect group, there is a specific worship for each religious object. Phuoc An temple festival is one of the typical festivals of worshipping the deity of the Chinese in Binh Duong. This festival has formed a belief system of the Chinese community with the same a traditional profession that we need to preserve from technology, heirloom experience to the rituals and cultural activities of the community with over hundred years. The Chinese in Binh Duong have a rich spiritual and cultural life, it makes the customs more meaningful and valuable before the integration trend. The article introduces the general belief and festival of Ong Bon at Phuoc An Mieu.*

Keywords: *belief, Chinese, festival, Ong Bon, Phuoc An temple*

EXAMINING THE IMPACTS OF OUT-OF-CLASS STUDENT

ENGAGEMENT ON STUDENT COMPETENCIES IN THE CONTEXT OF BUSINESS STUDENTS IN VIETNAM

MBA. Trinh Thi Thu Giang, International School of Management and Economics, National Economics University, 207 Giai Phong, Hanoi, Vietnam

Abstract: *Since the mid-1990s, the topic of “student engagement” has received considerable attention in the literature, especially in higher education, for its robust correlation with many desirable and positive educational outcomes, such as student retention, students’ satisfaction, persistence, academic achievement, social engagement, and personal development. While in-class student engagement has been largely researched as it happens in the primary environment of learning, out-of-class student engagement seems to receive less attention. However, some researchers favor the approach that for students at higher education, out-of-class environment is crucial to contribute to their complete development. With regards to an increasing and undeniable role of student competencies for business students, this paper attempts to examine the relationship between out-of-class engagement and student competencies. This paper starts by reviewing literature related to student engagement and out-of-class engagement of students at higher education, and the linkage between out-of-class student engagement and student competencies. It then provides exploratory and confirmatory factor analyses on two different samples of 491 and 492 business students in Hanoi to conclude about the relationship between out-of-class student engagement and student competencies.*

Keywords: *Agentic engagement, out-of-class engagement, student competencies, student engagement*

RATE OF RETURN FOR HIGHER EDUCATION IN VIETNAM: A DISCIPLINE BASE COMPARATIVE ANALYSIS

Dr Nguyen Quynh Hoa, MA. Ha Thi Huyen Trang, National Economics University, Hanoi, Vietnam

Abstract:

In Vietnam, higher education has been highly appreciated by the public as well as policymakers as a bachelor’s degree is believed to be a competitive advantage for future career. Although the effect of higher education on wage is quite obviously in Vietnam, the effect of university major on wage is not much mention in previous research. Using the Labor Forced Survey (LFS 2019), to match with the university’s training sectors according to the Circular No: 06/2018/TT-BGDDT dated February 28, 2018, the paper estimates the average rate of return to a university degree in Vietnam with discipline based comparative analysis using Mincer method and propose some recommendations and suggestions for higher education in Vietnam. The result shows that the average monthly salary of works is at VND 7.2 million with training or special qualifications - university receive a high salary by around 11.11% which is up to VND 8 million per month. In comparison of all major study, the incomes are different, but the gaps are not significant.

Keywords: *Higher education in Vietnam, Rate of returns on education, University’s discipline*

MANAGING AND DEVELOPING A MODEL OF LIFE SKILLS

EDUCATION IN RESPONSE TO CLIMATE CHANGE AND DISASTER PREVENTION AT LOWER SECONDARY BOARDING SCHOOLS FOR ETHNIC MINORITIES IN THE NORTHEASTERN PROVINCES OF VIETNAM

*M.Sc Do Thi Nguyen Tieu, Hai Duong Department of Education and Training
Assoc.Prof.Dr Ngo Quang Son, Vietnam Academy for Ethnic Minorities (VAEM),
Committee for Ethnic Minorities Affairs (CEMA)*

Abstract: *Vietnam's lower secondary boarding schools for ethnic minorities must organize educational activities in the classroom, educational activities outside of class time and boarding education activities in a flexible and effective manner in order to connect and integrate the contents of life skills education activities in general and life skills education activities in response to climate change and disaster prevention in particular. The authors of the article analyze and evaluate the situation of managing life skills education activities in response to climate change and disaster prevention in ethnic minority boarding lower secondary schools in the northeastern provinces of Vietnam, thereby proposing a system of management solutions suitable to the reality of lower secondary boarding schools for ethnic minorities in the current period in order to develop life skills education model to cope with climate change and prevent natural disasters at lower secondary boarding schools for ethnic minorities in the northeastern provinces of Vietnam.*

Keywords: *Development management; Life skills education model; Responding to climate change and preventing natural disasters; Lower secondary boarding schools for ethnic minorities; Northeastern mountainous provinces.*

MANAGING AND DEVELOPING AN EDUCATIONAL MODEL OF SOCIAL EVILS PREVENTION AND FIGHTING SKILLS TO BUILD A SUSTAINABLE COMMUNITY IN LOWER SECONDARY SCHOOLS OF HANOI, VIETNAM IN CURRENT CONTEXT OF INDUSTRIAL REVOLUTION 4.0

*M.Sc Tran Thi My An, Hanoi Department of Education and Training
Assoc. Prof.Dr Ngo Quang Son, Vietnam Academy for Ethnic Minorities (VAEM),
Committee for Ethnic Minorities Affairs (CEMA)*

Abstract: *The research team approved surveys, analysis and data processing on the status of education in social evils prevention and control skills in lower secondary schools in Hanoi, Vietnam. The research team has deeply analyzed the strengths, weaknesses, opportunities and challenges of education activities on social evils prevention and control skills in lower secondary schools of Hanoi Capital City of Vietnam has since then proposed an effective system of solutions to develop an educational model of social evils prevention and control skills to build a sustainable community in lower secondary schools of the Hanoi Capital City in Vietnam in the context of the current industrial revolution 4.0. This study also details the experimental steps to develop a model of education on social evils prevention skills to build sustainable communities in lower secondary schools of Hanoi Capital City in Vietnam in the context of the current industrial revolution 4.0*

Keywords: *Development management; Model of education on social evils and prevention skills; Sustainable community development; Lower secondary schools of the Hanoi Capital City, Vietnam; The context of the industrial revolution 4.0.*

NATIONAL PAGODAS ARCHITECTURAL AND ARTISTIC RELICS IN NINH BINH IN THE CONTEXT OF TOURISM DEVELOPMENT IN RECENT YEARS

MA. Nguyen Viet Hung, PhD student in Vietnam National Institute of Culture and Arts (VICAS), Vietnam

Abstract: *Ninh Binh is the ancient capital, a land rich in history and culture, and is one of the centers of Buddhism in Vietnam. In Ninh Binh, there are hundreds of ancient temples, many of which are ranked as national monuments with outstanding values of history, culture and art architecture. The development of tourism at these monuments contributes to the promotion and promotion of the value of the relics, making an important contribution to the socio-economic development in the locality. However, the development of tourism has negatively affected the temples: changing the size and structure of many temples; commercialization of temples; distort the nature and value of religious activities.*

Keywords: *Artistic architectural relics, pagodas in Ninh Binh, spiritual tourism, promoting the value of relics*

QUALITY OF ONLINE TEACHING AT UNIVERSITIES IN THE CONTEXT OF INDUSTRIAL REVOLUTION 4.0

Assoc. Prof. Dr. Bui Huy Nhung, National Economics University, Hanoi, Vietnam

Ph.D Candidate. Ha Dieu Linh, Ministry of Education and Training, Vietnam

Abstract: *Developing an online training method to improve the quality of online teaching in Vietnam is proving to be an appropriate direction and receiving the attention of universities in developing a curriculum framework, meet student needs, and make higher education accessible to more students. This study will provide a theoretical and practical basis for the development of online teaching and the quality of online teaching in universities in Vietnam, thereby proposing solutions to improve the quality of online teaching in Universities in the context of Industrial Revolution 4.0.*

Keywords: *Online teaching, University, Industrial Revolution 4.0*



**SESSION 8:
SUSTAINABLE DEVELOPMENT**

THE SOLUTION TO DEVELOP MEDICINAL HERBS VALUE CHAIN IN QUANG NINH

Tran Trung Vy, Ha Long University, Viet Nam

Abstract: *The article analyzes the practice of developing the medicinal herbs value chain, assessing the current status of the medicinal value chain development in Quang Ninh province. The situation of growing medicinal herbs; organizing the production of medicinal herbs; processing, distribution and marketing of medicinal products in Quang Ninh province have been studied meticulously. Factors influencing the development of the medicinal plants value chain in Quang Ninh province are evaluated, from which the author proposes solutions to develop the medicinal plant value chain based on the principle of ensuring that the views and development goals of medicinal plants value chain in Quang Ninh province are practical, feasible and systematic. For the locality: The research results are the scientific basis to help policy makers have a more comprehensive view of the management of agricultural production development project programs in the value chain; contribute to raising the income of workers directly involved in agricultural production.*

Keywords: *Medicinal herbs, medicinal value chain, development solutions, herbal medicine in Quang Ninh province.*

THE APPROACH OF ECOLOGICAL-SOCIAL REGION TO ADAPT TO CLIMATE CHANGE

Dr. Ha Huy Ngoc, Dr. Trần Thị Tuyết, Institute of Human Geography, Vietnam Academy of Social Sciences, Hanoi, Vietnam

Abstract:

In the face of the threat of the climate change to all of territories, aspects of living and producing. The States have strongly focused on work of adaptation to climate change from recognizing in legal system to practical deployment solutions aiming at steadily minimizing negative influences of climate change to development progress of territory on the basis of different research results. However, achieved results have been restricted, the territories are still struggling against unpredictable happenings of weather and extreme phenomena. Therefore, in order to proactively adapt to climate change is necessary to have effective solutions on the basis of reasonable approaches; in particular, the approach of social-ecological region with core that is to analyze mutual relationship among ecosystems, social system in internal region, inter-region would provide bases to ensure the scientific, objective to propose the most effective adaptation solutions.

Keywords: *climate change, adapting to climate change, approach of ecological-social region*

SUSTAINABLE AQUACULTURE IN NAM DINH PROVINCE: PROBLEMS AND SOLUTIONS

Bui Thi Van Anh, Institute of Human Geography, Vietnam Academy of Social Sciences

Abstract: *In recent years, aquaculture in Nam Dinh province has been proven as an advantageous field of production with high socio-economic efficiency, contributing to job creation and increasing income for the people. The output of aquaculture increases every year, contributing to the development of the whole province's economy. However, at present, aquaculture in Nam Dinh province is facing a number of challenges and difficulties, such as management and planning of land for agriculture and aquaculture; the insufficient source of aquatic breeds (shrimp breeds) that has not been of quality control, environmental pollution problems in aquaculture and so on. These shortcomings affect productivity, quality, efficiency and the sustainable development of the industry. In the coming time, to have a sustainably developing aquaculture, Nam Dinh province needs radical solutions for the aforementioned problems.*

Keywords: *Aquaculture, problems, solutions, Nam Dinh.*

GREEN ECONOMIC DEVELOPMENT - CHALLENGES FOR VIETNAM

Dr. Dong Thi Ha, MA. Vu Thi Thanh Huyen, Faculty of Economics - National Economics University, Ha Noi, Vietnam

Nguyen Ha My, I16 International Bachelor Degree Program (IBD@NEU), National Economics University, Ha Noi, Vietnam

Abstract: *Green economic development is an indispensable trend that is being concerned by countries around the world, aiming to protect a clean and sustainable living environment. In Vietnam, the concept of a green economy has been mentioned in recent years and there are many policies to develop a green and sustainable economy. Green economy is a combination of 3 factors: economy - society - environment. Sustainable green economy is the activities that generate profits or have benefit values, aiming to develop the life of human social community. At the same time, these activities are Eco-friendly, if these three factors reach equilibrium, sustainability will be satisfied. With the advantage of being located in the tropical and monsoon region of Southeast Asia, with the abundance of solar and wind energy, and with the rapid growth of organisms, this is an opportunity for Vietnam to participate in millennium target programs towards "Green Economy".*

Besides such favorable opportunities for green economic development in Vietnam as the consensus of the world, the support and assistance of countries and international organizations in the world, these are all in joint efforts to mitigate and adapt to climate change on the basis of "Green Economy". It is necessary to recognize the challenges to guide development.

Key words: *Green economy, sustainable development, environment, challenges*

BENEFITS OF CIRCULAR ECONOMY: FROM THEORY TO IMPLEMENTATION IN THE WORLD AND THE PROBLEMS TO VIETNAM

Dr. Nguyen Thi Phong Lan, Institute of Economics, Ho Chi Minh National Academy of Politics

MA Nguyen Thi Kim Ngan, Institute of Strategy, Natural Resources and Environment Policy

Abstract: *Various studies have shown the theoretical benefits of circular economy. The circular economic development has shown that such benefits have been realized in many different countries. Vietnam advocates a circular economic development in order to gain many benefits from different aspects of socio-economic life and to have certain advantages and disadvantages. The article studies how different circular economy models in the world and in Vietnam have been implemented and what benefits have been obtained.*

Key words: *Circular economy, the benefits of circular economy, linear economy*

CULTURE EDUCATION OF RESPONSIBILITIES TO THE NATURAL ENVIRONMENT FOR STUDENTS IN THE INTERNATIONAL PROCESS

MA. Trinh Thi Kim Thoa, Department of Basic Sciences, University of Information & Communication Technology, Thai Nguyen University, Vietnam

Abstract: *In the context of Vietnam's extensive international integration, the problem of environmental pollution is becoming more and more urgent. On the basis of clarifying the content of "cultural behavior towards the environment", the article states the importance of educating "cultural behavior with the natural environment" for students in the current period and proposes some of this important awareness educational content for students.*

Keywords: *Cultural behavior with the natural environment, Cultural education in dealing with the natural environment, Students, International integration.*

THE GRASSROOTS POLITICAL SYSTEM – A KEY FACTOR IN THE SUSTAINABLE DEVELOPMENT IN ETHNIC MINORITY AND MOUNTAINOUS AREAS IN VIETNAM AT PRESENT

M.A Luong Thanh Duy, Academy of Politics, Hanoi, Vietnam

Abstract: *The sustainable development of Vietnam's ethnic minority and mountainous areas is a developmental process based on economic growth associated with progress and social justice, this contributes to use reasonably the natural resources and protecting the ecological environment, it also is a key factor for improving quality of life for the ethnic minority communities. However, the state of sustainable development in ethnic minority and mountainous areas of Vietnam is still inadequate and limited which is main cause of these problems due to lack of fully promoting the role and responsibility of the grassroots political system for sustainable development of ethnic minority and mountainous areas. Therefore, the key factor that need to recognize properly about the role and implement all of comprehensive solutions to promote the role of the grassroots political system in the sustainable development of ethnic minority and mountainous areas in Vietnam at present, thereby improving the quality and developing the sustainable social economy in this area.*

Keywords: *Sustainable development; The grassroots political system; Ethnic minority and mountainous areas.*

HIGH QUALITY HUMAN RESOURCES - KEY FACTOR ENSURES THE SUSTAINABLE AGRICULTURE DEVELOPMENT IN VIETNAM NOWADAYS

MA. Can Anh Vu, Academy of Politics, Hanoi, Vietnam

Abstract: *In the present period, developing the sustainable agriculture has become the main concern all of countries in the world. In Vietnam, Party and State have perceived the importance of sustainable development, establishing the opinions of sustainable development into the resolutions, strategies and socio-economic developmental plans in general, agricultural development in particular. Government established system of the total solutions to develop sustainable agriculture, especially high-quality human resources that play significant roles in developmental strategies. The article generalized the state of agricultural production in Vietnam in recent years. Base on analyzing the role of high-quality human resources for sustainable agricultural development, the article proposes some of the essential solutions to develop high-quality human resources to meet the requirements of sustainable agricultural development in the international integration in Vietnam nowadays.*

Keywords: *High quality human resources, agriculture, sustainable development, human resources.*

IMPROVING THE QUALITY OF ADVANCED HUMAN RESOURCE TRAINING IN MILITARY SCIENCE AND TECHNOLOGY TO ADAPT TO THE FOURTH INDUSTRIAL REVOLUTION

*MA. Nguyen Dinh Nguyen, MA. Vu Canh Lam, MA. Bui Duc Hoa,
Academy of Politics, Hanoi, Vietnam*

Abstract: *Developing military science and technology potential to adapt to the Fourth Industrial Revolution requires a well-rounded strategy in which human resource training in military science and technology takes priority over other factors. Improving the quality of advanced human resource training in military science and technology is not only a mission to develop military science and technology potential but also an essential requirement to reinforce military strength, fulfilling the requirements for the process of building and defending the Socialist Fatherland of Vietnam in a new state of affairs. The Fourth Industrial Revolution has significantly influenced all-round process of education and training, especially advanced human resource training in military science and technology.*

Keywords: *High quality human resources, Fourth Industrial Revolution*

ECONOMIC ACTIVITIES AND ENVIRONMENT IN KACHIN STATE, MYANMAR

Prof. Dr. Seng Aung, Geography Department, Myitkyina University, Kachin State, Myanmar

Abstract: *This paper is consideration toward sustainable economic management for development and natural resources conservation to bring green, clean environment and stability of climate situation, recommendation bring to the peoples to keep rivers and forests of Kachin State. The damages such as social, environmental are throughout the state by the extensive and unsustainable mining includes problems to river ecosystems, mercury contamination, deforestation and social disintegration. A major aim is to focus on environmentally harmful and unsustainable resource extraction and to contribute knowledge and experience for development of the local people and the environment. Any mining, gold, amber and jade mining brings immediate wealth for some, but has serious long-term problems for people and environment. Today, the majority of the world's population lives in urban areas. Before the industrial age, cities for commercial trade and administration, but people resided in rural areas, engaging in mining, subsistence agriculture etc. Advances in technology from the industrial era created a highly productive sector: manufacturing. The focus shifted to meeting the needs of modern life but economic activities still depend upon natural environment. It needs to be highlight for sustainable development goal.*

Keywords: *clean environment, conservation, development, sustainable economic management.*

COMMUNITY DEMAND TO PARTICIPATE IN ECOSYSTEM SERVICES SCHEME: A CASE STUDY OF BOLIKHAMSAY PROVINCE, LAO PDR

Ms. Bounkham Vorachit, Ministry of Natural Resource and Environmental of Lao PDR, Lao

Prof. Dr. Tran Tho Dat, National Economics University, Hanoi, Vietnam

Assoc. Prof. Dr. Din h Duc Truong, National Economics University, Hanoi, Vietnam

MA. Nguyen Anh Ngoc, Ministry of Natural Resource and Environmental Vietnam

Abstract: *Payments for ecosystem services (PES), also known as payments for environmental services (or benefits), are incentives offered to farmers or landowners in exchange for managing their land to provide some sort of ecological service. They have been defined as a transparent system for the additional provision of environmental services through conditional payments to voluntary providers. These programmes promote the conservation of natural resources in the marketplace. This paper introduces PES scheme for local people at villages in Bolikhamxay Province, Lao PDR. It first gives an overall picture of PES at provincial level before going to details of local community willingness to pay to participate in PES schemes in the region.*

Keyword: *payment for ecosystem services, contingent valuation method, community livelihood, willingness to pay*

ASSOCIATING WITH DEVELOPED PURPOSE NETWORK OF COMMUNITY-BASED TOURISM OF THE DAO PEOPLE IN NORTHWEST VIETNAM

Bui Minh Hao, Fellow of the Faculty of Anthropology, University of Social Sciences and Humanities, VNU

Tran Thi Minh Anh, Nguyen Tran Minh Ngoc, Nguyen Thi My Ngoc

Nguyen Đình Cao Tri, Ho Chi Minh City University of Economics and Finance, Vietnam

Abstract: *In the economic market expansion of Dao People in the Nothwestern Vietnam, the Community-Based Tourism plays an important role for that. Dao People in several local fields have joined the tourism market. Inside, Dao People in Sa Pa district of Lao Cai province is the earliest participating community-based tourism development and archives the most positive results. By the long-term field survey in Tả Phìn Village, Sa Pa district, this article is not only the depth of analysis of social network roles in community-based tourism, but also it provides more holistic view of Dao People who have used their cultural capital to economic market expansion.*

Keywords: *Economic anthropology ; Social Network ; Dao People ; Community-Based Tourism ; Cultural Capital.*

CHINA'S ENERGY SAVING EXPERIENCE AND LESSONS CAN BE LEARNED FOR VIETNAM

*Nguyen Minh Cuong, Thai Nguyen University of Technology,
Thai Nguyen University, VietNam*

Abstract: *DSM is a set of tools and practices taken by utilities to influence the amount and/or timing of customers' energy demand in order to use electricity most efficiently. DSM decreases the cost of meeting customers' energy needs through increased investment in end-use energy efficiency and load management. Demand-side resources can reduce or postpone investment in generation, transmission, and distribution capacity, and decrease fuel consumption, and improve environmental quality. DSM also reduces emissions of acid rain related pollutants and damaging greenhouse gases. DSM also has been demonstrated to be a fast, inexpensive, and effective way to address power shortages without hurting productivity. China's very large opportunity to increase energy efficiency is one of its most promising untapped options. This experience lessons can be learned for Vietnam.*

Keywords: *DSM programs, Energy efficiency, Fuel substitution, Load Management Experience, EVN.*

THE IMPACTS OF POWER SECTOR REFORM ON DEMAND-SIDE MANAGEMENT

*Nguyen Minh Cuong, Thai Nguyen University of Technology, Thai Nguyen
University, VietNam*

Abstract: *Reform of the electric industry in other countries and states has had substantial impacts on investment in demand-side resources, both positive and negative. But only in those places where explicit policy care was given to DSM did the reforms have beneficial consequences for the electric system and its customers. A recent study by the IEA's Demand-Side Management Program examined how power sector reform affects DSM. The study found that typical power sector reforms do little if anything to reduce the barriers to DSM and that many reforms, such as Vietnam's separation of generation from the grid, actually increase the barriers to DSM. The IEA study also found that the "...overarching policy barrier that affects all electricity industry structures ...is the lack of regulatory or legislative attention and interest in energy-efficiency issues." This content lists seven major effects restructuring has had on DSM internationally, including energy efficiency.*

Keywords: *DSM , IEA, Grid, Regulators and Policymakers, Restructuring.*

ASSESSMENT OF SUSTAINABILITY IN ECONOMIC DEVELOPMENT OF PROVINCES IN MEKONG DELTA KEY ECONOMIC REGION OF VIET NAM

Assoc. Prof. Dr. Le Thu Hoa, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Vietnam
MSc. Ta Van Trung, Vietnam Environment Administration, Ministry of Natural Resources and Environment, Vietnam

Abstract: *Mekong Delta key economic region (KER) was established in 2009, including 4 provinces and cities: Can Tho city, An Giang province, Kien Giang province and Ca Mau province. Mekong Delta KER has been assigned to the important role of a growth pole and development center of the big region of Mekong Delta. Using the method of calculating the component and aggregated sustainable development indicators, this study shows that the KER's development in general and the economic development in particular in recent years has only reached a relatively sustainable level, even less sustainable in terms of internal sustainability, spillover effects as well as regional connectivity. A number of recommendations for sustainable economic development and promote the role of the Mekong Delta KER in the coming years was proposed, focused in new mechanisms and policies to further improve the investment and business environment; human resources development; application of advanced science and technology in production; FDI attraction; building and upgrading infrastructure; promoting economic structure change; integrating climate change issues into development plans and strategies.*

Key words: *sustainability, sustainable economic development (SED), Mekong Delta key economic region (KER)*

AN OVERVIEW OF CLIMATE-SMART AGRICULTURE MODELS' REVIEW AND EVALUATION PROCESSES: A CASE STUDY IN THE SOUTH CENTRAL COAST

Le Huy Huan, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Vietnam

Abstract: *Adverse weather conditions and further climate change have had a strong impact on food production systems. Accordingly, the promotion of climate-smart agriculture (CSA) models is an approach to achieve sustainable development in agriculture, ensuring food security in the context of climate change. This study aims to (1) review the evaluation processes, categorize CSA models from different stakeholders to arrive at a common and appropriate consensus process; (2) indicate the basis for selecting suitable potential CSA models in each specific production condition; (3) applied to the review and identification of existing CSA models in the South-Central Coast. Research methods including desk research, field investigation, and expert consultation were used to achieve the research objectives. The results show that there are 18 potential CSA models in the South Central Coast that meet the requirements of a CSA model. However, in order to have a basis for proposing the replication of these models, detailed assessments are required to determine the effectiveness of the models and their suitability with local production conditions and resources.*

Keywords: *assessment, climate change, CSA model, process, review, selection criteria*

SUSTAINABLE AGRICULTURAL DEVELOPMENT IN AN GIANG PROVINCE: SITUATION AND SOLUTIONS

*M.A. Nguyen Thi Xuan Loc, Department of Tourism and Vietnam Studies,
Nguyen Tat Thanh University*

Abstract: *An Giang province identifies agriculture as a key economic sector and aims to become an agricultural center of the Mekong Delta. In order to promote the economic strengths, An Giang has been implementing the development of the agricultural economy in the direction of a sustainable growth. In this article, the author mentioned about the Sustainable Agricultural Development in An Giang province the situation and the solution to indicate the remaining situation and difficulties in agricultural development, at the same time, bringing devise practical solutions to develop the province's agriculture sector increasingly.*

Keywords: *agriculture, An Giang, development, sustainability, sustainable agriculture*

DEVELOPING CIRCULAR ECONOMY: THEORETICAL PERCEPTION AND CURRENT STATUS IN VIETNAM

Dr. To Hien Tha, Le Quy Don Technical University, Vietnam

Abstract: *The circular economy has been is a concept of interest to many scientists and governments. Circular economy development is gradually becoming a trend of countries, especially developed countries with few resources, especially when the world's resources are increasingly depleted. Vietnam is also facing an increasing amount of waste generated while raw materials and fossil fuels are increasingly depleted. Besides, most Vietnamese enterprises have outdated and outdated technology, small production scale and lack of investment resources for recycling technology. Faced with that fact, choosing a circular economy for Vietnam is an indispensable requirement in order to overcome the limitations of the traditional growth model, to help Vietnam avoid dependence on the external economy, to develop in a sustainable way economy. To promote the development of the circular economy in Vietnam, it is necessary to synchronously implement solutions from raising awareness to perfecting institutions and implementing organizations. This paper focus on clarifying the concept and content of the circular economy; clarify the role of circular economy for the national economy; analyze the current situation of circular economy development of Vietnam in recent years, thereby proposing some solutions to promote the development of circular economy in the coming time.*

Keywords: *circular economy; sustainable development; linear economy.*

**REALITY AND FACTORS AFFECTING THE HIGH-TECH
APPLICATION BEHAVIOR OF HOUSEHOLDS IN SHUTCHI CATFISH
FARMING IN CAN THO CITY**

MA. Nguyen Thi Nghia, Academy Of Politics Region IV, Can Tho, Vietnam

Abstract: *The study aims to analyze the reality and factors impacting the high-tech application behaviors of households in shutchi catfish farming in Can Tho city. This is basis for proposals and recommendations to local authorities in order to enhance the effectiveness of promoting factors of high-tech application in the city's shutchi catfish farming.*

Keywords: *Application, High technology, impacting factors, Can Tho city.*



**SESSION 9:
DEVELOPMENT ISSUES IN THE
CONTEXT OF COVID-19**

THE IMPACTS OF COVID-19 ON THE DEVELOPMENT OF NINH BINH PROVINCIAL TOURISM

MA. Trinh Ngoc Dung, MA. Bui Xuan Tung, Ninh Binh Provincial People Committee Office, Ninh Binh, Vietnam

Abstract: *Since 2019, the world has been facing one of the greatest threats - COVID-19 epidemic causing serious damages not only human health but also the global economy. As an important part of the economy, the tourism industry was not an exception to COVID-19. In fact, COVID-19 has brought impacts reversing decades on progress of tourism development. According to scholars, although tourism is vulnerable, it could adapt quickly and bounce back to the new normal situation if there is a proper strategy to recover. Using secondary data with desk research method, this paper investigate how COVID-19 impacts on the wellbeing of tourism industry by taking an example from Ninh Binh - a growing and attractive destination in Vietnam. After comparing the performance of Ninh Binh tourism before and during COVID-19, this paper illustrates the impacts of the pandemic to the development of tourism and demonstrates difficulties that destination has suffered. Also, it pointed out strategies for 03 key stakeholders of Ninh Binh provincial tourism including local government, tourism business (both direct and indirect business) and local community. At last, there 06 main suggestions are synthesized from these strategies to assist destination recover soon from COVID-19, namely, (1) preventing COVID-19 from spreading it out into the community; (2) issuing and implementing effectively policies to support businesses and locals; (3) Improving regional linkages, collaborations inside and outside destination; (4) Applying digital transformation on tourism operation and development (5) Encouraging hotels to transform into high quality quarantine places during COVID-19 period; (6) Improving people trust on local government and encouraging for the development of social cohesion among government, businesses and locals.*

Keywords: *COVID-19, impacts of pandemic, Ninh Binh tourism, Strategies for recovering*

IMPACT OF THE COVID-19 PANDEMIC ON TOURISM ACTIVITIES IN DA NANG CITY

Dinh Van Trong, Faculty of Political Theory, Danang University of Economics, Da Nang, Vietnam

Abstract: *With the goal of developing tourism to become a spearhead economic sector of the locality, over the years, the Party Committees and authorities of Da Nang city have paid much attention to investment and development and obtained many promising results. The number of tourists coming to Da Nang is increasing which leads to the tourism revenue is increasing as well, significantly contributing to increasing state budget revenue, creating jobs, and improving people's lives. In 2020, the outbreak of the Covid-19 pandemic halted tourism service activities in the locality, causing heavy losses and damage to the tourism industry. Within the framework of this article, the author focuses on clarifying: Potentials and advantages of tourism development in Da Nang city; Impact of the Covid-19 epidemic on tourism activities in Da Nang city. From there, propose some solutions to restore and develop tourism activities in Da Nang City in the coming time.*

Keywords: *Tourism, Covid-19 pandemic, impact, Da Nang city.*

CHALLENGES FOR THE CHINESE ECONOMY AFTER THE COVID-19 PANDEMIC

Dr. To Hien Tha, Military Technical Academy, Hanoi, Vietnam

Abstract:

The covid 19 pandemic has had a strong impact on the global economy, including China. The covid -19 pandemic has plunged the Chinese economy into negative growth after nearly 40 years of continuous growth. Although the Chinese government has adopted many economic policies, this country still faces many challenges. This article analyzes and outlines domestic and foreign challenges facing China after the pandemic: the workforce hasn't adequately recovered due to several factors; debt pressure; domestic demand decreased; the resurgence of the pandemic; the shortage of export orders...

Keyword: *Covid-19, China, challenge, economy.*

IMPACT OF COVID-19 ON CHILDLABOUR: INTERNATIONAL CONTEXT AND ISSUES FOR VIET NAM

*Truong Thi Tam, Social Work Faculty, Vietnam Trade Union University,
Vietnam*

Abstract: *Child labour is a global issue, taking place mainly in poor and developing countries when socio-economic conditions are limited. There are various causes of this situation and one of them is the consequences of poverty, the level of access and quality of education, the lack of parental care, public awareness and the support efficiency of the social security system ... This situation not only affects the quality of labor resources, hinders the development of many aspects of society, but also a strategic issue, requiring countries to commit to solving when participating in world economic integration. In recent years, countries have shown great efforts to improve the situation, estimating that the number of child labour globally has decreased from 246 million children to 152 million in the 2000s. However, in the current context, with the existing impact from the Covid-19 pandemic, the above achievements are shaken. Covid-19 has devastated the global economy, affecting the livelihoods of many households, especially poor families in least developed countries, and increasing the risk of children becoming child labour. This article explores the impact of Covid-19 on child labour and the challenges of this problem in some countries around the world. From there, this article will discuss and point out strategic issues in the prevention and settlement of child labour from the approach of social policy and social work in Vietnam.*

Keywords: *Child labour, Covid-19, Social Policy, Social Work*

PAPERS' ABSTRACTS
13th NEU-KKU INTERNATIONAL CONFERENCE
SOCIO-ECONOMIC AND ENVIRONMENTAL
ISSUES IN DEVELOPMENT



ISBN: 978-604-79-2811-8



9 786047 928118

BOOK NOT FOR SALE