



**PARALLEL PRESENTATION SESSIONS**  
**17<sup>th</sup> NEU-KKU International Conference on**  
**Socio-Economic and Environmental Issues in Development**  
*Monday, June 26<sup>th</sup>, 2023*



**Session 1: Economics and Management**

**Chair: Prof. Dr. Le Quoc Hoi**  
**(Conference Room 502-A2)**

<b>Morning Session</b> <b>Time: 10:15 - 12:15</b>		
1	Impact of Financial Development on Economic Growth: Evidence from Vietnam	Nguyen Thi Dieu Chi
2	Cashless Payments in Vietnam: Before and during the Covid-19 Pandemic	Nguyen Thi Vu Khuyen
3	Stock Market Reaction to Announcement Change in Board of Directors at Vietnamese Listed Seaport Enterprises	Do Thi Bich Ngoc Nguyen Thi Phuong Mai
4	Factors Affecting Transfer Pricing of FDI Enterprises in Vietnam	Doan Thanh Nga Vu Chau Anh Ha Viet Nga Duong Thu Hong Nguyen Ha Giang
5	The Impact of Trade Openness on Vietnam's Economic Growth	Pham Ngoc Minh Dong Thi Ha Vu Thi Thanh Huyen
6	The Role of Myanmar Foreign Trade with GMS Countries	Ah Mar, Taungoo University, Myanmar
<b>Afternoon Session</b> <b>Time: 13:30 - 17:00</b>		
1	The Relationship Between Foreign Direct Investment, Economic Growth, Trade Openness and Environment in Vietnam	Pham Minh Duc Mai Ngoc Anh Tran Thi Khanh Linh Pham Thanh Long
2	Announcement Effect of Corporate Bond Issuance on Vietnamese Listed Companies' Stock Price	Ha Hong Hanh
3	The Impact of Financial Stress on Inflation in Vietnam	Pham Thi Lam Anh

4	Approaching the Gravity Model to Investigate Factor Affecting Vietnam's Seafood Export	Nguyen Xuan Hung Le Tuan Anh Do Huu Quan Nguyen Hai Yen Hoang Thi Ha Phuong Nguyen Thi Hong Tham
5	Factors Affecting the Quality of Financial Reporting Information of Listed Enterprises in Vietnam	Nguyen Thi Mai Anh Nguyen Huyen Trang Nguyen Thu Phuong: Than Thi Lan Huong Hoang Thi Que Le Thi Thao
6	Factors Affecting Public Procurement Performance in Hanoi	Nguyen Thi Ai Lien Trinh Ha Linh Dang Thi Minh Anh Vu Hieu Linh Tran Ha Ngan Nguyen Hoang Nhi
7	Factors Influencing Non-Interest Income of Commercial Bank in Vietnam	Khuc The Anh Pham Thi Thuy Trang Nguyen Dinh Dung Bui Duc Manh Ngo Thi Ngoc Anh
8	Effect of the Risk Governance Structures on Bank Risk-taking in Vietnam	Khuc The Anh Le Phuong Thao Le Thi Phuong Huyen Pham Thi Ngoc Minh Nguyen Phuong Thao Thai Phuong Thao



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**Session 2: Business and Administration**  
**Chair: Assoc. Prof. Dr. Tran Thi Bich**  
**(Conference Room 503-A2)**

<b>Morning Session</b> <b>Time: 10:15 - 12:15</b>		
1	Study of Factors Affecting the Quality of Financial Reporting Information of Small and Medium Enterprises in Hanoi City	Pham Huy Hung
2	Studying Credit Scoring Modelling by Machine Learning Approaches	Pham Minh Hoan Tran Thi Hoa
3	The Influence of Authentic Leadership on Innovative Work Behavior of Employees in the Banking Sector in Vietnam: A Literature Review and a Proposed Model	Thanh Kim Hue
4	Factors Affecting Profitability of Real Estate Enterprise Listed on the Stock Market	Phan Huu Nghi Nguyen Hong Phuc Tran Lan Anh Nguyen Thi Bich Ha Vu Ngoc Bich Tran Duc Anh
5	Factors Influencing Consumer Behavior to Purchase Vegan Cosmetics and Recommendations for Businesses in Vietnam	Do Thi Hong Nhung Bui Tue Minh Nguyen Thu Uyen Pham Thuy Ngoc Minh Mai Dinh Son
6	Factors Influence Thai Male's Purchase Intentions of Grooming Products	Janjira Suntichewinwong Dong Hoang (Leeds Business School, Leeds Beckett University, UK)
<b>Afternoon Session</b> <b>Time: 13:30 - 17:00</b>		
1	Factors Affecting Business Performance of Building Material Firms Listed on Vietnam Stock Market	Hoang Thi Hong Le Phan Thuy Duong Hoang Thi Thanh
2	Factors Affecting Innovative Work Behavior of Employees: A Study of Startups at Vietnam National Innovation Center	Le Thi My Linh Dao Dang Phuong Anh
3	Factors Affecting the Sustainability Disclosure in Construction Enterprises Listed on the Vietnam Stock Market: A Binary Logistic Regression Analysis	Dang Thu Hang Do Thi Huyen

4	Complete Value-Added Tax Policy for E-Trade Activities to Increase Tax Compliance Activities of Taxpayers	Giang Thi Thu Huyen
5	Factors Affecting Challenges in Application of Accounting Software: A Study of Small and Medium Enterprises in Vietnam	Ta Thu Trang
6	Disclosure of Customer Protection in Commercial Banks in Vietnam	Hoang Thi Thu Hien Nguyen Minh Phuong
7	Dual Panel Model of Corporate Governance and Firm Performance in Publicly Held Enterprises	Dao Anh Tuan Dao Thanh Tung
8	Research on the Influence of Asymmetric Information on Students' Intention to Participate in the Stock Market in Hanoi	Phan Huu Nghi Tran Lan Anh Nguyen Hong Phuc Nguyen Thi Bich Ha Vu Ngoc Bich Tran Duc Anh





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### Session 3: Digital Economy, Information Technology

Chair: Dr. Nguyen Dieu Hang

(Conference Room 504-A2)

<b>Morning Session</b> <b>Time: 10:15 - 12:15</b>		
1	The Role of Digital Transformation in the Competitive Capacity of Vietnamese Enterprises	Le Thi Anh Thieu Ngoc Mai
2	Impact of Financial Literacy on the Middle-Aged Accessibility to Digital Financial Services	Phung Thanh Quang Khuc The Anh Huynh Anh Thu Nguyen Thi Bich Ngoc
3	The Impact of Information Sharing, International Supply Chain Cooperation and Supply Chain Performance on Export Performance in Digital Transformation: A Case Study of Vietnamese Seafood Enterprises	Nguyen Xuan Hung Nguyen Hoang Duong Tran Ngoc Duong Mai Thi Xuan Lan Nguyen Duc Manh Bui Thi Tui Nguyen Thi Minh Phuong
4	Impact of Digital Finances on the Stability of the Commercial Banking System in Vietnam	Ngo Thanh Xuan Le Quynh Mai Nguyen Minh Hang Ngo Thi Thuy Ngan Nguyen Thuy Trang Nguyen Minh Ngoc
5	The Impact of Financial Literacy on the Intention to Adopt FinTech Services in Hanoi, Vietnam	Dong My Hang Nguyen Thi Viet Thu Nguyen Tran Ngan Ha Nguyen Quynh Anh
6	Governance of Chiang Mai Citizens under the COVID-19 Pandemic	Jirawat Rugchat Phasunit Saramas (Maejo University, Thailand)
<b>Afternoon Session</b> <b>Time: 13:30 - 17:00</b>		
1	The Impact of Digital Transformation on Using Electrical Payments in Daily Life of People in Vietnam	Nguyen Xuan Hung Ngo Thi Kieu Trang Hoang Thi Xuan Mai Nguyen Thi Duong Lam Nguyen Hoang Manh

2	Online Compulsive Buying (Online Shopping Addiction) among Young People under the Development of E-Commerce	Nguyen Thi Thu Trang Le Yen Nhung Phan Trinh Tra My Tran Thi Ngoc Anh Tran Quoc Hai Pham Nguyen Dieu Minh
3	The Impact of Digital Transformation on Customer Satisfaction to Digital Banking Service of Commercial Banks in Vietnam	Khuc The Anh Quan Trung Duc Tran Thi Ngoc Anh Nguyen Tuan Dat Nguyen Hong Ha Nguyen Trung Kien
4	Awareness of Accountants and Auditors on the Application of Blockchain Technology in Vietnam	Nguyen Thi Mai Anh Nguyen Thuy Nguyen Dao Thi Thanh Tam Nguyen Thi Hong Minh Dang Thuy Quynh Le Yen Nhi
5	Factors Affecting Decision to Use Mobile Payment of Northern Vietnamese Undergraduate Students	Nguyen Xuan Hung Nguyen Hoang Duong Le Bui Thanh Hang Tran Thi Tra My Pham Van Hieu
6	Determinants of Digital Financial Competence Among Employees in Vietnam Banking Sector	Le Van Hinh Dang Thi Le Xuan Ngo Anh Nguyet
7	The Effect of Online Advertising Placement and the Number of Identical Online Advertisements on Brand Awareness: An Experimental Research on University Students in Hanoi	Hoang Tuan Dung Le Thi Thu Le Duc Hanh Hoang Tien Dat Le Thi Tram Anh Nguyen Da Thu Huong
8	Financial Literacy of Vietnamese Students in the Context of Digital Transformation: Evidence from Students in Hanoi city	Phan Hong Mai Bui Phuong Linh Nguyen Ngoc Anh Nguyen Vu Phuong Anh Nguyen Thi Mai Anh



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**Session 4: Natural Resources, Environment and Climate Change**

**Chair: Assoc. Prof. Dr. Nguyen Cong Thanh**

**(Conference Room 505-A2)**

<b>Morning Session</b>		
<b>Time: 10:15 - 12:15</b>		
1	Potential and Solutions for Developing the Type of Tourism “Homestay” in the Coastal Area of Phu Yen Province, Vietnam Towards Sustainability	Tran Quoc Nhuan Doan Thi Nhu Hoa Pham Thi Binh Pham Xuan Hau
2	Vietnam's Challenges on the Road to the Circular Economic Model	Tran Thi Thu Huong Nguyen Dinh Chuc Nguyen Thi Phuong Thu
3	A Stakeholder Perspective on the Adoption of Internationally Recognized Quality Certificates of SMEs in Vietnam	Tran Ngoc Mai
4	Valuing Indirect Use Value of Mangroves in Kim Son District, Ninh Binh Province	Nguyen Thi Thu Ha
5	Relationship Between Circular Economy Practices (CEP) and Sustainable Performance (SP) - the Current Study of Vietnamese Construction Material Industry	Nguyen Dieu Linh
6	Home Industry of Weaving and Cultural Values in Myitkyina, Kachin State, Myanmar	Seng Aung (University of Myitkyina, Myanmar)
<b>Afternoon Session</b>		
<b>Time: 13:30 - 17:00</b>		
1	The Impact of Green Skepticism on Green Consumer Goods’ Purchase Intention among Generation Z in Hanoi	Nguyen Thu Lan Nguyen Mai Huong Dinh Xuan Anh Nguyen Thi Tuyet Mai Vu Hoang Minh Vu Thi Mai Phuong
2	Factors Affecting Vietnamese Customers' Intention to Purchase Recycled Products	Nguyen Thi Phuong Linh
3	Inclusive Insurance: A Financing Tool to Natural Disaster Risks in Vietnam	Nguyen Thi Hai Duong

4	Evaluate the Potential for the Development of Some Circular Business Models for Plastic Packaging in Urban Areas in Developing Economies	Trinh Thi Tuyet Dung Vu Kim Chi
5	Impacts of The Vietnam - UK Free Trade Agreement (UKVFTA) on the Export of Vietnam's Agricultural	Le Nguyen Quynh Trang Lam Minh Khanh Dinh Dieu Linh Nguyen Hung Thao Nguyen Anh Thu
6	Factors Affecting the Classification of Domestic Waste in the Hanoi City	Nguyen Thi Minh Phuong Hoang Tuan Minh Tran Ba Vuong Nguyen Thi Phuong Tram Nguyen Thi Minh Chau Hua Pham Tien Dat Nguyen Minh Chau
7	Factors Affecting Green Agricultural Product Consumption Behavior of The Residents in Ha Noi	Nguyen Trung Kien Nguyen Khanh Ly Pham Yen Nhi Dao Ngoc Van Ly Lai Nhu Quynh Dang Thi Bac Pham Vu Hoang
8	Factors Affecting the Implementation of Environmental Management Accounting: A Case Study of Manufacturing Enterprises in Hanoi	Chu Thi Bich Hanh Dang Thu Hang
9	Factors Affecting Purchase Behaviour towards Products of Circular Business Models of Hanoi Consumers: Examining in Textile Industry	Truong Dinh Chien Nguyen Thi Thuy Hien Tran Khanh Linh Tran Huong Tam
10	The Key Drivers and Barriers for Vietnamese Companies Implementing Reverse Logistics	Han Huyen Huong Nguyen Thi Thuy Nguyen Thi Duong Nga Le Son Tung





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**Session 5: Urban and Regional Development**

**Chair: Dr. Nguyen Hoang Nam**

**(Conference Room 507-A2)**

<b>Morning Session</b> <b>Time: 10:15 - 12:15</b>		
1	The Experiences and Characters of Karen Entrepreneur Farmers in Northern Thailand: A Case Study of Highland Karen Farmers in Omkoi District, Chiang Mai Province, Thailand	Jirawat Rugchat Pawanrat Buochareon (Maejo University, Thailand)
2	Agriculture Digital Transformation in Vietnam: Difficulties and Solutions	Phan Thi Thanh Huyen Nguyen Thi Thu Huong Ngo Thi Ha Vu Thi Thu Tran Thai Yen Nguyen Thi Hue
3	Factors Influencing the Level of Extreme Violence of Thai People in Three Regions: The Cases of Northern, Northeastern, and Deep Southern Thailand	Thanapauge Chamaratana Buapun Promphakping Puttharak Prabnok Kritsada Phatchaney (Khon Kaen University, Thailand)
4	Analyzing the Impact of Public Investment on Private Investment in the Central Key Economic Region	Ho Thi Hoai Thuong
5	Reducing Poverty in Vietnam Through Sustainable Living Models	Nguyen Cong Nam Bui Huy Nhung
<b>Afternoon Session</b> <b>Time: 13:30 - 17:00</b>		
1	Human Capital in Vietnam by Economic Region Using an Education-based Approach	Nguyen Dang Nui Ngo Kim Phuong Vu Tri Tuan
2	Exploring Farmers' Current Access and Intention to Use Digital Seasonal Forecast and Advisory Service in The Mekong River Delta, Vietnam	Luong Van Lam Nguyen Cong Thanh
3	Factors Affecting Vietnamese Consumers' Korean Cosmetic Consumption Behavior: An Extended Theory of Planned Behavior Approach	Tran Thi Ngoc Mai Nguyen Xuan Hung
4	Sustainable Tourism for Economic Growth and Employment in Vietnam	Bui Vu Luong

5	Impact of The Covid-19 Epidemic on Real Estate Companies in Vietnam	Nguyen Thi Tuyet Le Thanh Nhan
6	Factors Promoting the Intention of Using Home Healthcare Services of the People of Northern Vietnam	Nguyen Thanh Lam Tran Hong Nhung Du Hoang Tien Dat Do Van Dung Hoang Khanh Linh Nguyen Minh Ha
7	Economic Institutions: A barrier of Regional Competitiveness of the Red river delta Region?	Nguyen Thi Phuong Thu Le Vu Thuy Tien
8	Relationship Between Influential Factors and Impulsive Purchasing Behaviour in Circle K Convenience Stores in Hanoi, Vietnam	Nguy Thuy Trang Dinh Ngoc Minh Anh Vu Nhat Giang Vu Doan My Linh Do Khanh Linh Nguyen Hong Nhung
9	Factors Impacting Product Competitiveness: A Systematic Literature Review and Some Future Research Directions	Nguyen Hoang Duong Nguyen Thuong Lang Bui Thi Tuoi Nguyen Trung Kien
10	The Determinants of Viet Nam's Urbanization	Nguyen Thi Thanh Huyen Le Thu Trang Nguyen Thi Thanh Thuy Vu Phuong Anh Ngo Duy Chuong



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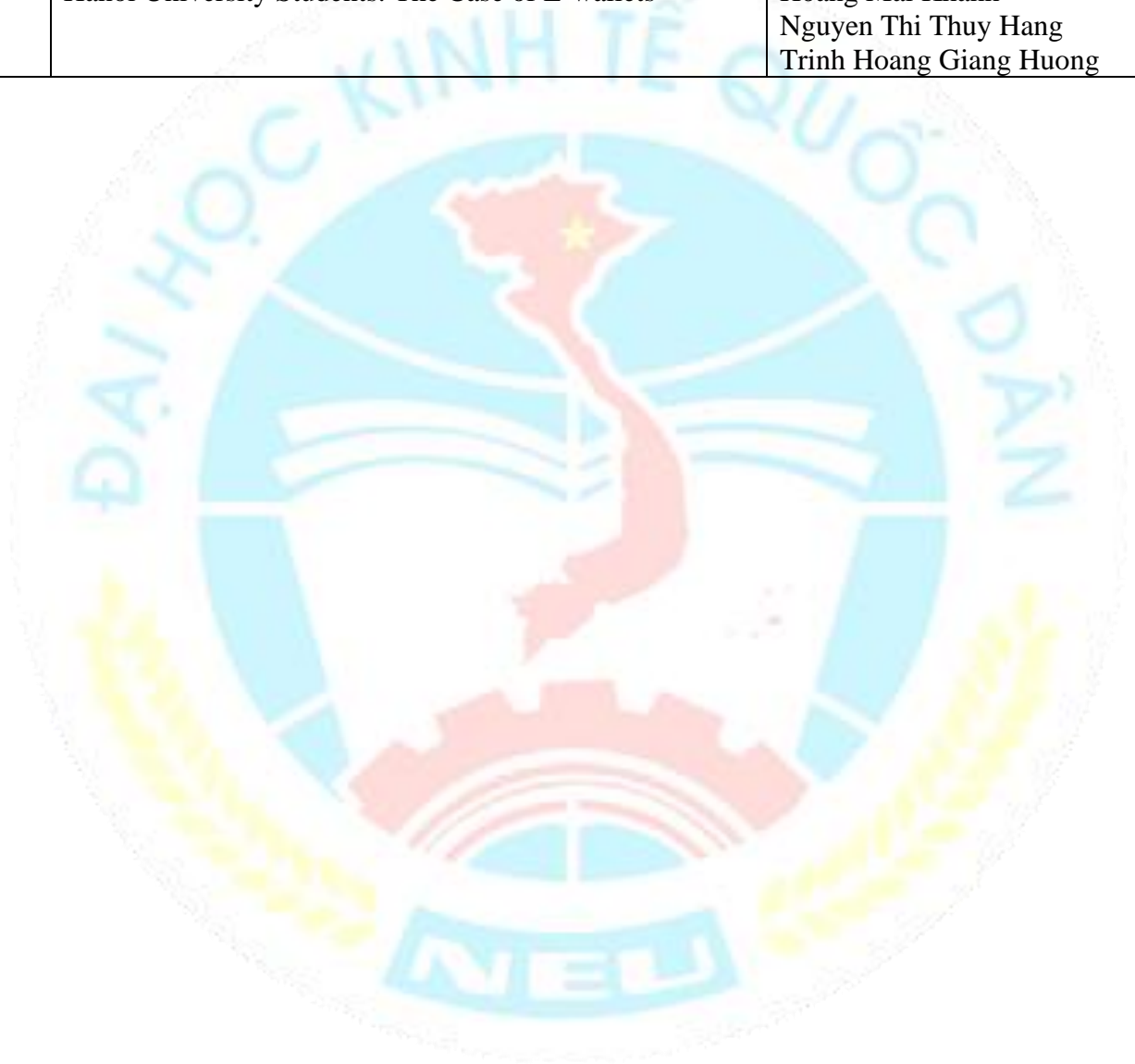
### Session 6: Social Issues in Development

Chair: Dr. Nguyen Thi Thanh Huyen

(Conference Room 508-A2)

<b>Morning Session</b> <b>Time: 10:15 - 12:15</b>		
1	Perceived Barriers, Self-Efficacy, and Social Entrepreneurial Intention: An Empirical Study Among Vietnamese Undergraduates	Nguyen Tuan Duong Nguyen Thi Thuy Pham Thi Chau Quyen Nguyen Thi Loan
2	Discussion of Law Enforcement on Education at Vietnam People's Army Academies under Present Conditions	Ta Thi Ngoc Lien
3	Mechanism for Assigning Tasks, Ordering, Bidding Provision of Public Services Funded by State Budgets at Higher Education Institutions: Obstacles from the Supplier's Perspective	Vu Minh Duc
4	Factors Affecting the National High School Grade Experience in Vietnam	Pham Minh Hoan Nguyen Thien Duc
5	Factors Affecting Learning Outcomes of Students in Universities in Hanoi	Bui Hai Van Nguyen Thi Nhu Anh Bui Thi Thanh Ngan Phan Thi Ngoc Anh Nguyen Dinh Toan
6	Qualitative Research: The Role of Elderly School for Health Promotion of the Elderly in Northern Thailand	Ittipong Thongsrikate Jirawat Rugchat Surachai Srinorajan
<b>Afternoon Session</b> <b>Time: 13:30 - 17:00</b>		
1	The Impact of Electronic Word of Mouth on Destination Personality	Pham Long Chau Nguyen Duy Thanh
2	Community Sports Insurance in Vietnam Opportunities and Challenges of a Primitive Market	Nguyen Xuan Thanh
3	Impact of Job Characteristics on Job Embeddedness in Health Workers at Public Facilities	Chu Huyen Xiem Pham Thi Bich Ngoc
4	Evaluating the Effectiveness of Social Work Activities in Schools Through Prevention and Intervention Measures to Support Secondary School Students	Lu Thi Mai Oanh Nguyen Thi Phuong Thao
5	Factors Affecting Healthcare Workers' Intention to Leave During the Post-Covid-19 Period	Nguyen Hoang Hieu Hoang Nguyen Minh Thu

		Dinh Thi Cam Tu Tran Tuan Hung Nguyen Duy Phuong
6	Factors Determining the Capacity of Human Resources Management in Public Non-Business Units: The Case of Vietnam Ministry of Finance	Nguyen Xuan Thang
7	Human Resource Development Strategies for Lecturers at Hue University Adaptation to Unstable World	Nguyen Minh Hung
8	The Impact of AI Marketing on Brand Love among Hanoi University Students: The Case of E-wallets	Tran Viet An Le Thuy Hien Do Thuy Duong Hoang Mai Khanh Nguyen Thi Thuy Hang Trinh Hoang Giang Huong





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**Session 7: Sustainable Development**  
**Chair: Assoc. Prof. Dr. Vu Thi Hoai Thu**  
**(Conference Room 517-A2)**

<b>Morning Session</b> <b>Time: 10:15 - 12:15</b>		
1	Appropriate Waste-To-Energy Technology for Vietnam Towards A Circular Economy in Waste Management	Nguyen The Thong
2	Investigating the Motivations of Vietnam's Outward FDI: Does Resource Seeking Matter?	Phung Thanh Quang
3	Vietnam-US Relationship After Normalization	Nguyen Minh Trang Nguyen Khanh Ly
4	Proposed Sustainable Orientations and Optimal Development Model for the National Public Healthcare System in Contemporary Vietnam	Do Hoang Anh
5	Constructing Developmental State in Vietnam Today: Theoretical and Practical Problems	Le Thi Hong Thuan Nguyen Thuy Linh Nguyen Hoang Duong
6	The Sayings of Kachin Elders' Impact on Kachin Society	Dr. K. Roi Ja (University of Myitkyina, Kachin State, Northern Myanmar)
<b>Afternoon Session</b> <b>Time: 13:30 - 17:00</b>		
1	On the Relationship Between Structural Social Capital and Eco-Innovation Adoption in Agricultural Cooperatives in Vietnam - The Mediating Effect of Open Innovation	Nguyen Thu Huong
2	Research on Traffic and Environmental Impacts on the Choices of Working Places by Graduates of Economics in Hanoi	Nguyen Thi My Hanh Nguyen Thi Thanh Huyen Bui Minh Khue Nguyen Thi Khanh Linh Bui Thi Minh Thu Nguyen Quy Duong
3	Green Finance Development in Vietnam: Current Situation and Recommendations	Phung Thanh Quang Nguyen Mai Phuong

4	Corporate Social Responsibility in Vietnamese Banking Sector: A Literature Review	Phan Thu Trang Ta Nhat Linh
5	The Impact of Green Supply Chain Management on Business Performance: The Case of Textile Enterprises in Vietnam	Du Duc Tu Tran Thanh An Trinh Thi Linh Vu Nguyen Thao Nguyen Ta Phuong Quynh Nguyen Xuan Hung Tran Thi Phuong
6	Investigating Influential Factors of Blockchain Integration in the Logistics Industry: A Case Study of Vietnam	Hoang Hong Hanh Do Kim Chi Phan Hoang Duy Nguyen Huu Son Pham Truong Phuc
7	A Web-Based Solution to The Unsolved Social-Economic Problem: Caring for Stroke Patients at Home in Vietnam	Bui Duc Khoi
8	Opportunities for Circular Economy in Natural Essential Oil Production in Vietnam	Le Thu Hoa Nguyen Quang Huy Vu Tuong Vi Nguyen Dinh Hung Lam Thi Bich Ngoc