



Program at a Glance

Friday, November 26th, 2021 (GMT+7)

Zoom Link:

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COMB-2021 Morning sessions		
07.30-08.00	Registration & Morning tea (On-site participants)	
08.00-08.15	Welcome and Opening Remarks	Main Hall E101
	Associate Professor Thuy Anh Vo <i>Vice-Rector, University of Economics, The University of Danang (Vietnam)</i>	
08.15-11.45	Virtual Parallel Sessions	
Session 1A: Digital -Finance		D202

Chairs: Assoc.Prof. Kim Long Le (<i>Nha Trang University, Vietnam</i>), Dr. Hoang Van Hai (<i>University of Economics, The University of Danang, Vietnam</i>)	
08.15-08.45	<p>PURCHASE INTENTION IN CROSS-BORDER E-COMMERCE: THE CASE OF VIETNAMESE CONSUMERS</p> <p><i>Ta Nguyet Phuong, Nguyen Son Tung</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Hoang Van Hai</i> (University of Economics - The University of Danang)</p>
08.45-09.15	<p>SOLUTIONS FOR DIGITAL TRANSFORMATION IN HIGHER EDUCATION</p> <p><i>Nguyen Thi Thu Thuy</i> (Thuongmai University)</p> <p>Discussant: <i>Nguyen Ngan Ha</i> (University of Economics - The University of Danang)</p>
09.15-09.45	<p>MANAGEMENT ACCOUNTING FOR DECISION - MAKING IN VIETNAMES MECHANICAL MANUFACTURING ENTERPRISES: FACTORS AFFECTING AND IMPACT ON FIRM PERFORMANCE</p> <p><i>Nguyen Thanh Hung, Nguyen Quynh Trang</i> (Thuongmai University)</p> <p>Discussant: <i>Tran Bao Tran Nguyen</i> (University of Economics - The University of Danang)</p>
09.45-10.15	<p>MARKET ANOMALIES: EVIDENCE FROM VIETNAM STOCK MARKET</p> <p><i>Hoang Van Hai¹, Tran Thi Tam Chau², Nguyen Van Long¹, Phan Kim Tuan¹, Nguyen Bao Phuong¹, Ngo Xuan Thuy¹</i> (¹ University of Economics - The University of Danang, ² Dong A University, Vietnam)</p> <p>Discussant: <i>Nguyen Thanh Hung</i> (Thuongmai University)</p>
10.15-10.45	<p>INNOVATION OF HOTELS IN VIETNAM</p> <p><i>Nguyen Thi Bich Thuy, Nguyen Ngan Ha</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Nguyen Son Tung</i> (University of Economics - The University of Danang)</p>
10.45-11.15	<p>DIGITAL TRANSFORMATION IN ENHANCING CUSTOMER RELATIONSHIP IN THE BANKING SECTOR: THE CASE OF CHATBOT IN VIETNAMESE COMMERCIAL BANKS</p> <p><i>Thi Bich Thuy Nguyen; Tran Bao Tran Nguyen; Tam Minh Nguyen</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Nguyen Thi Thu Thuy</i> (Thuongmai University)</p>
Session 2A: Marketing	
D204	
Chairs: Assoc.Prof. Khanh Ngoc Quach (<i>Nha Trang University, Vietnam</i>)	

08.15-08.45	<p>DETERMINANTS OF TOURIST’S INTENTION TO USE TOURISM MOBILE APPLICATION – AN EFFECTIVE TOOL FOR SMART TOURISM DEVELOPMENT</p> <p><i>Tran Thi Thu Dung, Le Van Huy</i> (University of Economics - The University of Danang) Discussant: <i>Nhan Tran-Danh</i> (University of Economics – The University of Danang)</p>
08.45-09.15	<p>YOUTUBE AUDIENCES’ PERCEPTION OF OVER-TOURISM: A QUALITATIVE CONTENT ANALYSIS WITH LEXIMANCER</p> <p><i>Ha Luong</i> (NEOMA Business School (Rouen, France)) Discussant: <i>Ha Tran-Thi-Phuong</i> (University of Economics – The University of Danang)</p>
09.15-09.45	<p>A COMPARISON OF MEDIA CHANNELS IN PANDEMIC WARNINGS AND THE CONSENT LEVELS OF VIETNAMESE YOUTHS IN IMPLEMENTING PREVENTATIVE MEASURES DURING COVID-19</p> <p><i>Hiep Trung Bui</i>^{1,2}, <i>Tien Thuy Luong</i>¹, <i>Mario Cools</i>² (1 University of Economics - The University of Danang 2 University of Liège, Belgium) Discussant: <i>Tran Thi Thu Dung</i> (University of Economics - The University of Danang)</p>
09.45-10.15	<p>THE ROLE OF IMMERSION AND PRESENCE IN BUILDING CUSTOMER ENGAGEMENT IN SOCIAL COMMERCE LIVESTREAMING: AN EMPIRICAL STUDY IN VIETNAMESE CONTEXT</p> <p><i>Nhan Tran-Danh, Ha Tran-Thi-Phuong and Anh Nguyen-Thi-Ngoc</i> (University of Economics – The University of Danang) Discussant: <i>Ha Luong</i> (NEOMA Business School, France)</p>
10.15-10.45	<p>THE IMPACT OF BRAND HATE ON NEGATIVE WORD-OF-MOUTH AND NON-REPURCHASING INTENTION: AN EMPIRICAL STUDY IN VIETNAMESE CONTEXT</p> <p><i>Ha Tran-Thi-Phuong, Nhan Tran-Danh, and Anh Ho-Hoang-Tram</i> (University of Economics – The University of Danang) Discussant: <i>Phuong Thanh Nguyen</i> (University of Economics - The University of Danang)</p>
10.45-11.15	<p>EFFECTS OF RELATIONAL BENEFITS ON RELATIONSHIP QUALITY AND CUSTOMER LOYALTY: A STUDY OF THE UNIVERSITY-BUSINESSES RELATIONSHIP IN HCMC-VN</p> <p><i>Phuong Thanh Nguyen</i>¹, <i>Hieu Viet Cao</i>², <i>Hiep Minh Phuoc</i>² <i>Tran Thanh Phong</i>³ (1 Nguyen Tat Thanh University, 2 Binh Duong University, 3 Long An University of Economics and Industry) Discussant: <i>Hiep Trung Bui</i> (University of Economics - The University of Danang)</p>
<p>Session 3A: Human Resources D205</p>	
<p>Chairs: Assoc.Prof. Phuc Nguyen Nguyen (<i>University of Economics, The University of Danang, Vietnam</i>); Dr. Tran Thi Hang (<i>University of Economics, The University of Danang, Vietnam</i>)</p>	

08.15-08.45	<p>THE ROLE OF INTRINSIC MOTIVATION IN THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL, AUTONOMY, AND INNOVATIVE PERFORMANCE - AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR-TPB</p> <p><i>Phong T. Tran, Dung D. Phan</i> (University of Economics and Law, Vietnam National University Ho Chi Minh City)</p> <p>Discussant: <i>Nguyen Bao Phuong</i> (University of Economics - The University of Danang)</p>
08.45-09.15	<p>WORK LIFE BALANCE OF NON-ACADEMIC STAFF WORKING IN A PUBLIC UNIVERSITY</p> <p><i>Nguyen Van Long, Nguyen Bao Phuong</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Dinh Thi Thuy Na</i> (University of Economics - The University of Danang)</p>
09.15-09.45	<p>ORGANIZATIONAL CITIZENSHIP BEHAVIOR – A CROSS-CULTURAL PERSPECTIVE</p> <p><i>Huynh Thi My Hanh</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Ho Thi Thuy Nga</i> (University of Economics, Hue University)</p>
09.45-10.15	<p>RETAINING HIGHLY-SKILLED RETURNEES THROUGH HOME-COUNTRY EMBEDDEDNESS AND REVERSE CULTURAL SHOCK</p> <p><i>Ho Thi Thuy Nga</i> (University of Economics, Hue University)</p> <p>Discussant: <i>Nguyen Thi Hong</i> (University of Labor and Social Affairs)</p>
10.15-10.45	<p>DOES PAY AND DEMOGRAPHIC CHARACTERISTICS REALLY IMPACT ON JOB SATISFACTION? A CASE OF EMPLOYEES WORKING IN DANANG</p> <p><i>Dinh Thi Thuy Na</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Huynh Thi My Hanh</i> (University of Economics - The University of Danang)</p>
10.45-11.15	<p>COMPARATIVE ACADEMIC PERFORMANCE AND PERCEIVED EMPLOYABILITY OF MALE VS FEMALE HRM STUDENTS</p> <p><i>Phung Thi Phuoc An, Tran Thi Hang, Tra Luc Diep</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Phong T. Tran</i> (University of Economics and Law, Vietnam National University Ho Chi Minh City)</p>
11.15-11.45	<p>IMPACT OF AUTONOMY ON PERFORMANCE OF PUBLIC SCIENCE AND TECHNOLOGY NON - BUSINESS UNITS IN VIETNAM</p> <p><i>Nguyen Dang Dung</i>¹, <i>Nguyen Thi Hong</i>² (¹ Institute of Ecology and Works Protection, ² University of Labor and Social Affairs)</p> <p>Discussant: <i>Phung Thi Phuoc An</i> (University of Economics - The University of Danang)</p>
<p>Session 4A: Management - Strategy</p>	
<p>Chairs: Assoc.Prof. Paul Suwannarat (<i>Maharakham University, Thailand</i>); Dr. Hoang Long Phan (<i>University of Economics, The University of Danang, Vietnam</i>)</p>	

08.15-08.45	<p>FACTORS AFFECT TOURISM DEVELOPMENT IN ASSOCIATED WITH ENVIRONMENT AT THE CUU LONG RIVER DELTA <i>Tran Linh Dang, Bui Phuong Uyen</i> (Faculty of Banking and Finance, Hoa Sen University) Discussant: <i>Nguyen Thi My Hanh</i> (Nam Long Investment Corporation, Vietnam)</p>
08.45-09.15	<p>CORPORATE SOCIAL RESPONSIBILITY AND CUSTOMER LOYALTY: THE MEDIATING ROLE OF CORPORATE IMAGE IN VIETNAMESE AVIATION INDUSTRY <i>Hoang Anh Thu</i> (International School, Duy Tan University) Discussant: <i>Nguyen Quoc Tuan</i> (University of Economics - The University of Danang)</p>
09.15-09.45	<p>COMPETENCIES FOR VIETNAMESE ENTREPRENEURS <i>Nguyen Quoc Tuan</i> (University of Economics - The University of Danang) Discussant: <i>Nguyen Nhat Minh</i> (RMIT, Vietnam)</p>
09.45-10.15	<p>E-LEADERSHIP AND THE ROLE OF ELECTRONIC COMMUNICATION IN VIETNAMESE COMPANIES <i>Nguyen Thi My Hanh¹, Duong Thi Thuy Quynh², Pham Ho Ha Tram²</i> (¹ Nam Long Investment Corporation, Vietnam ; ² University of Economics - The University of Danang) Discussant: <i>Le Tien Dat</i> (Thuongmai University)</p>
10.15-10.45	<p>DISCOVER ORGANIZATIONAL CULTURAL VALUES THAT SUPPORT SUCCESSFUL DIGITAL TRANSFORMATION IN VIETNAMESE BUSINESSES <i>Nguyen Nhat Minh¹, Nguyen Truong Son², Ngo Tan Nhi³</i> (¹ RMIT, ² University of Economics - The University of Danang, ³ Vitraco Company) Discussant: <i>Hoang Anh Thu</i> (International School, Duy Tan University)</p>
10.45-11.15	<p>CHALLENGES FOR SMES IN AGRICULTURAL EXPORT: AN EMPIRICAL STUDY IN VIETNAM <i>Le Tien Dat</i> (Thuongmai University, Hanoi, Vietnam) Discussant: <i>Phan Hoang Long</i> (University of Economics - The University of Danang)</p>
11.15-11.45	<p>THE RISK OF LEVERAGE BASED GROWTH STRATEGY: A CASE STUDY OF MINH PHU SEAFOOD CORPORATION <i>Nguyen Thanh Liem, Phan Hoang Long, Nguyen Xuan Lan</i> (University of Economics - The University of Danang) Discussant: <i>Tran Linh Dang</i> (Hoa Sen University)</p>
COMB-2021 Afternoon sessions	
13.30-14.00	Registration & Afternoon tea (On-site participants)
14.00-14.45	Plenary Session (Keynote Address)
	Main Hall E101

	THE MARKET POTENTIAL OF MICRO-MOBILITY SOLUTIONS	
	<p>Professor Mario Cools <i>Professor of Transport and Mobility at University of Liège, Belgium</i> Chair: Dr. Hoang Long Phan <i>University of Economics, The University of Danang (Vietnam)</i></p>	
14.45-15.30	THE NEW (UN)HAPPY TOURISM	
	<p>Professor Babak Taheri <i>Professor of Marketing at Heriot-Watt University, Edinburgh, UK</i> Chair: Assoc.Prof. Yen Tran <i>Heriot-Watt University, Edinburgh, UK</i></p>	
15.30-15.45	Best paper Awards	
15.45-17.45	Virtual Parallel Sessions	
Session 1B: Marketing		D202
Chairs: Dr. Ha Luong (<i>NEOMA Business School, France</i>)		
15.45-16.15	<p>FACTORS INFLUENCING THE BEHAVIOURAL INTENTION TO USE AND RECOMMEND MOBILE WALLETS IN VIET NAM</p> <p><i>Nguyen Thi Thuy, Nguyen Thi My Yen, Nguyen Thi Thuy Huyen, Nguyen Thi Trang Huyen, Hoang Van Hai (University of Economics - The University of Danang)</i></p> <p>Discussant: <i>Ky-Minh Do (College of Management, National Taipei University of Technology)</i></p>	
16.15-16.45	<p>DETERMINANTS OF CONSUMER PRESSURE FOR BETTER REVERSE LOGISTICS</p> <p><i>Huynh Nguyen Bui, Nam Phuong Phung (University of Economics - The University of Danang)</i></p> <p>Discussant: <i>Hoang Van Hai (University of Economics - The University of Danang)</i></p>	
16.45-17.15	<p>THE ROLE OF SOCIAL PROOF, TRUST, AND CUSTOMER TRAITS TOWARDS THE CONSUMERS' ONLINE IMPULSE BUYING ON LIVE-STREAM BROADCASTING PLATFORM - THE CASE OF FACEBOOK LIVE IN VIETNAM</p>	

	<p><i>Ky-Minh Do, Van-Truc Vo</i> (College of Management, National Taipei University of Technology; School of Management, National Taiwan University of Science and Technology)</p> <p>Discussant: <i>Nguyen Huu Khoi</i> (Nha Trang University)</p>
17.15-17.45	<p>AN EXTENSIVE MODEL OF PERCEIVED VALUE IN PREDICTING CONSUMER SATISFACTION TOWARD MOBILE COMMERCE: THE MODERATOR ROLE OF USE OF TIME</p> <p><i>Ho Huy Thuu, Nguyen Huu Khoi</i> (Nha Trang University)</p> <p>Discussant: <i>Huybn Nguyen Bui</i> (University of Economics - The University of Danang)</p>
Session 2B: COVID – SCM & Tourism	
D204	
<p>Chairs: Assoc.Prof. Hoang Trong Hung (<i>University of Economics, The University of Hue, Vietnam</i>)</p>	
15.45-16.15	<p>RECOVERY OF VIETNAM'S CIVIL AVIATION INDUSTRY IN THE CONTEXT OF COVID-19: CHALLENGES AND SOLUTIONS</p> <p><i>Nguyen Nu Tuong Vi</i> (Vietnam Aviation Academy)</p> <p>Discussant: <i>Tran Thi Tuyet</i> (Thuongmai University)</p>
16.15-16.45	<p>THE EFFECT OF RESILIENCE, AGILITY ON HOTEL PERFORMANCE DURING THE COVID-19 PANDEMIC: THE MODERATING EFFECT OF ENVIRONMENTAL TURBULENCE</p> <p><i>Tran Thi Tuyet</i> (Thuongmai University)</p> <p>Discussant: <i>Ngô Thị Minh Thu</i> (University of Economics – The University of Danang)</p>
16.45-17.15	<p>THE EFFECT OF PSYCHOLOGICAL CAPITAL AND LIFE SATISFACTION ON ORGANIZATIONAL RESILIENCE DURING COVID-19: VIETNAM TOURISM INSIGHTS</p> <p><i>Do Minh Phuong</i> (Thuongmai University)</p> <p>Discussant: <i>Nguyen Nu Tuong Vi</i> (Vietnam Aviation Academy)</p>
17.15-17.45	<p>EVALUATING THE IMPACTS OF THE COVID-19 PANDEMIC ON THE LOGISTICS INDUSTRY IN VIET NAM</p> <p><i>Truong Duy Nhat Phuong, Ngô Thị Minh Thu</i> (University of Economics – The University of Danang)</p> <p>Discussant: <i>Do Minh Phuong</i> (Thuongmai University)</p>
Session 3B: Startup	
D205	
<p>Chairs: Assoc.Prof. Yen Tran (<i>Heriot Watt University, UK</i>)</p>	

15.45-16.15	<p>THE IMPACT OF ENTREPRENEURIAL COMPETENCIES ON ENTREPRENEURSHIP INTENTION: THE CASE AMONG BUSINESS STUDENTS IN DANANG</p> <p><i>Le Thi Minh Hang, Nguyen Son Tung, Ta Nguyet Phuong</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>To Hong Duc</i> (Hanoi Metropolitan University)</p>
16.15-16.45	<p>THE POLICY FRAMEWORK TO SUPPORT STARTUP: A COMPARATIVE STUDY BETWEEN THE CITY OF HANOI AND HO CHI MINH</p> <p><i>Bui Thi Hong Ha</i> (Institute of Leadership and Public Policy, Ho Chi Minh National Academy of Politics)</p> <p>Discussant: <i>Nguyen Son Tung</i> (University of Economics - The University of Danang)</p>
16.45-17.15	<p>POLICY TO IMPROVE THE EFFICIENCY OF INCUBATION SERVICES AT TECHNOLOGY INCUBATORS TO PROMOTE THE DEVELOPMENT OF SCIENCE AND TECHNOLOGY FIRMS IN VIETNAM</p> <p><i>To Hong Duc, Phan Thi Thuy Hang, Hoang Huong Giang</i> (Hanoi Metropolitan University)</p> <p>Discussant: <i>Hoang Ha</i> (University of Economics - The University of Danang)</p>
17.15-17.45	<p>IMPACT OF PSYCHOLOGICAL CAPITAL TO ENTREPRENEURIAL INTENTIONS – A PLS-SEM APPROACH</p> <p><i>Hoang Ha, Le Thi Minh Hang</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Bui Thi Hong Ha</i> (Institute of Leadership and Public Policy, Ho Chi Minh National Academy of Politics)</p>
<p>Session 4B: Management - Strategy D206</p>	
<p>Chairs: Professor Quoc Hoi Le (<i>National University of Economics, Vietnam</i>); Dr. Huynh My Hanh (<i>University of Economics, The University of Danang, Vietnam</i>)</p>	
15.45-16.15	<p>IMPACTS OF COVID-19 ON ENTERPRISE A GENERAL HEALTH CHECKUP</p> <p><i>Thi Minh Hang Le, Thuy Hang Nguyen</i> (University of Economics - The University of Danang)</p> <p>Discussant: <i>Dang Hoang Xuan Huy</i> (Nha Trang University)</p>
16.15-	<p>EVALUATION OF STAKEHOLDERS' SATISFACTION WITH EVNNPT'S POWER TRANSMISSION SERVICES</p>

16.45	<p><i>Hoang Thi Thuy Nga</i> (National Economics University) Discussant: <i>Nguyen Thi Thuy hang</i> (Pham Van Dong University)</p>
16.45-17.15	<p>THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND FIRM PERFORMANCE: EVIDENCE IN VIETNAM IN THE CONTEXT OF COVID-19 PANDEMIC</p> <p><i>Nguyen Thi Thuy Hang</i>¹, <i>Nguyen Hiep</i>², <i>Nguyen Phuc Nguyen</i>² (1 Pham Van Dong University, 2 The University of Danang) Discussant: <i>Thuy Hang Nguyen</i> (University of Economics - The University of Danang)</p>
17.15-17.45	<p>IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BUSINESS REPUTATION: EVIDENCE FROM SMALL AND MEDIUM ENTERPRISES OF THE SEAFOOD PROCESSING INDUSTRY IN KHANH HOA</p> <p><i>Dang Hoang Xuan Huy</i>, <i>Nguyen Ngoc Duy</i>, <i>Luong Hoai My</i> (Nha Trang University) Discussant: <i>Hoang Thi Thuy Nga</i> (National Economics University)</p>