

AGENDA

2024 5th FPT EDUCATION CONFERENCE ON BUSINESS, ECONOMICS AND MANAGEMENT

FPT Education, Vietnam, and Greenwich Vietnam,
with support from the University of Greenwich (UK)

Date: 30th November - 1st December 2024

Location: GREENWICH VIETNAM, HANOI CAMPUS

Address: Golden Park Tower, 2 Pham Van Bach Street, Yen Hoa Ward, Cau Giay District, Hanoi, Vietnam

30th November, 2024 (Indochina Time, GMT+7)

13:00 - 17:00	Inner-city Tour (Hanoi)
18:00 - 21:00	Gala Dinner Location: Gardenia + Orchid + Jasmine (1 st Floor), Hanoi Daewoo Hotel Address: 360 Kim Ma Street, Ba Dinh District, Hanoi, Vietnam <i>Note: Please enter from Dao Tan street entry</i>

1st December, 2024 (Indochina Time, GMT+7)

08:00 - 08:30	Registration and Guest Welcome Location: Conference Hall - G215, 2 nd Floor Address: Golden Park Tower, 2 Pham Van Bach Street, Yen Hoa Ward, Cau Giay District, Hanoi, Vietnam
08:30 - 09:00	Welcome Remarks & Opening Ceremony by FPT University Leader and by Prof. Leigh Doster, Pro-Vice Chancellor and Executive Dean - University of Greenwich, United Kingdom Location: Conference Hall - G215, 2 nd Floor
09:00 - 09:45	Keynote Speech: Advancing Electric Vehicle Battery Sustainability: A Supply Chain Perspective Keynote Speaker: Prof. Petros Ieromonachou Associate Dean for Research and Knowledge Exchange for the Greenwich Business School, University of Greenwich, United Kingdom Moderator: Dr. Vo Minh Hieu, FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam Location: Conference Hall - G215, 2 nd Floor
09:45 - 10:30	Keynote Speech: Achieving Sustainable Development Goals through Innovation and Human Resource Management Keynote Speaker: Prof. Fang Lee Cooke Monash Business School, Monash University, Australia Moderator: Dr. Vo Minh Hieu, FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam Location: Conference Hall - G215, 2 nd Floor
10:30 - 11:10	GROUP PHOTO & BREAK

11:10 - 12:10	TRACK SESSION [10 minute presentation and 10 minute Q&A]				
	Session 1 Marketing in the Digital Age Session Chair: Dr. Bui Khac Linh Location: G215, 2 nd floor	Session 2 Business Management Session Chair: Dr. Le Thanh Luan Location: G208, 2 nd floor	Session 3 Sustainable Management in Higher Education Session Chair: Dr. Vo Minh Hieu Location: G203, 2 nd floor	Session 4 Sustainable Business Practices and Corporate Social Responsibility Session Chair: Dr. Trinh Anh Khoa Location: G205, 2 nd floor	Session 5 Innovation and Entrepreneurship Session Chair: Dr. Huynh Ai Van Location: G201, 2 nd floor
11:10 - 11:30	ID: FCBEM 021 Author(s): Le Thi My Danh, Duong Thi Kieu My, Dang Vu Nguyen Anh, Le Nguyen Manh, Nguyen Hoang Long, Phong Dat Khin, Tran Thi Mai Linh Title: Investigating Vietnamese students' motivation for utilizing TikTok to create viral user-generated content	ID: FCBEM 054 Author(s): Pham Thi Thanh Hang, Le Thi Phuong Dung, Truong Thi Hue Title: Factors influencing the loyalty of IT personnel in software enterprises in Hanoi	ID: FCBEM 005 Author(s): Phan Thi Nga, Rohani Bt Salleha, Nguyen Duy Nghiem Title: Factors Influencing Technology Utilization among Non-Academic Staff in Vietnam's Higher Education Institutions	ID: FCBEM 010 Author: Ngo Tran Thai Duong Title: Adapting Leadership Language: How Economic Crisis Impacts Communication in the Vietnamese Banking Sector	ID: FCBEM 036 Author(s): Hanh Nguyen Thi Phuoc Tran, Danni Liang Title: Factors Influencing Employee Retention for A Sustainable Entrepreneurship in Emerging Countries
11:30 - 11:50	ID: FCBEM 081 Author(s): Nguyen Hoang Phuong Linh, Nguyen Ngoc Anh, Hoang Thi Mai Anh, Ho Thi Thanh Tam, Nguyen Khac Dat, Vo Tuan Anh Title: Exploring the relationship between perception of User-Generated Video (UGV) and Purchase Intention: Evidence from Vietnam	ID: FCBEM 093 Author(s): Le Ngoc Linh, Dang Thanh Tuan, Du Tieu Duong, Pham Hong Hieu, Nguyen Ngoc Ai Thy Title: Supplier Selection Using a Combined Multi-Criteria Decision-Making Method Approach: A Case Study of Viet Delta Industrial Production Company in Vietnam	ID: FCBEM 073 Author(s): Phan Dinh Tram Anh, Do Hoang Minh Quan Title: Assessing Students' Motivation In Blended Learning And Exploring Challenges Of This Approach In Learning Business And Management At FPT University, Can Tho	ID: FCBEM 075 Author(s): Hoang Duc Hieu, Ha Thi Thu Nguyen Title: Corporate social responsibility, Green living, environmental strategy, and sustainable development of businesses	ID: FCBEM 029 Author(s): Khoa Bui Thanh, Ai Van Huynh Title: How Digital Transformation impacts on the Customer Loyalty in Fitness Services: the mediating role of Customer Experience
11:50 - 12:10	ID: FCBEM 047 Author(s): Thi Thu Hien Nguyen, Ngoc Uyen Phuong Hoang, Ngoc Ngan Ha Nguyen Title: Exploring the impacts of personalised advertising on online impulse purchase intention of Gen Z: A case study in Vietnam	ID: FCBEM 055 Author(s): Nguyen Hoang Linh, Nguyen Ngoc Ai Thy, Nguyen Thi Ngan Thuy, Vu Minh Kha, Nguyen Khanh Toan, Le Trinh Thanh Tien, Trinh Quoc Bao, Vu Bao Title: Factors Affecting the use of Electric Vehicles in the Last-Mile Delivery Service of Logistics Companies in Vietnam	ID: FCBEM 069 Author(s): Le Thi My Danh, Nguyen Dang My Hanh, Le Nguyen Mai Thao, La Thi Ngoc Thien, Tran Nguyen To Tam, Nguyen Thao Nguyen Title: Measure the perceived social benefits of Cultural Institutions in university students in Ho Chi Minh City	ID: FCBEM 084 Author(s): Trang Tran Phuong Phan, Amjad Shamim Title: Service Innovation, Tourist Authenticity Experience and Behavioral Intention: A Conceptual Framework and Its Application to Heritage Tourism	ID: FCBEM 078 Author(s): Trong Nghia Luong, Thi Thu Ha Nguyen, Thu Huyen Nguyen Title: The impacts of organizational green culture and corporate social responsibility on employee focus of SMEs in Vietnam
12:10 - 13:30	LUNCH BREAK Location: Novotel Hotel Address: 5 Duy Tan Street, Cau Giay District, Hanoi, Vietnam				
13:45 - 14:30	Keynote Speech: A New Paradigm for the Internationalisation of New Ventures Keynote Speaker: Prof. Léo-Paul Dana Dalhousie University, Canada Moderator: Dr. Vo Minh Hieu, FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam Location: Conference Hall - G215, 2 nd floor				
14:30 - 15:15	Keynote Speech: Marketing in a Dynamic Environment Keynote Speaker: Prof. Norbani Che Ha Department of Management and Marketing at the Faculty of Business and Economics, Universiti Malaya, Malaysia Moderator: Dr. Vo Minh Hieu, FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam Location: Conference Hall - G215, 2 nd floor				
15:15 - 15:45	TEA BREAK				
15:45 - 17:15	TRACK SESSION [10 minute presentation and 10 minute Q&A]				
	Session 1 Marketing in the Digital Age Session Chair: Dr. Bui Khac Linh Location: G215, 2 nd floor	Session 2 Business Management Session Chair: Dr. Le Thanh Luan Location: G208, 2 nd floor	Session 3 Sustainable Management in Higher Education Session Chair: Dr. Vo Minh Hieu Location: G203, 2 nd floor	Session 4 Sustainable Business Practices and Corporate Social Responsibility Session Chair: Dr. Trinh Anh Khoa Location: G205, 2 nd floor	Session 5 Innovation and Entrepreneurship Session Chair: Dr. Huynh Ai Van Location: G201, 2 nd floor
15:45 - 16:05	ID: FCBEM 072 Author(s): Van Kien Pham, Minh Hieu Vo, Ai Van Huynh Title: Boosting Customer Satisfaction The Power of Brand Image in Vietnam's Fast-Food Scene	ID: FCBEM 089 Author(s): Phuc Nguyen, Duyen Duong Title: Barriers And Enablers Of Supply Chain Integration In Emerging Economies: A Systematic Literature Review	ID: FCBEM 086 Author(s): Que Anh Nguyen, Hanh Thi My Pho Title: What is the Purpose of Education? Exploring Education for Sustainable Development in Vietnam	ID: FCBEM 097 Author: Jesus Deogracias Principe Title: CSR Stages and Sustainability: A Scoping Review	ID: FCBEM 065 Author(s): Pham Uyen Phuong Thao, Thai Dan Anh, Tran Quang Nhan, Ly Le Dong Nghi Title: Motivating University Students' Entrepreneurial Intention in Vietnam: Exploring the Roles of Entrepreneurship Competition Experiences and Entrepreneurial Self-efficacy
16:05 - 16:25	ID: FCBEM 074 Author(s): Lien Le Monkhouse, Jingjing Yu, Frank Birkin Title: Implementing Systems Thinking to Reach Sustainable Development Goals: Multi-perspective Research into China's Ecological Civilization	ID: FCBEM 092 Author(s): Luong Kieu Ly, Dang Thanh Tuan, Pham Hong Hieu, Le Thi Thu Hong Title: An Integrated AHP-TOPSIS Framework to Optimize Supplier Selection: A Case Study of Fresh Seafood Suppliers at Saigon Food Corporation	ID: FCBEM 094 Author(s): Nguyen Hoang An, Dang Thanh Tuan, Vu Bao, Nguyen Ngoc An Thy Title: Building a Competitive Workforce: Factor Analysis of Human Resource Development in Vietnam's Logistics Sector	ID: FCBEM 085 Author(s): Linh Nguyen Thuy, Linh Bui Thuy Title: The impact of Corporate Social Responsibility on Corporate Sustainable Development with the mediating roles of Environmental Strategy and Green Innovation: A perspectives from SMEs in Vietnam	ID: FCBEM 088 Author: Duong Thi Thanh Hang Title: Entrepreneurship and startup ecosystem in Vietnam
16:25 - 16:45	ID: FCBEM 077 Author(s): Thi My Trieu Nguyen, Dinh Tram Anh Phan, Ky Anh Le, Ngoc Tran Lam, Quang Anh Ung, Nhut Anh Le Title: Factors influencing the return policy that lead to purchasing decisions on the Shopee platform by consumers in Can Tho City, Vietnam	ID: FCBEM 080 Author(s): Dang Thanh Phuong, Nguyen Thi Ngan Title: Enhancing transparency in the supply chain of Vietnam's agricultural products for export in the context of digital transformation	ID: FCBEM 083 Author: Tran Minh Tung Title: Bridging The Gap: Business Incubators And University-Industry Collaboration In Vietnamese Higher Education	ID: FCBEM 095 Author(s): Nguyen Hoang Tung, Nguyen H. Tam Title: Development of Greenhouse Gas action plans based on Santo's innovation for Vietnamese Energy/ Municipal sector - International Corporation	ID: FCBEM 059 Author: Linh Khac Bui Title: Exploring the Effects of Innovation on Firm Survival in an Emerging Economy: An Endogenous Dynamic Approach
16:45 - 17:15	CLOSING AND AWARDS Location: The track session room				
Notes	Storage Room Location: G206, 2 nd floor	Prayer Room Location: G204, 2 nd floor			