

# PROGRAM

**2024 5<sup>th</sup> FPT EDUCATION CONFERENCE  
ON BUSINESS, ECONOMICS AND MANAGEMENT**

## FCBEM 2024

**Theme: Exploring Synergies in Business, Operations and Economics:  
Advancing Solutions for a Sustainable Society**


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Greenwich Vietnam - Hanoi Campus, Vietnam  
30<sup>th</sup> November - 1<sup>st</sup> December 2024



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# INTRODUCTION

**2024 5<sup>th</sup> FPT Education Conference on Business, Economics and Management (FCBEM 2024)** is co-organised by FPT Education, Vietnam, and Greenwich Vietnam, with support from the University of Greenwich (UK). FCBEM 2024 is hosted at Greenwich Vietnam, Hanoi Campus, on 30<sup>th</sup> November and 1<sup>st</sup> December 2024.

We are delighted to announce the Call for Papers for this upcoming international conference, themed "**Exploring Synergies in Business, Operations, and Economics: Advancing Solutions for a Sustainable Society**", which aims to explore and discuss emerging trends, contemporary challenges, and synergy solutions for a sustainable society within the fields of but not limited to economics, operations, and business management, fostering global collaboration and innovation.

We cordially invite all researchers, scholars, industry experts, and practitioners to submit their original research and review papers to this conference.



# WELCOME LETTER

It is our great pleasure to welcome you to **the 2024 5<sup>th</sup> FPT Education Conference on Business, Economics and Management (FCBEM 2024)**, which is co-organised by FPT Education, Vietnam and Greenwich Vietnam, with support from the University of Greenwich (UK). The conference is an annual research forum organized for presenters to share and exchange their papers that have implications for theory and practices in the fields of business, economics, and management.

Attending this event, you will stand a golden chance to build networks and exchange knowledge about the contemporary research topics with Keynote speakers and other presenters who are experienced researchers with the research interests, which should not be missed.

**FCBEM 2024 is hosted at Greenwich Vietnam, Hanoi Campus, on 30<sup>th</sup> November and 1<sup>st</sup> December 2024.** We believe that your participation, presentation and interaction will make FCBEM 2024 a great success. We would love to hear your feedback on your experience at the conference. Thank you for attending and being a part of FCBEM 2024.

FCBEM 2024 Organizing Committee

# CONFERENCE VENUE

## GREENWICH VIETNAM, HANOI CAMPUS

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

<https://greenwich.edu.vn/>

Greenwich Vietnam is an international alliance between the University of Greenwich, United Kingdom and FPT University, Vietnam. Currently, it has 4 campuses across Vietnam, which are located in Hanoi, Da Nang, HCMC and Can Tho.

Located in Hanoi's Cau Giay District, a vibrant urban area that is home to some of the top universities in the country, Greenwich Vietnam - Hanoi Campus is an excellent representation of international higher education, which is growing strong to become a major player in the education landscape of Vietnam.

Situated at the "golden" intersection of three main streets, Greenwich Vietnam - Hanoi Campus is the neighbor of many leading corporations' headquarters and institutions in Vietnam such as: FPT Corporation, Samsung, Mobifone, Viettel, PVI and the future location of the US Embassy in Hanoi. Occupying the first 4 stories of the newly constructed 45-story building, Greenwich Vietnam - Hanoi Campus provides more than 50 well-equipped classrooms, 1 conference room and other functional spaces such as: gallery, library, studio rooms, self-study corners, pantry, etc with a total capacity of up to 5,000 students. Studying at Greenwich Vietnam - Hanoi Campus, students are not only able to enjoy the vitality of the new center of the capital city but also are able to keep themselves updated to constant changes in the economic landscape and business environment at the heart of Vietnam.

Inspired by the historical location of the University of Greenwich main campus in London, the United Kingdom, the Hanoi Campus gets visitors excited with its own version of the Prime Meridian or the Longitude 0° which symbolizes Greenwich Vietnam as the starting point of its students' journey to discover other parts of the world.



University of Greenwich



Greenwich Vietnam, Hanoi Campus

# AGENDA

## 2024 5<sup>th</sup> FPT EDUCATION CONFERENCE ON BUSINESS, ECONOMICS AND MANAGEMENT

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

**Date:** 30<sup>th</sup> November - 1<sup>st</sup> December 2024

**Location:** GREENWICH VIETNAM, HANOI CAMPUS

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

### 30<sup>th</sup> November, 2024 (Indochina Time, GMT+7)

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

### 1<sup>st</sup> December, 2024 (Indochina Time, GMT+7)

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

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

# KEYNOTE SPEAKERS



## Prof. Petros Ieromonachou

Associate Dean for Research and Knowledge Exchange for the Greenwich Business School, University of Greenwich, UK

**Prof. Ieromonachou** is the Associate Dean for Research and Knowledge Exchange for the Greenwich Business School. He previously led the Department for Systems Management and Strategy since 2012. He is an experienced educator and curriculum designer, capable in managing large teaching and research teams; a successful organiser of projects and budgets, and skilled mentor of students and staff. He is also the founder of Connected Cities Research Group and co-director of Networks and Urban Systems Centre of Excellence. Backed by several years of experience, he has been involved in externally funded projects in the UK, Europe and Asia. With a research specialisation in urban systems management, he focuses invariably on urban business ecosystems and operations and utilises a variety of theories and knowledge including strategic niche management, transitions, system dynamics and neo-institutional theory. Regularly invited as speaker to international urban forums, he serves as member of various journal and conference boards and has influenced learning and research at several international institutes.

### TITLE: ADVANCING ELECTRIC VEHICLE BATTERY SUSTAINABILITY: A SUPPLY CHAIN PERSPECTIVE

#### Abstract

Electric Vehicle Batteries (EVBs) differ from other types of household batteries. When an EVB's capacity falls to 70-80% of its full capacity, it is no longer suitable for electric vehicle use but can be repurposed for other applications. However, reusing EVBs is complex and challenging. Synthesising insights from six pivotal research papers, this presentation provides an overview of EVB closed-loop supply chains and their associated challenges, including return forecasting, manufacturing and remanufacturing decisions, pricing strategies, maximising commercial and social profits, and the design of government subsidies. For a more detailed illustration, we examine a four-echelon EVB closed-loop supply chain, comprising the government, an electric/gasoline vehicle (re-)manufacturer, a retailer, and consumers. Using Stackelberg game theory, the objective is to understand how government subsidies should be allocated to maximise the total profit of the entire supply chain, with a suggestion for targeted subsidies for EV customers during the early market development stages.



# Prof. Fang Lee Cooke

Monash Business School, Monash University, Australia



**Prof. Fang Lee Cooke** is a Distinguished Professor at Monash Business School, Monash University, Melbourne, Australia: <https://research.monash.edu/en/persons/fang-lee-cooke>. She is a Fellow of the Academy of the Social Sciences in Australia. She is a panel member of the United Nations Environment Programme-International Sciences Council, foresight Expert Panel. Fang has been ranked as one of the top 1% of scientists in the world in research citation impact by the Stanford University study since 2020. Prior to migrating to Australia in 2010, Dr Cooke was a full professor at Manchester Business School at the University of Manchester (since 2005) in the United Kingdom. She is the author/co-author of more than 164 academic journal articles and over 70 book chapters. She has a long-standing interest in qualitative research in emerging economies and is currently engaging in research related to the role of businesses in achieving Sustainable Development Goals. Professor Cooke is the recipient of the Dean's Award for PRME Research Excellence (2018) and the Dean's Award for Research Excellence (2011), Faculty of Business and Economics, Monash University, Australia.

## TITLE: ACHIEVING SUSTAINABLE DEVELOPMENT GOALS THROUGH INNOVATION AND HUMAN RESOURCE MANAGEMENT

### Abstract

Innovation is the engine for the economic and, increasingly, social development of nation states. In recent decades, innovation is not only seen as the key to the economic competitiveness of nation states and firms, but also as an important mechanism to address grand challenges such as public health, environmental issues and poverty reduction. Innovation systems play an important role in achieving the United Nations (UN) Sustainable Development Goal (SDG). This presentation examines how innovation can contribute to achieving SDGs through human resource management (HRM) strategy, policy and practice. It argues that to achieve the SDGs, firms' innovation needs to be human-centred and provides examples to illustrate how this can be accomplished. The presentation highlights that SDGs are interconnected and interdependent; the achievement of one may be contingent upon other SDGs as well as contributing to the achievement of other SDGs, but it requires stakeholders' collective efforts at all levels.



# Prof. Léo-Paul Dana

Dalhousie University, Canada

**Prof. Léo-Paul Dana** retired from Montpellier Business School in 2023 and is now Professor at Dalhousie University. A graduate of McGill University and HEC-Montreal, he served as Marie Curie Fellow at Princeton University and Visiting Professor at INSEAD and at Kingston University. He has published extensively in a variety of journals including Entrepreneurship: Theory & Practice, International Business Review, International Small Business Journal, Journal of Business Research, Journal of Small Business Management, Journal of World Business, Small Business Economics, and Technological Forecasting & Social Change.

**TITLE: A NEW PARADIGM FOR THE INTERNATIONALISATION OF NEW VENTURES**

**Abstract** —————  
In former times, multinationals engaged in international business while small businesses tended to focus on their local markets. Competition in international markets was traditionally the realm of established companies, with newer businesses remaining local or regional in scope. Today, technology and regulatory changes allow new ventures to internationalise from inception, and an increasingly successful strategy is that of symbiosis between large and small firms operating in networks.



## Prof. Norbani Che Ha

Department of Management and Marketing  
at the Faculty of Business and Economics,  
Universiti Malaya, Malaysia



**Prof. Norbani Che Ha** is a Professor of Marketing in the Department of Management and Marketing at the Faculty of Business and Economics, Universiti Malaya, Kuala Lumpur. She is the Editor-in-Chief, Asian Journal of Business and Accounting, University Malaya. She was the Deputy Director of Research at Social Wellbeing Research Centre/Malaysia Employee Provident Fund and Head of Department of Marketing, Faculty of Business and Accountancy. She received her PhD from Monash University, Australia, and MBA and BsBA from University of Denver, Colorado USA. Her research interests are in marketing capabilities, small and medium enterprises, and organizational performance. She publishes widely in several journals such as Journal of Business Research, Journal of Strategic Marketing, Marketing Intelligent and Planning and many others. She contributes to several book chapters and has many books on her own. She has been awarded several research funding from government agencies, universities and external entities including the Ministry of Higher Education, University of New Castle, Australia, and the Ministry of Home Affairs. She is also involved in consultancy projects for private and public institutions in Malaysia. Among her consultancy projects are with Malaysian Productivity Corporation, Teraju/Prime Minister Department/PwC, UKSFelda/Prime Minister Department, Ministry of Higher Education, Aeon Co. (M) Bhd., Dewan Bandaraya Kuala Lumpur (Kuala Lumpur City Hall), Tenaga Nasional, Johor Port and Malayan Flour Mills Berhad.

### TITLE: MARKETING IN A DYNAMIC ENVIRONMENT

#### Abstract

Customers are always the focal point of all marketing activities, they are at the heart of marketing decisions and strategies, embodying an outside-in philosophy. This philosophy recognizes that customers are influenced by the ever-changing environment around them, while also acknowledging their power to shape the marketing strategies designed to engage them. We have observed numerous shifts in the environment, from rapid advancements in technology to significant demographic shifts. These forces create both opportunities and challenges, impacting both marketing activities and the customers they aim to reach. For instance, technological advancements open new avenues for engaging with customers through innovative digital channels, while demographic shifts alter purchasing behaviors and preferences. These changes also present potential pitfalls. The proliferation of digital channels has led to a fragmented media landscape, making it more challenging for brands to cut through the noise and effectively reach their target audience.

# SESSION 1

## Marketing in the Digital Age

**Session Chair:** Dr. Bui Khac Linh, FPT University, Greenwich Vietnam, Hanoi, Vietnam

**Location:** G215, 2<sup>nd</sup> floor

**FCBEM 021**

11:10 – 11:30

**Investigating Vietnamese students' motivation for utilizing TikTok to create viral user-generated content**

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

FPT University, Ho Chi Minh City, Vietnam

### Abstract

The social media platform TikTok has experienced an explosive growth and gained immense popularity, particularly among university students - a demographic of young and active users. Viral content on TikTok possesses significant influence, drawing active participation from a vast user base. The current research aims to determine the factors influencing the motivation of Vietnamese students to create viral user-generated content on TikTok. This research incorporated the Technology Acceptance Model (TAM) and Uses and Gratifications (U&G) in order to establish the factors influencing the intention of using TikTok to create viral user-generated content and the predicament of the behavioural psychology of students using this social media platform. The research employed a structured online questionnaire to collect data from 600 Vietnamese TikTok users, the collected data was used to measure the research variables. The findings highlighted the ease of use and the perceived usefulness of technology, in conjunction with providing evidence to support the hypothesis of specific social needs playing a role in motivating the intentions of creating the contents on TikTok by the students. The research clarified the motivations and gained in-depth understanding of behavioural intentions on the TikTok platform, promoting the spread of viral content so that creators can grasp trends and easily reach the target audience. Content creators can leverage this research to enhance their performance on TikTok, expand their reach, and achieve success in the content creation realm. Furthermore, empirical evidence suggests that this research can assist TikTok's application development department in advancing their technological capabilities to optimize video recommendation algorithms that cater to Vietnamese students and help improve the experience for users.

**Keywords** - TikTok, Motivation, Technology Acceptance Model (TAM), Uses and Gratifications (U&G), Viral Content.

## FCBEM 081

11:30 – 11:50

### Exploring the relationship between perception of User-Generated Video (UGV) and Purchase Intention: Evidence from Vietnam

Nguyen Hoang Phuong Linh, Nguyen Ngoc Anh, Hoang Thi Mai Anh, Ho Thi Thanh Tam, **Nguyen Khac Dat**, Vo Tuan Anh

FPT University, Hanoi, Vietnam

#### Abstract

The study aimed to investigate the impact of positive brand-related user-generated video (UGV) shared on social media on consumer behavior (UGV adoption, purchase intention). Using the SOR model (Stimulus-Organism-Response) developed by Bagozzi (1983), the research examined how environmental cues (i.e., emotional, cognitive, and behavioral) influence consumer behavioral intention. A survey-based method was applied to collect data from 431 users in Vietnam. PLS-SEM was used to test measurement models and structural models. The results reveal that the cognitive pathway, rather than the affective pathway, is responsible for stimulating behavioral responses such as purchase intention and UGV adoption. This is a novel finding that indicates emotive states like pleasure and arousal are inappropriate in the Vietnamese market and have no bearing on users' propensity to adopt or even buy UGV. Furthermore, the influence of subjective knowledge on cognitive pathways altered the degree to which perceived usefulness and credibility affected the adoption of UGV. Based on the results, discussions of the findings were given, along with their theoretical and practical implications, limitations, and recommendations for further study.

**Keywords** - Brand-related UGV, SOR Model, Emotional Response, Cognitive Response, PLS-SEM.

## FCBEM 047

11:50 – 12:10

### Exploring the impacts of personalised advertising on online impulse purchase intention of Gen Z: A case study in Vietnam

Thi Thu Hien Nguyen, **Ngoc Uyen Phuong Hoang**, Ngoc Ngan Ha Nguyen

FPT University, Da Nang City, Vietnam

#### Abstract

Social media and digital worlds changed consumers' behaviour into another stage of fast-paced lifestyle "individual life space". This shift created a perfect environment for marketers in tailoring its ads into directly individual preferences, and hence, increasing marketing effectiveness and purchasing rate. Meanwhile, impulse buying behaviours, which contribute significantly to business profits, were given considerable attention. Even though the interplay between personalised advertising and impulse buying has been explored in some studies, the impact of ad personalization on online purchasing intention in developing countries is still a new era. This paper aimed to investigate the impact of personalised advertising on Vietnamese consumers in online purchasing intentions.

Following a systematic literature review, a theoretical research model was developed based on Uses and Gratifications Theory. An empirical study was subsequently undertaken to examine whether personalised advertising, through its some perspectives, impacts the online impulse purchase intention of customers. The dataset collected then was analysed using the PLS-SEM technique employing SmartPLS 4.0 software.

The findings were expected to examine the influence of personalised advertising's aspects on Vietnamese customers' online impulse purchase intention, thereby giving practical insights for personalised advertising strategies.

The study would make a substantial contribution to the literature of helpful resources for researchers interested in personalised advertising as well as personalised marketing. It also would offer a valuable understanding about factors affecting online impulse buying intention of Gen Z customers in Vietnam in terms of personalisation, thus providing a theoretical basis for optimising shopping experience for this customer segment.

**Keywords** - Online Impulse Purchase Intention, Personalised Advertising, Uses and Gratifications Theory, Gen Z, Digital Marketing.

**FCBEM 072**

15:45 – 16:05

**Boosting Customer Satisfaction  
The Power of Brand Image in Vietnam's Fast-Food Scene**

Van Kien Pham, **Minh Hieu Vo**, Ai Van Huynh

FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam

**Abstract**

Vietnam's fast-food industry is poised for explosive growth, driven by robust economic development, rapid urbanization, and a youthful population. The sector's swift expansion and fierce brand competition underscore the urgent need for businesses to master the factors that foster customer loyalty. This study fills a crucial gap in the literature by focusing on Vietnam's unique market dynamics, particularly the mediating role of brand image. Previous research often overlooks the combined impact of service quality, fair pricing, and restaurant environment on customer satisfaction as mediated by brand image. To address these gaps, this study delves into additional variables and contextual factors shaping customer satisfaction and loyalty in Vietnam's fast-food industry. Utilizing the PLS-SEM model, we analyzed survey data from 324 customers. The results reveal that service quality, restaurant environment, and Affordable pricing greatly impacts customer satisfaction, both directly and indirectly, by strengthening the brand image. Service quality strongly affects both brand image and customer satisfaction, while the restaurant environment enhances the dining experience and brand perception. Fair pricing emerged as the most powerful driver of customer satisfaction. The findings highlight the pivotal role of brand image, shaped by service quality, fair pricing, and restaurant environment, in boosting customer satisfaction. This study is essential for crafting comprehensive and effective strategies to sustain and amplify customer loyalty in this burgeoning market.

**Keywords** - Customer Satisfaction, Fast Food Industry, Vietnam, Brand Image, Service Quality.

## FCBEM 074

16:05 – 16:25

### Implementing Systems Thinking to Reach Sustainable Development Goals: Multi-perspective Research into China's Ecological Civilization

Lien Le Monkhouse<sup>1</sup>, Jingjing Yu<sup>2</sup>, Frank Birkin<sup>1</sup>

<sup>1</sup>University of Sheffield, Sheffield, England, United Kingdom

<sup>2</sup>Zhongkai University of Agriculture and Engineering, Guangzhou, China

#### Abstract

This study filled a gap in the literature by examining whether and how systems thinking, as advocated by The World Business Council for Sustainable Development Vision 2050, can be implemented to realize sustainable development goals within the context of China's Ecological Civilization. The study first explained the concept of systems thinking before providing a critical review of Chinese culture and its ecological civilization movement, as well as the theoretical framework of episteme change. To achieve the research objectives, we investigated the extent to which holistic Chinese cultural thinking, including Daoism, Buddhism and Confucianism, can influence sustainable business practice in China. The study drew empirical insights from multiple perspectives (both human and non-human actants) and 74 key informant interviews, ranging from Chinese government officials, practitioners to university academics. Using Foucault's epistemes to analyze the transformation to systems thinking, our key findings revealed that the Chinese micro-economy and firm level operations, whilst being aware of the importance of environmental issues from top down, still focus on economic values in the short run. However, as an episteme change is recognized overtime, it is likely that the gap between vision and practice will be narrowed down, and sustainable China just might prevail. This paper aimed to provide a different worldview towards sustainable goals, compared to reductionist mechanic thinking, which was prevalent when economics was established in the twentieth century.

**Keywords** - Sustainable Development, Chinese Ecological Civilization, Traditional Chinese Thought, Systems Thinking, Sustainable Business Practice.



## FCBEM 077

16:25 – 16:45

### Factors influencing the return policy that lead to purchasing decisions on the Shopee platform by consumers in Can Tho City, Vietnam

**Thi My Trieu Nguyen**, Dinh Tram Anh Phan, Ky Anh Le, Ngoc Tran Lam, Quang Anh Ung, Nhut Anh Le

FPT University, Can Tho City, Vietnam

#### Abstract

This study investigates how Shopee's return policy affects consumer purchase decisions, utilizing primary data gathered from an online survey of 300 consumers. Various statistical techniques, including Cronbach's alpha, exploratory factor analysis (EFA), regression analysis, ANOVA, t-tests, confirmatory factor analysis (CFA), and structural equation modeling (SEM), were employed to examine the relationship between influencing factors and the utilization of Shopee's return policy. The findings reveal that positive perceptions, return frequency, demographic factors, promotional effects, return policy complexity, and conceptual return policies all have a positive impact on consumers' purchase decisions on the Shopee platform. These results carry significant theoretical implications for understanding how the characteristics of return policies influence purchasing decisions on e-commerce platforms like Shopee. Practically, the insights gained can help Shopee and similar e-commerce companies develop effective return policies that enhance customer satisfaction and drive sales. In conclusion, this research adds to the existing literature on the influence of return policies on consumer behavior in online retail. The study's analytical methods and empirical findings provide a thorough understanding of the key factors that shape consumers' purchasing decisions on Shopee.

**Keywords** - Shopee, Return policies, Decision to Buy, Refunds, E-commerce.

# SESSION 2

## Business Management

**Session Chair:** Dr. Le Thanh Luan, FPT University, Greenwich Vietnam, Hanoi, Vietnam

**Location:** G208, 2<sup>nd</sup> floor

**FCBEM 054**

11:10 – 11:30

### Factors Influencing the Loyalty of IT Personnel in Software Enterprises in Hanoi

Pham Thi Thanh Hang<sup>1</sup>, **Le Thi Phuong Dung**<sup>2</sup>, Truong Thi Hue<sup>1</sup>

<sup>1</sup>Vietnam National University, Hanoi, Vietnam

<sup>2</sup>FPT Software Company Limited, Hanoi, Vietnam

### Abstract

This article focuses on the factors influencing the loyalty of IT personnel in software enterprises in Hanoi. Based on a quantitative research method and direct surveys conducted with IT personnel working at 13 different software enterprises in Hanoi, the study identified several key factors, including remuneration and benefits, job characteristics, work environment, training and promotion opportunities, alignment of personal characteristics, and levels of engagement and empowerment. The research results indicate that training and promotion opportunities, along with remuneration and benefits, are the most critical factors for IT personnel loyalty. Additionally, job characteristics, work environment, alignment of personal characteristics, and levels of engagement and empowerment also significantly contribute to retaining IT personnel within enterprises. The article provides valuable solutions for managers in developing HR strategies to enhance IT personnel loyalty and improve overall business performance.

**Keywords** - Employee Loyalty, Information Technology Personnel, Software Enterprises, Factors Influencing Loyalty.

## FCBEM 093

11:30 – 11:50

### Supplier Selection Using a Combined Multi-Criteria Decision-Making Method Approach: A Case Study of Viet Delta Industrial Production Company in Vietnam

Le Ngoc Linh<sup>1</sup>, Dang Thanh Tuan<sup>1</sup>, Du Tieu Duong<sup>2</sup>, Pham Hong Hieu<sup>2</sup>, **Nguyen Ngoc Ai Thy<sup>2</sup>**

<sup>1</sup>Hong Bang International University, Ho Chi Minh City, Vietnam

<sup>2</sup>FPT University, Ho Chi Minh City, Vietnam

#### Abstract

The Vietnamese coconut industry faces intense competition, necessitating businesses to maintain a balance between product quality and pricing. However, existing research lacks comprehensive supplier evaluation models tailored specifically for this sector. To address this gap, the study proposes a hybrid model integrating the Supply Chain Operations Reference (SCOR) model with Multi-Criteria Decision-Making (MCDM) techniques, including the Relative Importance Index (RII) and the Analytic Hierarchy Process (AHP). The model evaluates suppliers based on five critical criteria-product quality, location, certification and standards, research and development capacity, and production system-across 16 sub-criteria. The use of Excel facilitates transparent and efficient calculation of weights and rankings. By developing this framework, the research not only fulfills Viet Delta's needs but also sets a benchmark for Vietnam's coconut industry, contributing to its growth and export potential through a practical, localized approach that enhances decision-making and competitiveness.

**Keywords** - Supplier Selection, Coconut Market, Supply Chain Operations Reference (SCOR), Multi-Criteria Decision-Making, Analytic Hierarchy Process (AHP).

**FCBEM 055**

11:50 – 12:10

**Factors Affecting the use of Electric Vehicles in the Last-Mile Delivery Service of Logistics Companies in Vietnam**

**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

FPT University, Ho Chi Minh City, Vietnam

**Abstract**

The rapid expansion of e-commerce and the increasing demand for immediate delivery have led to a surge in last-mile delivery (LMD) services in urban areas. However, this growth has come at a significant cost to the environment, contributing to traffic congestion, noise pollution, and increased greenhouse gas emissions. As a result, the adoption of electric vehicles (EVs) in LMD operations has gained significant attention as a potential solution to these challenges. This research investigates the factors influencing the use of EVs in LMD services by logistics companies in Vietnam. Through a comprehensive literature review and expert consultation, a set of key criteria were identified. To assess the relative importance of these criteria, a decision-based framework combining Multiple Criteria Decision-Making (MCDM) and the Analytic Hierarchy Process (AHP) was employed. Expert opinions were collected using linguistic assessments and translated into numerical values using the AHP method. The research focuses on three primary criteria: economic, social, and environmental, with fifteen sub-criteria. By analyzing the weightings assigned to these criteria, the study aims to identify the most influential factors driving EV adoption in the Vietnamese LMD sector. The findings of this research will provide valuable insights for stakeholders in the LMD industry and offer recommendations for promoting sustainable practices in the logistics sector.

**Keywords** - Last-mile Delivery, Urban Logistics, Electric Vehicles, Sustainable Mobility, Vietnam, Multi-criteria Decision-making Methods.

**FCBEM 089**

15:45 – 16:05

**Barriers and Enablers of Supply Chain Integration in Emerging Economies:  
A Systematic Literature Review**

**Phuc Nguyen**, Duyen Duong

FPT University, Danang City, Vietnam

**Abstract**

Supply Chain Integration (SCI) has been a crucial element in supply chain management as it synchronizes all the components of the supply chain, thus enhancing the business performance. Despite the abundance of research on SCI, there is a lack of comprehensive research examining the barriers and enablers of SCI implementation in developing countries. This research explores the main obstacles and facilitators of SCI in emerging markets and proposes the conceptual framework for future research.

The systematic literature review was applied to consolidate and synthesize articles from peer-reviewed journals in the Scopus database between 2010 and 2024.

The paper categorizes the barriers and enablers of SCI into technological, intra-organizational, inter-organizational, and environmental dimensions by using TOE and RDT theories. The most prevalent obstacles were a lack of trust, a lack of top management's support, and misalignment between organizations. There were strong interactions between inter-organizational barriers. IT infrastructure was the most popular SCI enabler in emerging markets, interacting with various enablers within and between organizations.

This paper adds to the SCI literature by examining the SCI barriers and enablers in emerging countries, an area that remains in its early stages. In addition, this paper proposes a conceptual framework illustrating the interconnectivity between SCI barriers and enablers, which is useful for future research.

**Keywords** - Supply Chain Management, Supply Chain Integration, Systematic Literature Review.

## FCBEM 092

16:05 – 16:25

### An Integrated AHP-TOPSIS Framework to Optimize Supplier Selection: A Case Study of Fresh Seafood Suppliers at Saigon Food Corporation

Luong Kieu Ly<sup>1</sup>, Dang Thanh Tuan<sup>1</sup>, **Pham Hong Hieu<sup>2</sup>**, Le Thi Thu Hong<sup>3</sup>

<sup>1</sup>Hong Bang International University, Ho Chi Minh City, Vietnam

<sup>2</sup>FPT University, Ho Chi Minh City, Vietnam

<sup>3</sup>Industry and Trade College, Ho Chi Minh City, Vietnam

#### Abstract

Purchasing is a strategic activity that requires the coordination of multiple departments. A crucial aspect of this process is the evaluation and selection of suppliers, particularly for fresh seafood, a product that demands strict storage conditions. However, an increasing number of business managers and planners report that the multitude of criteria makes supplier selection complex and time-consuming in the absence of a specific method. To address this challenge, this study proposes a decision-making model that integrates the Analytic Hierarchy Process (AHP) and the Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS). The AHP method, is employed to determine the weights and priorities of various criteria. TOPSIS is then used to evaluate and rank suppliers. The research focuses on Saigon Food Joint Stock Company and involves four of its fresh seafood suppliers. The criteria set includes four main factors: Cost, Quality, Business Capacity, and Transportation Capacity, further divided into 12 sub-criteria. The analysis reveals that "Quality" is the most influential criterion, with key sub-criteria being Productivity, Raw Material Price, Business Performance, and Quality System of the supplier. These findings are valuable for strategic planners and supply chain departments in identifying, managing, evaluating, and selecting suppliers.

**Keywords** - AHP, TOPSIS, Fresh Seafood, Sustainability, MCDM, Supplier Selection.

## FCBEM 080

16:25 – 16:45

### Enhancing transparency in the supply chain of Vietnam's agricultural products for export in the context of digital transformation

Dang Thanh Phuong<sup>1</sup>, Nguyen Thi Ngan<sup>2</sup>

<sup>1</sup>Thuy Loi University, Hanoi, Vietnam

<sup>2</sup>FPT University, Greenwich Vietnam, Hanoi, Vietnam

#### Abstract

The development of sustainable supply chains, with a particular emphasis on transparency in the export of Vietnamese agricultural products amidst digital transformation, has recently garnered significant attention. This study revisited fundamental concepts related to transparency and sustainability in the supply chains of agricultural products for export, exploring their integration with frameworks, models, and digital transformation applications aimed at enhancing traceability and transparency. The research applied the Systematic Literature Review (SLR) approach from a total of 39 articles from an initial selection of 112 documents from both domestic and international sources, conducted research synthesis through three steps: problem formulation, literature search and information gathering, and quality evaluation for categorization to synthesize, analyze, and evaluate key advantages, challenges, and difficulties associated with implementing these practices within the context of digital transformation. Although numerous research models, digital technologies, and sustainability criteria exist, this study selectively presented key maps, applications and tools, as well as transparency criteria linked with traceability to complete the research on "Enhancing Transparency in the Supply Chain of Vietnam's Agricultural Products for Export in the Context of Digital Transformation". The study assessed the applicability and provided implications for government and local authorities, as well as economic entities such as agricultural producers and exporters of the supply chains of Vietnamese agricultural products from four perspectives of digital technologies at two levels of concept map and technology map.

**Keywords** - Digital Transformation, Transparency, Supply Chain, Agricultural Products For Export, Vietnam.

# SESSION 3

## Sustainable Management in Higher Education

**Session Chair:** Dr. Vo Minh Hieu, Greenwich Vietnam, Ho Chi Minh City, Vietnam

**Location:** G203, 2<sup>nd</sup> floor

**FCBEM 005**

11:10 – 11:30

### Factors Influencing Technology Utilization among Non-Academic Staff in Vietnam's Higher Education Institutions

**Phan Thi Nga**<sup>1,2</sup>, Rohani Bt Salleh<sup>1</sup>, Nguyen Duy Nghiem<sup>2</sup>

<sup>1</sup>Universiti Teknologi PETRONAS (UTP), Perak, Malaysia

<sup>2</sup>FPT University, Greenwich Vietnam, Da Nang, Vietnam

#### Abstract

Technology use in the workforce has attracted considerable interest from academics and professionals. However, further study is necessary to investigate the factors influencing technology usage among supporting staff, a critical workforce in higher education institutions. The main aim of this study is to significantly enhance the current corpus of knowledge by proposing a research framework to examine factors that influence non-academic staff's technology utilization. This study proposes a conceptual framework based on critically reviewing literature using a deductive approach and qualitative secondary analysis. The proposed framework can be used to empirically test to what extent internal and external factors can influence non-academic staff's technology utilization. Several internal and external factors can affect the technology use of non-academic staff, including digital competence, self-efficacy, and facilitating conditions. The influence of these factors may be moderated by involvement. This framework lays the theoretical foundation and direction for future empirical research that could be a fitting response to explain the influence of internal and external factors on individuals' technology utilization. The results from future empirical research can assist universities in determining suitable strategies and policies in terms of human resource development and strategic operations to enhance the technology usage of non-academic staff. This research framework may also contribute to the body of knowledge in the field and fill the gaps in the literature by further exploring determinants of technology utilization among non-academic staff, a critical segment in the university workforce that has not been deeply investigated.

**Keywords** - Digital Competence, Facilitating Conditions, Self-Efficacy, Technology Utilization, Involvement, Non-academic staff, Higher Education.



## FCBEM 073

11:30 – 11:50

### Assessing Students' Motivation in Blended Learning and Exploring Challenges of This Approach in Learning Business and Management at FPT University, Can Tho

Phan Dinh Tram Anh, Do Hoang Minh Quan

FPT University, Can Tho City, Vietnam

#### Abstract

Blended learning (BL) represents an instructional methodology that integrates traditional face-to-face teaching with online educational experiences. Its adoption has surged in recent years, primarily due to its inherent flexibility, accessibility, and cost-effectiveness. Nonetheless, within the realm of higher education in Vietnam, BL remains in its nascent phase, particularly regarding the pedagogy of business disciplines. The implementation of BL in business and management courses poses several challenges, notably in evaluating student motivation. This research seeks to examine the motivational factors influencing students within the BL environment and to address the extant challenges associated with its deployment in business and management curricula at FPT University in Can Tho, Vietnam. Evaluating student motivation is pivotal in a BL context, as it significantly influences their engagement, participation, and overall performance. Students who exhibit high levels of motivation are more inclined to engage actively in online discussions, adhere to assignment deadlines, and solicit feedback from instructors. Conversely, students with diminished motivation may find it challenging to keep pace with course content, experience a sense of disconnection from peers and instructors, and consequently, exhibit suboptimal academic performance. This study employed a questionnaire grounded in the Instructional Materials Motivation Survey (IMMS) derived from Keller's ARCS model to assess the degree of students' learning motivation. Moreover, qualitative inquiries were incorporated to elucidate the challenges associated with the implementation of teaching and learning activities in business and management within the BL framework. The findings underscore the critical importance of assessing student motivation in BL settings to enhance their active engagement, participation, and academic success.

**Keywords** - Blended Learning, Students' Motivation, Business and Management Learning, Self-efficacy, Online Learning, Higher Education.

## FCBEM 069

11:50 – 12:10

### Measure the perceived social benefits of Cultural Institutions in university students in Ho Chi Minh City

Le Thi My Danh, **Nguyen Dang My Hanh**, Le Nguyen Mai Thao, La Thi Ngoc Thien, Tran Nguyen To Tam, Nguyen Thao Nguyen

FPT University, Ho Chi Minh City, Vietnam

#### Abstract

Cultural Institutions have been widely studied for their various social benefits. This research specifically explores six dimensions of value: health-related, social, identity, image, economic, and educational. The objective was to elucidate the significance of Cultural Institutions in social development by examining university students' perceptions of their societal advantages. Surveys were administered to university students in Ho Chi Minh City, assessing these social benefits using a 5-point Likert scale. The data were subsequently analyzed using SPSS software. The findings revealed that the "Economic" aspect received the highest rating, followed by "Social", "Educational", "Identity", and "Health", with "Image" ranked last. These insights can assist universities, cultural institution managers, and policymakers in designing programs and initiatives that effectively address social needs.

**Keywords** - Cultural Institution, Perceived Benefits, Culture, University Students, Social Value.

## FCBEM 086

15:45 – 16:05

### **What is the Purpose of Education? Exploring Education for Sustainable Development in Vietnam**

**Que Anh Nguyen<sup>1</sup>, Hanh Thi My Pho<sup>2</sup>**

<sup>1</sup>FPT University, Ho Chi Minh City, Vietnam

<sup>2</sup>RMIT University, Ho Chi Minh City, Vietnam

#### **Abstract**

Education for Sustainable Development (ESD) is seen as a critical response to advancing sustainable development within educational institutions. In Vietnam, higher education institutions (HEIs) are expected to align with the government's sustainable development goals. This study employed document analysis, with thematic analysis as the primary method, to explore the Vietnamese government's perception of the role of education, ESD, its goals, and key priorities. A desk review of literature also examined assessment tools most applicable to ESD in HEIs. The findings reveal a significant disparity between the government's and HEIs' views on ESD goals. There is inconsistency in the selection of dimensions used by HEIs to implement and assess ESD. Existing ESD tools emphasize outcomes over processes, limiting their ability to shape strategic planning in HEIs. Furthermore, measurement outcomes at HEIs are fragmented and often contradictory. Additionally, HEIs tend to misuse the concepts of eco-efficiency and sustainability, focusing primarily on environmental aspects while neglecting social and economic goals. This contradicts the Vietnamese government's broader ESD objectives. Based on this analysis, the study proposes ESD indicators better suited to the needs of HEIs in Vietnam.

**Keywords** - Education for Sustainable Development, Sustainability, Higher Education, Assessment Tools and Indicators.

**FCBEM 094**

16:05 – 16:25

**Building a Competitive Workforce: Factor Analysis of Human Resource Development in Vietnam's Logistics Sector**

Nguyen Hoang An<sup>1</sup>, Dang Thanh Tuan<sup>1</sup>, **Vu Bao**<sup>2</sup>, Nguyen Ngoc An Thy<sup>3</sup>

<sup>1</sup>Hong Bang International University, Ho Chi Minh, Vietnam

<sup>2</sup>FPT University, Ho Chi Minh City, Vietnam

<sup>3</sup>Industry and Trade College, Ho Chi Minh City, Vietnam

**Abstract**

Logistics is a cornerstone of Vietnam's economic development, particularly in the context of global integration and the digital economy. However, the logistics sector faces a significant challenge in the form of a shortage of highly skilled labor. This study investigates the current state of human resources in Vietnam's logistics industry and identifies key factors influencing its development. A mixed-methods approach was employed, combining qualitative and quantitative research to develop and validate a model of influencing factors. Exploratory factor analysis and regression analysis were conducted to examine the relationships between these factors and human resource development. Results indicate that government policies, logistics knowledge, institutional capacity, faculty quality, and labor market conditions significantly impact human resource development in the sector. Based on these findings, practical recommendations are provided to enhance human resource management and facilitate the growth of Vietnam's logistics industry. While this research offers valuable insights, limitations such as sample size and scope necessitate further investigation.

**Keywords** - Vietnam, Logistics, Human Resource, Exploratory Factor Analysis, Regression Analysis.

## FCBEM 083

16:25 – 16:45

### **Bridging the Gap: Business Incubators and University-Industry Collaboration in Vietnamese Higher Education**

**Tran Minh Tung**

FPT University, FPT School of Business and Technology, Da Nang City, Vietnam

#### **Abstract**

This research explores the pivotal role of business incubators in fostering innovation and facilitating university-industry collaboration within the rapidly evolving landscape of Vietnamese higher education. Employing a mixed-methods approach, the study integrates data from 189 qualitative interviews with key stakeholders—university administrators, incubator leaders, incubated company founders, and government officials—along with in-depth case studies from four prominent Vietnamese incubators situated at different universities.

The findings reveal a dynamic yet complex landscape of business incubation in Vietnam, underscoring the vital collaboration among universities, industries, and government agencies. While there have been notable successes in nurturing entrepreneurial ventures, persistent challenges include securing sustainable funding, attracting experienced mentors, and navigating Vietnam's regulatory framework. This study identifies the need for customized incubator models, enhanced government support, and a holistic approach to cultivating a robust entrepreneurial ecosystem.

By aligning the results with established theories on university-industry collaboration, business incubation, and the knowledge economy, the research provides actionable insights for policymakers, university administrators, and incubator leaders. The findings emphasize that targeted incubator strategies and multi-stakeholder collaboration are crucial for optimizing the impact of business incubation on innovation and economic growth in Vietnam. These insights highlight the necessity for strategic policy interventions, sustained collaboration, and ongoing evaluation to strengthen Vietnam's position in the global knowledge economy.

**Keywords** - Business Incubators, Vietnamese Higher Education, University-Industry Collaboration, Knowledge Transfer, Innovation.

# SESSION 4

## Sustainable Business Practices and Corporate Social Responsibility

**Session Chair:** Dr. Trinh Anh Khoa, Greenwich Vietnam, Da Nang City, Vietnam

**Location:** G205, 2<sup>nd</sup> floor

**FCBEM 010**

11:10 – 11:30

**Adapting Leadership Language: How Economic Crisis Impacts Communication in the Vietnamese Banking Sector**

**Ngo Tran Thai Duong**

FPT University, Greenwich Vietnam, Hanoi, Vietnam

### Abstract

This content analysis examines leadership communication styles within the Vietnamese banking sector, with a specific focus on how communication patterns shift in response to economic crises. Shareholder letters from 25 banks, spanning the period 2018-2022 (over 110 letters), were analyzed. The study employed 16 specific codes to understand how leadership framed discussions.

The 16 codes employed in this content analysis provide a multifaceted lens for examining leadership communication. Codes focused on 'Economic Outlook' and 'Economic Crisis' help gauge how leaders assess the broader economic environment and communicate specific crisis events. 'Performance Metrics' allow for the tracking of financial data, while 'Visionary' and 'Expansion' codes reveal future ambitions and growth strategies. The emphasis on 'Risk Management,' 'Government/Regulation,' and 'Innovation' underscores themes of prudence, compliance, and technological advancement. Finally, codes such as 'Partnership,' 'Social Responsibility,' 'Customer,' 'Leadership,' 'Human Resource,' 'Recognition,' 'Personal Voice,' and 'Collective Voice' capture a nuanced understanding of collaboration, stakeholder focus, and the evolving use of language by bank leaders.

Findings reveal significant changes in leadership communication during crisis periods. Compared to the pre-crisis era, banking leaders placed greater emphasis on performance metrics and communicating a strong, visionary outlook during the COVID-19 pandemic and subsequent real estate crisis. Risk management, corporate social responsibility, and decisive leadership became more prevalent themes in shareholder letters. Additionally, a shift towards a more personal voice suggests that leaders sought to demonstrate individual accountability and ownership during these challenging times.

This study offers valuable insights into how leadership communication adapts to economic challenges. It highlights the increased focus on core financial indicators, the need to project a confident future vision, and the heightened attention paid to risk mitigation during turbulent periods. The study contributes to the understanding of crisis communication and leadership language within the specific context of the Vietnamese banking sector.

**Keywords** - Leadership Communication, Economic Crisis, Content Analysis, Shareholder Letters, Vietnamese Banking Sector.

## FCBEM 075

11:30 – 11:50

### Corporate social responsibility, Green living, environmental strategy, and sustainable development of businesses

Hoang Duc Hieu, Ha Thi Thu Nguyen

FPT University, Greenwich Vietnam, Hanoi, Vietnam

#### Abstract

This study evaluates the impact of green management practices on corporate sustainable development (CSD) within Vietnamese enterprises, focusing on corporate social responsibility (CSR), green innovation, green management, and support mechanisms. The results indicate a positive relationship between these factors and CSD, with green management playing a prominent role. However, the interaction between green innovation and green management is not clearly recognized in small and medium-sized enterprises (SMEs), particularly in the absence of support from the government and non-governmental organizations (NGOs) for green innovation. The study recommends that SMEs should place greater emphasis on CSR, sustainable business vision, and collaborative research on innovation. Additionally, clearer policies and support programs from the government are necessary to promote these activities. Limitations of the study include a small sample size and deficient contextual factors, necessitating further research in the future.

**Keywords** - Corporate Social Responsibility, Corporate Sustainable Development, Green Management, Green Technology Innovation.

## FCBEM 084

11:50 – 12:10

### **Service Innovation, Tourist Authenticity Experience and Behavioral Intention: A Conceptual Framework and Its Application to Heritage Tourism**

**Trang Tran Phuong Phan<sup>1,2</sup>, Amjad Shamim<sup>2</sup>**

<sup>1</sup>Universiti Teknologi PETRONAS (UTP), Perak, Malaysia

<sup>2</sup>FPT University, Greenwich Vietnam, Da Nang City, Vietnam

#### **Abstract**

This study aims to build a conceptual framework to examine the impact of service innovation on tourist authenticity experience and behavioural intention in heritage tourism. As innovation in service sector has become one of important factors to fulfil customers' need and contribute to enhance their experience, this study provides insight into heritage tourism context. The suggested theoretical model draws from an examination of fundamental theories, core concepts, and pertinent research literature in the field of innovative service, authenticity experience, behavioural intention and tourism management. This framework can be applied to conduct empirical testing and provide clarification for tourist authenticity experience and behavioural intention at heritage destination towards service innovation of the tourism companies. Service innovation can be classified into two types: incremental innovation and radical innovation. The authenticity experience of tourists is formed by three aspects: objective authenticity, constructive authenticity, and existential authenticity. Tourists' behavioural intention is measured by the intention of tourists to return and willingness to recommend. This paper highlights the importance of understanding service innovation to create authenticity experience for tourists and based on that attracting tourists to revisit and recommending the destination to others. Tourism practitioners can define key determinants of service innovation to effectively influence tourist authenticity experience and behavioural intention.

**Keywords** - Service Innovation, Tourist Authenticity Experience, Tourist Behavioural Intention, Heritage Tourism.



**FCBEM 097**

15:45 – 16:05

**CSR Stages and Sustainability: A Scoping Review**

**Jesus Deogracias Principe**

Panpacific University, Philippines

**Abstract**

The article presents a literature review of works that discuss CSR as undergoing stages of development, and finding therein the intersection with the discussion of sustainability. It considers the works of 29 authors. It presents a comparative analysis of the differing approaches that have been taken in diagnosing the development of CSR and in predicting its future, starting with the works of Wayne Visser as a baseline, given the influence of his work, and then the authors that build on Visser's work before moving on to the other authors whose own frameworks are independent of Visser. The differing views are thematized to identify commonalities and differences, and we consider the apparent status of sustainability as a significant concept in each, as well as the markers towards sustainability that each one proposes.

**Keywords** - CSR, CSR 2.0, CSR 3.0, Corporate Social Responsibility, Sustainability.

## FCBEM 085

16:05 – 16:25

### **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**

**Linh Nguyen Thuy**, Linh Bui Thuy

FPT University, Greenwich Vietnam, Hanoi, Vietnam

#### **Abstract**

The increasing importance of sustainable business practices in a globalized and technologically advanced world necessitates a focus on environmentally conscious operations to ensure long-term organizational success. This paper examines the correlation between Corporate Social Responsibility (CSR) and Corporate Sustainable Development (CSD) at Small and Medium-sized Enterprises (SMEs) in Vietnam, exploring the potential mediating roles of green innovation and environmental strategy. By applying quantitative methods, the research gathers data from 100 respondents through questionnaires and employs convenience, snowball, and self-selection sampling techniques. The relationships between latent variables in the model were examined using SmartPLS SEM software. The results indicate substantial positive correlation between CSR, green innovation and environmental strategy. The study adds to prevailing knowledge by exploring the mediating role of eco-innovation and environmental strategy upon the CSR-CSD relationship in an emerging country like Vietnam. While the findings suggest a limited direct effect of CSR on CSD, a significant indirect effect is observed through the mediating variables. These results imply that CSR indirectly influences CSD by driving changes in environmental strategies. Furthermore, the study shows an advantageous direct effect of CSR on both environmental strategy and green innovation. Grounded on these findings, the research offers a valuable reference model for managers to develop effective environmental strategies to promote sustainable business growth in Vietnamese SMEs.

**Keywords** - Corporate Social Responsibility, Environmental Strategy, Green Innovation, Corporate Sustainable Development, Sustainable Environmental Practices.

## FCBEM 095

16:25 – 16:45

### Development of Greenhouse Gas action plans based on Santos' innovation for Vietnamese Energy/ Municipal sector - International Corporation

Nguyen Hoang Tung<sup>1</sup>, Nguyen H. Tam<sup>2</sup>

<sup>1</sup>FPT University, Swinburne Vietnam, Ho Chi Minh City, Vietnam

<sup>2</sup>FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam

#### Abstract

Moving to the 21<sup>st</sup> century, the pressing global energy crisis has triggered the urgent need for enhanced energy efficiency and sustainable practice, specifically in the oil and gas sector. This study aims to explore the future landscape of Greenhouse Gas (GHG) development action plans in Vietnam's energy and municipal sectors, leveraging on Santos' innovative strategies in emission reduction and sustainability. Santos - a leader in the energy industry has implemented advanced monitoring and control systems, contributing to the efforts to mitigate the environmental impacts of its operations, particularly in reducing methane emissions - a potent contributor to global warming. The paper examines how Santos' initiatives can be adapted in the future Liquefied Natural Gas (LNG) power plant, as part of the Vietnam initiative for National Power Development Plan VIII (PDP8). The analysis focuses on the interplay between government initiatives, private sector innovation, and citizen participation, highlighting the need for collaborative efforts to achieve sustainable energy goals. By comparing Santos' approach with the practices of local enterprises, typically Quang Ninh LNG power plant, the paper identifies key areas where Vietnamese firms can improve their environmental performance and community engagement. The findings suggest the adoption of comprehensive air quality monitoring systems, enhanced methane leakage management and decarbonization, while keeping community-focused programs to contribute to Vietnam's sustainable development objectives. Our recommendations for integrating these strategies into Vietnam's energy sector will foster economic growth, social alignment, and environmental stewardship.

**Keywords** - Action Plans, Energy Sustainability, Greenhouse Gas (GHG), Santos Initiatives.

# SESSION 5

## Innovation and Entrepreneurship

**Session Chair:** Dr. Huynh Ai Van, Greenwich Vietnam, Ho Chi Minh City, Vietnam

**Location:** G201, 2<sup>nd</sup> floor

**FCBEM 036**

11:10 – 11:30

### Factors Influencing Employee Retention for A Sustainable Entrepreneurship in Emerging Countries

**Hanh Nguyen Thi Phuoc Tran<sup>1</sup>, Danni Liang<sup>2</sup>**

<sup>1</sup>FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam

<sup>2</sup>Bournemouth University, Bournemouthshire, United Kingdom

#### Abstract

Entrepreneurship is crucial to foster economic resilience and development. This study used qualitative methodology, utilizing interviews with industry leaders in both Ha Noi and Ho Chi Minh City. Additionally, two focused groups with 22 participants were conducted with selected individuals from two primary groups: Group A consists of graduates who pursued studies abroad in the UK and returned to Vietnam, currently working at managing positions for more than 2 years while Group B comprises graduates from Vietnamese national universities. The research investigated factors such as organizational culture, leadership, career adaptability. The findings suggested that creating a positive organizational culture that values employees' contributions was essential for retaining talent in sustainable entrepreneurship ventures. Promoting work-life balance and well-being was also a crucial factor to enhance employee retention. Furthermore, effective leadership that fosters employee engagement, motivation, communication, and empowerment played a significant role. Another important highlight was individuals who demonstrated higher levels of career adaptability tended to undergo smoother transitions within their careers, which enhanced their employability and career commitment. This study contributed to the understanding of human resource management, employability and career orientation and to provide insights and practical applications for entrepreneurs, business owners, policymakers, researchers to build effective employee loyalty programs to add values to organizations. Furthermore, it provided guidance for educational institutes' owners and business program managers to design successful study programs that enhance students' employability and competitive advantages post-graduation. As a result, this research shed light on the high-quality human resource potential in Vietnam, serving as a foundation for a prosperous future.

**Keywords** - Human Resource Development Employee Retention, Employability, Entrepreneurship, Organizational Culture, Career Adaptability, Leadership.

**FCBEM 029**

11:30 – 11:50

**How Digital Transformation impacts on the Customer Loyalty in Fitness Services: the mediating role of Customer Experience**

Khoa Bui Thanh, **Ai Van Huynh**

FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam

**Abstract**

The fitness industry is undergoing a rapid digital transformation, prompting fitness providers to prioritize customer loyalty in this evolving landscape. This study investigates the impact of digital transformation on customer loyalty in fitness services, focusing on the mediating role of customer experience. Drawing upon the Stimulus-Organism-Response (SOR) model and Trust-Commitment Theory, a model was developed and tested using data from 312 fitness service consumers in Vietnam. Structural equation modeling analysis revealed that digital transformation capabilities and quality perception, mediated by trust and relationship commitment, positively influence customer loyalty. The findings highlight the importance for fitness providers of adopting a customer-centric approach to digital transformation, prioritizing initiatives that build trust, and foster commitment to drive enduring customer loyalty.

**Keywords** - Digital Transformation, Customer Loyalty, Fitness Services, Trust-Commitment Theory, SOR Theory.

**FCBEM 078**

11:50 – 12:10

**The impacts of organizational green culture and corporate social responsibility  
on employee focus of SMEs in Vietnam**

Trong Nghia Luong, Thi Thu Ha Nguyen, **Thu Huyen Nguyen**

FPT University, Greenwich Vietnam, Hanoi, Vietnam

**Abstract**

In the current post-COVID-19 era, customers and the majority of individuals are more concerned about the environment, nature, and society. To ensure this, businesses are focusing on the sustainability of their operations. This article explores the close relationships among Corporate Social Responsibility (CSR), Organizational Green Culture (OGC), Employee Responsible Behavior (ERB), and Business Development (BD). The study employs quantitative research methods to analyze the relationships between CSR and OGC concerning employee-responsible behavior and the potential for business development. Through the model, the unique interplay of these factors has been discovered, which assists businesses in achieving sustainable development, with both CSR and OGC influencing employee responsible behavior, creating opportunities for sustainable business growth. The report utilizes Smart PLS4 to understand and analyze the results and data, thereby collecting the necessary information to assess the relationships and impact of CSR and OGC on sustainable business development, Cronbach's alpha of all four variables greater 0.890 and R-square of 0.784. The collected data demonstrates that the model is reliable and applicable for further research by companies.

**Keywords** - Small and Medium Enterprises (SMEs), Corporate Social Responsibility (CSR), Organizational Green Culture (OGC), Employee Responsible Behavior (ERB), and Business Development (BD).

## FCBEM 065

15:45 – 16:05

### **Motivating University Students' Entrepreneurial Intention in Vietnam: Exploring the Roles of Entrepreneurship Competition Experiences and Entrepreneurial Self-efficacy**

**Pham Uyen Phuong Thao**, Thai Dan Anh, Tran Quang Nhan, Ly Le Dong Nghi

FPT University, Greenwich Vietnam, Ho Chi Minh City, Vietnam

#### **Abstract**

Fostering entrepreneurship among Vietnam's youth is crucial for the country's development, so Vietnam expects an expansion in the scope and scale of its entrepreneurship competitions as the government, private sectors, and universities continue to invest in the start-up ecosystem. These initiatives aim to nurture innovation and equip young entrepreneurs with the necessary resources to transform their ideas into successful business ventures. However, a notable concern is the lack of quality and sustainability in students' start-up projects. Therefore, this study seeks to explore the factors that shape the entrepreneurial intentions of Vietnamese young people, mainly focusing on the impact of entrepreneurship competitions and self-efficacy on their business start-up intentions.

The study employed a mixed-method approach, integrating the theoretical framework, conducting online and offline surveys and validating the relationships between how students' experiences in entrepreneurship competitions and their self-efficacy influence their start-up intentions using Structural Equation Modelling.

The results indicate that entrepreneurship competition and self-efficacy are key factors that motivate students to start their own businesses. Their self-efficacy also mediates the correlation between entrepreneurship competition experiences and start-up intentions. Furthermore, it highlighted the interrelationship between university support and entrepreneurship competition experiences, beyond knowledge and skills driving students' experiences in start-up competitions as the distinctive factor in their entrepreneurial intentions, compared to prior research.

This study adds to the existing literature by offering empirical evidence on the factors influencing entrepreneurial intention among Vietnamese university students. The findings have significant implications for policymakers, educators, and stakeholders in the entrepreneurship ecosystem in Vietnam, as they aim to foster a dynamic and sustainable entrepreneurial culture among the nation's youth. Future research could explore additional contextual factors and individual traits influencing entrepreneurial intentions in Vietnam.

**Keywords** - Entrepreneurial Intention, Entrepreneurship Competition Experience, Self-efficacy, University Support, Entrepreneurial Education.

## FCBEM 088

16:05 – 16:25

### Entrepreneurship and startup ecosystem in Vietnam

**Duong Thi Thanh Hang**

FPT University, Da Nang City, Vietnam

#### Abstract

Universities play a vital role in nurturing the next generation of entrepreneurs. This study explores the entrepreneurial spirit and entrepreneurial ecosystem surrounding students in Viet Nam. It aims to understand the prevalence of entrepreneurial aspirations among students and identify factors influencing their decisions.

The research takes a qualitative approach, using in-depth interviews with students and startups to assess their interest in entrepreneurship, their motivations, their opportunities, and the challenges they face. Interviews will provide deeper insights into students' experiences, motivations, and needs. In addition, there will be interviews with startup experts, who will give suggestions and advice to help students solve difficult problems while starting a business.

Furthermore, the research also delves into the startup ecosystem in Viet Nam. It will analyze university support structures for student ventures, including entrepreneurship courses, mentoring programs, incubation centers, and access to funding opportunities. Additionally, it will explore the external environment in Vietnam, looking at the presence of co-working spaces, startup agencies, venture capitalists, and angel investor networks that can play an important role in supporting student adventure activities.

By investigating both student aspirations and the surrounding ecosystem, this study seeks to provide a comprehensive understanding of the entrepreneurial landscape in Viet Nam. These findings will provide valuable insights for universities in refining their programs and support structures to further empower students to turn their entrepreneurial aspirations into successful startup companies. This research can also provide information for other universities in Vietnam looking to build a dynamic and supportive environment for student entrepreneurship.

**Keywords** - Student, Entrepreneurial Ecosystem, Entrepreneurship, Vietnam.



## FCBEM 059

16:25 – 16:45

### Exploring the Effects of Innovation on Firm Survival in an Emerging Economy: An Endogenous Dynamic Approach

Linh Khac Bui

FPT University, Greenwich Vietnam, Hanoi, Vietnam

#### Abstract

Innovation has long been recognized as a critical driver of firm survival and success through different pathways, including improved productivity and enhanced adaptability. However, there is a concern that the risks it entails might diminish the degree of survival, especially for small and medium-sized (SME) firms. To address this concern, this paper aims to investigate the mechanisms and pathways through which innovation affects firm survival, focusing on small and medium enterprises in Vietnam.

We utilized the firm panel dataset of Vietnamese Small and Medium Enterprises during the period 2011-2015. To measure the impacts of innovation activities on firm survival rate, we used Cox hazard model as well as Endogenous Switching Regression (ESR) model to account for two critical problems: selection bias and endogeneity. The propensity score matching method was then utilized as a robustness check for the results from the ESR model.

The findings indicated that the benefits from a firm's innovation far outweigh the costs. Innovation activities considerably decreased the firm's hazard rate. The results confirmed the important role of innovation in the survival rate of SMEs in Vietnam. Additionally, we found evidence that the levels of human capital within firms and their business networks also play a mediating role in the effects of innovation on firm survival.


This is the first study to apply the endogenous switching regression model to investigate the effects of innovation on firm survival. It also contributes to the literature by showing the mediating role of business networks and human capital in the effects of innovation on firm survival in an emerging economy.

**Keywords** - Innovation, Firm Survival, Firm Resilience, Endogenous Switching Regression Model, Business Networks.



# THANK YOU LETTER

Dear Attendees,



On behalf of the FCBEM 2024 Organizing Committee, we would like to thank you for attending the 2024 5<sup>th</sup> FPT Education Conference on Business, Economics and Management (FCBEM 2024) is co-organised by FPT Education, Vietnam, and Greenwich Vietnam, with support from the University of Greenwich (UK). FCBEM 2024 is hosted at Greenwich Vietnam, Hanoi Campus, on 30<sup>th</sup> November and 1<sup>st</sup> December 2024.

We hope that you have found the conference informative and worthwhile. The primary goal of this conference was to provide opportunities for academicians, researchers, staff and partners of FPT Education to connect, exchange and share in an open research forum.

We believe that the professional and experienced keynote speakers and dynamic presenters have provided in-depth insights, models, methods, theories, and practices that will work in various fields, including but not limited to business, economics and management. At the same time, we can confidently state that FCBEM 2024 could not have reached such high quality had it not been the strong support from members of the Technical Program Committee.

Your participation, presentation and interaction during FCBEM 2024 are of great significance to the success of this year's conference. We wish you all the best and look forward to seeing you again at FCBEM in the upcoming years.



**2024 5<sup>th</sup> FPT EDUCATION CONFERENCE  
ON BUSINESS, ECONOMICS AND MANAGEMENT**

**FCBEM 2024**

**Theme: Exploring Synergies in Business, Operations and Economics:  
Advancing Solutions for a Sustainable Society**

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Greenwich Vietnam - Hanoi Campus, Vietnam  
30<sup>th</sup> November - 1<sup>st</sup> December 2024