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PAPERS' ABSTRACTS

**15th NEU-KKU INTERNATIONAL CONFERENCE
SOCIO-ECONOMIC AND ENVIRONMENTAL
ISSUES IN DEVELOPMENT**

2022
Proceedings



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HA NOI, 16th JUNE, 2022



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TENTATIVE AGENDA

15th NEU-KKU International Conference on Socio-Economic and Environmental Issues in Development *Thursday, June 16th, 2022*

Topic: NEU - KKU 15th INTERNATIONAL CONFERENCE ON SOCIO-ECONOMIC AND ENVIRONMENTAL ISSUES IN DEVELOPMENT

Time: 8.00 - 17.00, Hanoi (GMT+7)

Online Meeting URL: <https://bit.ly/3NMasaK>

MORNING SESSION

Time	Contents
8.00 - 8.30	Registration
8.30 - 8.35	Introduction about the Conference and Delegation
8.35 - 8.40	ICSEED 2022 Opening video
8.40 - 8.45	Opening Ceremony - Welcome speech <i>Speaker: Assoc. Prof. Dr. Bui Huy Nhung, Vice President, The National Economics University</i>
8.45 - 8.50	Opening Ceremony - Opening remark <i>Speaker: Assoc. Prof. Dr. Orathai Piayura, Dean, Faculty of Humanities and Social Sciences, Khon Kaen University</i>
8.50 - 8.55	Opening Ceremony - Opening remark <i>Speaker: Dr. Laurent Umans, The First Secretary of the Netherlands Embassy to Vietnam</i>
8.55 - 9.35	Keynote Speaker Presentation <i>Topic: Zero Carbon Emission Economy in Vietnam: Motivation and Direction</i> <i>Speaker: Assoc. Prof. Dr. Dinh Duc Truong, The National Economics University, Vietnam</i> Q&A

Time	Contents
9.35 - 10.05	Picture Session, Coffee and Break
10.05 - 10.45	<p>Keynote Speaker Presentation</p> <p><i>Topic: Water in the Context of Climate Change - Collaboration between Public and Private Sector in Education and Research</i></p> <p><i>Speaker: Prof. Dr. Harry Futselaar, Saxion University of Applied Science, The Netherland</i></p> <p>Q&A</p>
10.45 - 11.30	<p>Keynote Speaker Presentation</p> <p><i>Topic: Sustainable Business for Sustainable Future</i></p> <p><i>Speaker: Mr. Christian De Ruty, Partner - CEO OpenAsia Group, France</i></p> <p>Q&A</p>
11.30 - 11.50	Closing session remark and Certificate awards
12.00 - 13.30	Lunch

AFTERNOON SESSION

Time: 13:30 - 17:00

Session 1: Economic, Business and Integration Chair: Assoc. Prof. Dr. Dinh Duc Truong (Conference Room 1)		
1	Research on the Impact of Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary Measures (SPS) on Vietnam's Export of Seafood and Cereals	Nguyen Thu Phuong Nguyen Thien An Nguyen Ba Thai Duy Do Hai Anh Ngo Hong Son
2	The Impacts of Agency Costs on the Performance of Vietnamese Listed Real Estate Firms	Tran Phuoc Huy Nguyen Thi Hien Anh Pham Thi Kieu An Nguyen Thi Kim Anh Nguyen Anh Thu Nguyen Bao Quyen
3	Determinants of Total Factor Productivity of Domestic Supporting Industry Firms in Vietnam	Nguyen Quynh Trang To Trung Thanh
4	Awareness and Behavior of Young People towards Night-time Economy: A Case Study in Hanoi	Nguyen Thi Thu Thuy Dang Minh Tam Vu Thi Hoang Dieu Nguyen Doan Minh Trang
5	Impact of Augmented Reality Technology on Safeness and Media Usefulness on User Experience on Online Sales Platforms	Nguyen Dinh Toan Ngo Hong Hanh Ninh Cong Thinh Nguyen Minh Quang Trinh Ngoc Hung
6	Factors Influencing Generation Z Intention in Using FinTech Digital Payment Services - Empirical Study in Vietnam	Nguyen Thi Hoai Phuong Nguyen Dieu Thuy Tran Linh Giang Bui Thi Ngoc Han Tieu Hoang Hieu Nguyen Tan Long
7	The Perceived Security of Customers When Deciding to Use E-commerce Services in Vietnam	Do Anh Duc Nguyen Phuong Anh Dang Quynh Anh Dao Phuong Thuy Ngo Quoc Anh
Session 2: Social Issues, Law and Governance Chair: Assoc. Prof. Dr. Tran Van Nam (Conference Room 2)		
1	Online Discussions on Traffic Safety Policy: Approached by the Multi-Step Flow Theory and Actor-Network Theory	Nguyen Hoang Anh Nguyen Thi Thanh Huyen
2	Factors Influencing Generation Z's Language Learning Intentions and Behaviors When Using Social Networking Sites	Duong Hue Linh Nguyen Thuy Linh Nguyen Quynh Mai Do Thi Thu Thao

3	Completing Regulations on Service Contracts in Vietnam Civil Code in the Requirements of Sustainable Development and International Integration	Kieu Thi Thuy Linh Nguyen Ngoc Quyen Nguyen Thi Huyen Trang
4	The relationship between HRM, Innovative Work Behavior, and Employee Performance at commercial banks	Le Thuc Anh Tran Huong Giang Vu Minh Huyen Nguyen Quynh Ngoc Dang Thu Trang
5	Means of Communication Prevent Fake News During Covid-19 Pandemic in Vietnam	Nguyen Huu Dzung
6	Factors Affecting Labors Movement in Vietnam's Southern Key Economic Zone During Covid 19 Pandemic	Nguyen Thi Hoai Phuong Pham Hong Quan Ngo Dieu Linh Vu Thuy Trang Nguyen Tan Sang Nguyen Van An
Session 3: Natural Resources, Environment and Climate Change Chair: Prof. Dr. Harry Futselaar (Conference Room 3)		
1	Policies for the Development of Sustainable Maize-based Farming Systems on Sloping Land in Son La, Vietnam: Current Status and Challenges	Tran Minh Tien Dang Thi Thanh Thuy Nguyen Van Hieu Luu Ngoc Quyen Ngo Duc Minh Oleg Nicetic
2	The Willingness to Pay of Vietnamese People for Reducing Airline Carbon Emissions	Ngo Thi Phuong Thao Nguyen Huy Thanh Nam Chu Thuy Linh Hoang Duc Nghia
3	Land Prices in Vietnam - Inadequacies, Limitations and Solutions	Phan Thi Thanh Huyen Nguyen Thi Hue
4	Effects of Green Supply Chain Management Practices on Sustainability Performance	Nguyen Xuan Hung Nguyen Quang Son Le Mai Huong Nguyen Phuong Dung Do Trong Hieu Vu Van Hop
5	Measuring the Efficiency of Irrigation Systems Using Data Envelopment Analysis Method: The Case of Bac Hung Hai	Le Thanh Phuong
6	The Role of Public Engagement in Developing the Circular Economy in Vietnam	Ha Huy Ngoc Bui Nhat Huy

15th NEU-KKU INTERNATIONAL CONFERENCE
SOCIO-ECONOMIC AND ENVIRONMENTAL
ISSUES IN DEVELOPMENT, 2022

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18. Assistant Prof. Dr. Ratana Chanthao, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand

WELCOME REMARKS

By

Assoc. Prof. Dr. Bui Huy Nhung – Vice President of National Economics University

On the Occasion of the 15th NEU-KKU International Conference on Socio-Economic and Environmental Issues in Development (ICSEED 2022)

On 16th June, 2022

Honourable and distinguished Delegates, Scientists, and Represenatatives,

Ladies and Gentlemen,

On behalf of the National Economics University, the host of 15th international conference on “Socio-economic and environmental issues in development”, I would like to express our most honour to welcome you all to the National Economics University.

This is the second year that we are holding our major annual event in a hybrid format. But this year, I am speaking to you in a much more positive context. Surely I believe, we shall create a successful conference where we share our knowledge, research results and policy recommendations for sustainable development goals.

The ICSEED-2022 is the 15th International Conference which has been alternately organized by National Economics University in Vietnam and Khon Khaen University in Thailand annually. Over many years of development, the conference has increasingly attracted the participation of many scholars, managers across disciplines from different regions in Vietnam and countries in Southeast Asia. This year, the ICSEED-2022 is honoured to welcome the participation and contribution of Saxion University of Applied Science, the Netherlands - an important partner of NEU. The participation of Saxion University in this year conference marks an important milestone in the process of diversifying international partners of ICSEED.

Ladies and gentlemen,

Southeast Asia Region has great opportunities for economics development with the deeper international economic intergration and tightly economic, cultural and political cohesion among regional members. The 4.0 revolution basing on digital technology, artificial intelligence and modern educational trends which contribute to human power force’s thinking competence, intelligence, and skill in the new era. All things will be linked and shared to open new space as well as to create new resources for development. However, our region faces many unprecedented challenges, for instance social inequality, starvation and poverty, climate change and most recent and urgent is the COVID-19 crisis. In this context, we are here to share our opinions, vision and research results of those issues. And more importantly is to find our the answers for policymakers regarding solutions to deal

with development issues, aiming at sustainability for our country and our region. In this year conference, the organizing committee was honoured to receive 200 research papers from Vietnamese and international authors. After the reviewing process, 188 papers were accepted to be published in the proceedings in 3 major discussion topics including:

Session 1: Economic, Business and Integration;

Session 2: Social Issues, Law and Governance;

Session 3: Natural Resource, Environment and Climate Change

Ladies and gentlemen,

On this occasion, I would like to express the sincere appreciation to leaders and representative from Khon Khaen University, Prof. Orathai Piayura, Asst. Prof. Dr. Marasri Sorthip, Dr. Umarin Tularak, for excellent and effective cooperation. I would like to give special thanks to Prof. Dr. Harry Futselaar, Ms. Ngoc Ngo from Saxion University of Applied Science, Netherlands for supporting us during the event. Hopefully you enjoyed both the scientific part and the field trip and that you used the opportunity to extend your existing networks. I am sure that the cooperation with most of you will continue in the near future.

In particular, I would like to give special thank the members of the organizing committee, Faculty of Environmental, Climate change and Urban studies, NEU for devoting great efforts in organizing the conference - your networks, and your relentless support have been very much appreciated.; and all our distinguished delegates, scienties, lecturers from Thailand, Myanmar and Vietnam for supporting and giving a great contribution to the success of the conference.

Finally, I hope that ICSEED-2022 will give you a great opportunity to exchange the knowledge and experiences in order to create the successful inclusion and to enhance the quality of life for all.

Wish you be healthy and successful!

ICSEED 2022 KEYNOTE SPEAKERS' BIO

Dinh Duc Truong, PhD

Associate Professor, the National Economics University, Vietnam



Assoc. Prof. Dr. Dinh Duc Truong is an expert and has 22 years of teaching and research experience in the fields of Natural Resources, Environmental and Climate Change Economics & Policy. The academic publications of Dr. Truong are mainly related to the topics of Environmental Valuation, Economic Assessment of Climate Change Impacts and Environmental Policy. Dr. Truong has been a visiting professor at the University of Hannover (2015, 2019) and a Fulbright Scholar (USA). Currently, Dr. Truong is the Dean of the Faculty of Environmental, Climate Change and Urban Studies, the National Economics University and a member of the Scientific Advisory Council on Climate Change for the Minister of Natural Resources and Environment, Vietnam.

Harry Futselaar, PhD., PDEng MSc

Professor International Water Technology, Saxion University of Applied Sciences, The Netherlands



After his university career, starting with a MSc-graduation in Mechanical Engineering, a PDEng in Process Engineering, a PhD-graduation in Chemical Engineering (all at the

University of Twente, The Netherlands) and a post-doc position at the Federal University of Rio de Janeiro, he joined industry in 1996 working for Stork Friesland and Norit/Pentair in various positions.

Since 2008, he is professor International Water Technology at Saxion University of Applied Sciences (Enschede, The Netherlands). In 2022, he was also appointed as visiting professor at the Faculty of Environment and Labour Safety, Ton Duc Thang University (Ho Chi Minh City, Vietnam).

Currently, his activities are focused on increasing the awareness of the real value of water in the perspective of the challenges of climate change and the transition to a circular economy. He is an experienced (project) manager in connecting parties in (subsidized) industrial and/or educational, research & development and (pilot) demonstration projects. His driving force and motivation are bridging innovation, market-driven and technology-push developments with adequate capacity building, implementation and valorisation.

Christian de Ruty, Mr

Partner, CEO - OpenAsia Group (France)



Mr. Christian de Ruty is co- owner of OpenAsia Group. Associated with 2 other partners for 25 years, he developed a group of luxury retail and hospitality in Vietnam. Under one umbrella, Openasia offer customers a universe of international and in-house lifestyle brands:

- Fashion and Accessories: Hermès, Bottega Veneta, Saint Laurent, Hugo Boss, Kenzo, Maje, Sandro, etc...
- Luxury Watches: Patek Philippe, Chopard, Vacheron Constantin, Piaget
- Hospitality: Press-Club, Emeraude Halong Cruises, Alba Wellness Valley, Alba Hotels
- Home: Lalique, Hanoia, B&O, Metaphore Florist,
- Yachting: Beneteau, Zodiac
- Cars: Audi



**PART 1:
ECONOMIC DEVELOPMENT
AND INTEGRATION**

ARE BIG DIFFERENCES AMONG VALUE ADDED TAX OF VIETNAM, THAILAND AND CHINA?

Nguyen Tat Thang, Military Academy of Logistics, Vietnam

Tran Manh Dung, National Economics University, Hanoi, Vietnam

Truong Quang Cuong, Military Academy of Logistics, Vietnam

Pham Thi Thuy Hang, Vinh University, Nghe An, Vietnam

Pham Huy Hung, Hanoi University of Natural Resources and Environment, Vietnam

Dinh Thi Thanh Nga, Hanoi University of Business and Technology, Vietnam

*Nguyen Thi Hoai Thu, Thai Nguyen University of Economics and Business
Administration, Thai Nguyen, Vietnam*

Abstract: *This study was conducted to show the specific differences between value added taxes between countries and illustrate the differences between the environments in Vietnam, Thailand and China. The secondary data collected is the legal framework for value added tax of Vietnam, Thailand and China. Based on this secondary data, we synthesize, compare, analyze and evaluate to determine if there is a significant difference in value added tax of Vietnam, Thailand and China. The results show that there are still many gaps between the understanding, calculation, measurement and recognition of value added tax. This is the basis for reference for individuals, organizations or tax legislators in Vietnam, contributing to the value-added tax in accordance with international practices.*

Keywords: *value added tax, Vietnam, Thailand, China, tax framework*

APPLYING STRUCTURAL EQUATION MODELING TO IDENTIFY DETERMINANTS OF MICRO, SMALL AND MEDIUM ENTERPRISES' SUSTAINABILITY

Cao Thuy Xiem, Faculty of Economics, National Economics University, Hanoi, Vietnam

Do Van Huan, Faculty of Statistics, National Economics University, Hanoi, Vietnam

*Truong Doan The, Faculty of Business Administration,
National Economics University, Hanoi, Vietnam*

Abstract: *Micro, small and medium enterprises (MSMEs) are of great importance in socio-economic development in Vietnam. Sustainable enterprise has received global attention in the context of climate change, environmental pollution, and natural resource depletion. According to indicators on primary dimensions of sustainable development, Vietnam has achieved remarkable achievements. The driving force belongs to enterprises that play an active role in designing, manufacturing, and managing products. This research tries to measure the effects of factors influencing the sustainable development of MSMEs in Vietnam by applying PLS technology. 5 factors that affect enterprise governance and thus the sustainability of MSMEs were found. Based on the findings policy implications to enhance enterprises' role in achieving national sustainable development goals were proposed.*

Key words: *enterprise sustainability, circular economy, Garden-Pond-Stables model*

BLOCKCHAIN TECHNOLOGY ADOPTION BARRIERS IN VIETNAM AGRICULTURE SUPPLY CHAIN: INTERVAL-VALUE HESITANT FUZZY DEMATEL APPROACH

PhD student. Tran Dinh Hieu, Prof. Dr. Tsai Jung-fa

College of Management, National Taipei University of Technology, Taipei, Taiwan

Dr. Nguyen Phi Hung

Research Center of Applied Science, Faculty of Business, FPT University, Hanoi, Vietnam

*Prof. Dr. Lin Ming Hua, Department of Urban Industrial Management and Marketing,
University of Taipei, Taipei, Taiwan*

Abstract: *Blockchain technology is emerging and being applied in many fields such as finance, energy, agriculture. The technology has high potential to improve and transform the agriculture supply chain. Since it's a relatively new technology and immature, we expect to face many challenges while adopting the technology. This study aims to investigate critical barriers of blockchain technology adoption in Vietnam agriculture supply chain using interval-value hesitant fuzzy DEcision-MAking Trial and Evaluation Laboratory (IVHF-DEMATEL). In this study, the IVHF-DEMATEL technique is applied to identify cause and effect relationship, draw the influence-relations-map (INRM) between ten barriers based on literature review and 12 experts' opinions. In contrast to prior work, which convert fuzzy sets into crisp set then use crisp set operations, here we use fully hesitant fuzzy operations which represent experts' assessment better and avoid information loss. The results indicated that lack of government regulation, lack of scalability and system speed, large amount of resource and capital requirement, and lack of trust among agro-stakeholder or public perception are main barriers in adopting blockchain technology in the context of Vietnamese agriculture supply chain management. Furthermore, the findings of this study can assist policymakers, businesses, farmers, and agro-stakeholders in prioritizing barriers that must or must not be addressed and in devising collaborative and appropriate solutions to overcome these obstacles in order to accelerate blockchain adoption in ASC.*

Keywords: *Agriculture supply chain; Blockchain; DEMATEL; Interval-value hesitant fuzzy, Vietnam*

LABOR QUALITY ADJUSTMENT IN PRODUCTIVITY MEASUREMENT: THE CASE OF VIETNAMESE AGRICULTURE

Le Hoang Minh Nguyet, Faculty of Statistics, National Economics University, Hanoi, Vietnam

Abstract: *In many studies on agricultural productivity, the productivity indicator is calculated by considering the efficiency of using inputs without mentioning the quality of the inputs. This fact leads to an inaccurate assessment of agricultural production*

productivity because the quality of input is also an important factor determining output in agriculture, in other words agricultural productivity depends on the quality of inputs. Many guidelines and research papers about productivity such as ones of the World Food Organization (FAO) and the Organization for Economic Cooperation and Development (OECD) refer to this issue. They also affirmed that agricultural productivity depends on the quality of inputs and the degree of integration of those inputs in the production process. For example, soil productivity is highly dependent on the location of the soil and its physical characteristics. It is the same for labor as the quality of the workforce varies. This study examines labor quality adjustment, introduces the method calculates the labor quality adjustment coefficient for agricultural productivity in Vietnam in the period 2000-2020.

Keywords: *Adjusting labor quality, agricultural productivity, TFP*

IMPACTS OF MONETARY POLICY ON VIETNAM'S ECONOMIC GROWTH

MA. Le Tat Phuong, *National Center for Socio-economic Information and Forecast,
MPI, Vietnam*

Abstract: *Monetary policy plays a very important role in every economy. Recently, Vietnam's monetary policy is gradually adjusted to the changes of the economy. This study will analyze and assess impacts of monetary policy on economic growth by using both qualitative and quantitative analysis to examine impacts of some specific monetary policies (interest rate, monetary supply, exchange rate, credit) on Vietnam's economic growth.*

Keywords: *Growth, monetary policy, Vietnam, quantitative*

RICE EXPORT IN THE WORLD MARKET IN THE CONTEXT OF COMMITMENT OF CARBON EMISSION REDUCTION: CASE STUDIES IN VIETNAM AND THAILAND

MSc. Nguyen Van Trong, MSc. Bui Thi Viet Anh
*Center for Agricultural Policy – Under Institute of Policy and Strategy for
Agriculture and Rural Development*

Abstract: *Vietnam and Thailand are big producers and exporters in the world. However, Vietnam and Thailand's export competitiveness could be affected by policies on cleaner production and reduced carbon emissions by partners. Such policies could impact the global rice market that lead to changes in consumer tastes or tariffs on high-emission rice. In this context, the study is carried out to assess the impact of policies related to carbon emission reduction on Vietnam and Thailand rice export in the coming time. The gravity model is used in this study to estimate the impact of carbon tariffs on rice export value. The*

study also applies the stochastic frontier approach (SFA) to estimate the gravity equation and scenarios development of carbon tariff based on previous research. Given the regression coefficient of tariffs on the value export of rice, we calculate the impact of carbon tariffs on rice export of Thailand and Vietnam at three levels (10%, 20%, and 35%) for 2 scenarios: (i) only US and EU27, and (ii) all countries in the world impose carbon tariff on rice import. The results show that, in the first scenario, Thailand's rice export value will decrease from 20 million USD to 71 million USD whereas Vietnam's rice export value will decrease from 1 million USD to 5 million USD. But if all the countries in the world take action, both Vietnam and Thailand will lose a similar amount from 83 million USD to 349 million USD. Accordingly, the government and value chain actors in both countries need to take action to strengthen international cooperation on green development, develop and implement joint programs of research, and transferring science and technology for a green food system and emissions reduction. In addition, it is necessary to change and raise awareness the perception of production and consumption towards green and low-carbon production.

Keywords: *carbon emission, rice export, carbon tariff.*

RESEARCH ON THE IMPACT OF TECHNICAL BARRIERS TO TRADE (TBT) AND SANITARY AND PHYTOSANITARY MEASURES (SPS) ON VIETNAM'S EXPORT OF SEAFOOD AND CEREALS

Nguyen Thu Phuong, Nguyen Thien An, Nguyen Ba Thai Duy

Do Hai Anh, Ngo Hong Son, Undergraduate, School of Economics and International Business, Foreign Trade University, Hanoi, Vietnam

Abstract: *Non-tariff measures (NTMs) are gaining popularity as a trade protection measure and have an impact on international trade. According to I-TIP, since 2010, the number of NTMs has increased 2.5 times. In Vietnam, of the total NTMs imposed by the importing countries, 54% are technical barriers to trade (TBT) and 27% are sanitary and phytosanitary measures (SPS). The research assesses the impact of TBT and SPS on seafood (HS 03) and cereals (HS 10) exports of Vietnam for the period 2001 - 2020. Using the extended gravity model and Poisson estimation method, the results show that SPS has an export-restrictive effect on both seafood and cereals of Vietnam. In addition, while TBT has the same negative effect as SPS on cereals, it has a positive effect on seafood. However, the magnitude of those impacts are not significant and does not differ when comparing seafood and cereals. Research results imply that the Government should actively support capacity building of enterprises. Simultaneously, businesses need to invest in product quality and work closely with the Government to ensure product origin.*

Keywords: *SPS, TBT, Vietnam's export*

BUILDING A FINANCIAL EXHAUSTION FORECASTING MODEL FOR VIETNAMESE STEEL INDUSTRY ENTERPRISES

*MBA. Ngo Thanh Xuan, School of Banking and Finance,
National Economics University, Hanoi, Vietnam*

*Bui Nguyen Tu Uyen, School of Trade and International Economics,
National Economics University, Hanoi, Vietnam*

*Nguyen Thi Van Anh, Faculty of Accounting and Auditing,
National Economics University, Hanoi, Vietnam*

Abstract: *The steel industry, as one of the most important sectors of the Vietnamese economy, is gradually establishing its effect on the broader economy. However, our steel sector continues to face several difficulties and obstacles in comparison to the development levels of steel industries in other countries in the region and around the world, including tough rivalry for foreign steel products, trade defense cases, and so on. The COVID-19 epidemic, in particular, has had a significant detrimental impact on the steel industry's production and consumption over the last two years. Even bankruptcy is possible. The paper evaluates financial, market, and macroeconomic elements' ability to anticipate financial fatigue and develops a model for forecasting financial exhaustion for steel businesses using 2016-2020 data.*

Keywords: *finance, financial exhaustion, steel industry, Vietnam*

FACTORS AFFECTING INTERNATIONAL SUPPLY CHAIN COOPERATION OF VIETNAMESE SEAFOOD ENTERPRISES

*Assoc. Prof. Dr. Nguyen Xuan Hung, Nguyen Hoang Duong, Tran Ngoc Duong
Mai Thi Xuan Lan, Nguyen Duc Manh, Bui Thi Tuoi, School of Trade and
International Economics, National Economics University, Hanoi, Vietnam*

Abstract: *The article aims to understand the influence of factors affecting cooperation in the international supply chain of Vietnamese seafood enterprises. Based on the previous theories and studies, the team inherited and developed a research model for international supply chain cooperation of Vietnamese seafood enterprises in the context of the COVID-19 pandemic affecting the international supply chain. The study used qualitative research methods and quantitative research methods based on data collected from 327 different seafood enterprises across the country. After researching, the authors conclude that the cooperation in the international supply chain of seafood enterprises in Vietnam is directly affected by 6 factors: trust level between the partners, the power of partners, the distance between partners, government policies, cooperation strategies of partners, and information sharing. All factors have a favorable impact on cooperation in the international supply chain in the long run but the power of partners is the most powerful. From there, the authors proposed solutions for Vietnamese seafood enterprises to participate in international supply chain cooperation more effectively, removing barriers in the cooperation process.*

Keywords: *Cooperation in Supply Chain, Factors affecting collaboration, International Supply Chain, Seafood Enterprises.*

THE IMPACT OF HUMAN CAPITAL ON SOCIAL MOBILITY IN VIETNAM

Dr. Hoang Thi Hue, Nguyen Thu Hang, Faculty of Human Resources Economics and Management, National Economics University, Hanoi, Vietnam
Dinh Viet Giang, Dang Yen Nhi, School of Advanced Education Programs, National Economics University, Hanoi, Vietnam
Nguyen Thi Binh, Faculty of Human Resources Economics and Management, National Economics University, Hanoi, Vietnam

Abstract: *The paper investigates the impact of human capital on social mobility in Vietnam during the 2010–2018 period. Using data from the Vietnam Household Living Standard Survey in 2010, 2014, and 2018, it finds that human capital not only plays an important role in increasing upward mobility but also contributes to decreasing downward mobility. Besides, ethnicity and geography have a substantial impact on social mobility. The result serves as the basis for the authors' recommendations to the government in order to increase upward mobility for the disadvantaged group in Vietnam.*

Keywords: *human capital, social mobility, income mobility, employment mobility*

IMPORTANCE OF CUSTOMER SERVICE AND LAST MILE DELIVERY IN ORDER MANAGEMENT OF E-COMMERCE B2C VIETNAM

MA. Pham Thi Minh Hanh, Faculty of Economics, Ho Chi Minh City University of Technology and Education - Vietnam (HCMUTE)

Abstract: *This study is an identification of the need for a "last mile delivery" logistics model in e-commerce enterprises in the current period in Việt Nam. In addition, it is emphasized that "Customer service" and "last mile delivery" are the keys to help the order management in e-commerce development.*

Keywords: *last mile delivery, order management, e-commerce B2C, customer service*

TRADE RELATION BETWEEN VIETNAM AND THAILAND: EVIDENCE FROM TRADE INDICES

MSc. Le My Linh, Faculty of International Business, University of Economics, The University of Danang, Danang, Vietnam

Abstract: *This study explores the trade relation between Vietnam and Thailand based on the calculation for the period 2010 - 2020 a number of indicators commonly used in international trade studies, namely the revealed comparative advantage index (RCA), the export similarity index (ES), the trade intensity index (TI) and the trade complementarity index (TC). The data used for the calculation is collected from the UNcomtrade database. Trade analysis tools on the one hand help each country review the products they have comparative advantage when exporting, on the other hand determine whether these two economies are competitors or complements in their trade.*

Keywords: *export similarity, comparative advantage, Thailand, Vietnam*

IMPACT OF FOREIGN DIRECT INVESTMENT ON EMPLOYMENT AND WAGE GAP BY GENDER IN VIETNAM

*Doan Thi Kim Tuyen, Institute of World Economics and Politics (IWEP)
Vietnam Academy of Social Sciences (VASS), Hanoi, Vietnam*

Abstract: *Foreign direct investment is one of the most important private financial flows that plays a key role in strengthening economic growth of a country. When economic development has reached a certain level, the quality of FDI inflows or the impact of FDI on sustainable development have attracted more attention from scholars and policy makers. Many recent studies show that FDI can support a country in achieving sustainable development goals, including gender equality. The study uses regression and decomposition methods to examine impact of FDI on the employment and wages of both male and female workers in the period 2008-2018 in Vietnam. Results show that FDI inflows play a positive role in creating jobs and improving workers' incomes in the country. Notably, women are the beneficiaries of this capital flow more than men. In addition, FDI inflows also contribute to reducing the gap in access to employment opportunities and wages between the sexes. Although this contribution is still relatively small, it tends to increase in recent years. Based on these results, the paper proposes some policy recommendations to reduce the gender gap in Vietnam's labor market through foreign direct investment in next time.*

Key words: *FDI, gender, employment, wage, inequality*

DETERMINANTS OF TOTAL FACTOR PRODUCTIVITY OF DOMESTIC SUPPORTING INDUSTRY FIRMS IN VIETNAM

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Assoc. Prof. Dr. To Trung Thanh, National Economics University, Hanoi, Vietnam*

Abstract: *In the context of economic integration and Global Value Chain participation, domestic supporting industry has played a crucial role for the Vietnam economy. Improving productivity of domestic supporting industry firms is in dire need to promote the supporting industry development. The paper is aiming at investigating the determinants of TFP of domestic supporting industry firms. There are three groups of the determinants as internal and external and firm characteristic factors. After estimating TFP (LnTFP) of domestic supporting industry firms, a panel model of TFP and the determinants is run. The findings show that internal factor such as labor quality and capital intensity have opposite impacts on TFP. While FDI customers have helped the domestic firms increase the TFP, FDI competitors have negative impacts. Domestic demands have also negative impacts. Other findings on institutional environment factors and firm characteristic factors also provide further insights on domestic supporting industry firms.*

Keywords: *FDI, institutional environment, supporting industry, TFP*

PROMOTE ECONOMIC COOPERATION WITH THE ASIA-PACIFIC REGION IN THE PROCESS OF VIETNAM'S ECONOMIC INTEGRATION

Dr. Ngo Tuan Anh, National Economics University, Hanoi, Vietnam

Abstract: *The Asia-Pacific region has always been playing a particularly important role in the integration and development of Vietnam. A substantial number of Vietnam's main trading partners are mostly countries in this region. Therefore, promoting Vietnam's economic cooperation with countries in this region should be the first priority in the upcoming time. This study has assessed Vietnam's economic cooperation with countries in the Asia-Pacific region through multilateral and bilateral cooperation as well as cooperation through the signing and implementation of FTAs, thereby recommendations to boost Vietnam's economic cooperation with the Asia-Pacific region in the coming time are suggested .*

Keywords: *Economic cooperation, Asia - Pacific region, Economic integration.*

THE CURRENT SITUATION OF VIETNAM'S SEAFOOD EXPORTS TO EU MARKET: BARRIERS AND DIRECTIONS

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Nguyen Thu Trang, Nguyen Xuan Duy Anh, Nguyen Thi Minh Phuong
Vu Minh Anh, School of Advanced Educational Programs,
National Economics University, Hanoi. Vietnam

Abstract: *Seafood is one of Vietnam's leading export products, and the European Union (EU) is one of the five most important markets. The successful signing of the EU-Vietnam Free Trade Agreement (EVFTA) has opened up many opportunities for Vietnamese seafood in this market, along with difficulties, notably illegal, unreported and unregulated fishing (IUU) yellow card, and food safety and hygiene regulations. Hence, this research aims to clarify the situation of Vietnamese seafood in the EU market and offer solutions to mentioned difficulties. This is a qualitative secondary research, based on data, information and figures provided by official sites and previous researches in order to reach further conclusions. Predictions about the market trends were involved, emphasizing the outstanding challenges and opportunities in the seafood industry, which leads to recommendations for four main targets: removing IUU yellow card, ensuring food safety standards, encouraging green business strategy and products promotion.*

Keyword: *European Union (EU), Vietnam seafood export,, Illegal unreported and unregulated fishing activities (IUU), Sanitary and Phytosanitary Measures (SPS).*

THE EFFECTS OF FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH ON CO₂ EMISSIONS IN VIETNAM

Le Thi Thuy Hang, Banking and Finance Faculty, University of Finance - Marketing, Ho Chi Minh City, Vietnam

Abstract: *The paper is to examine the impact of economic growth and financial development on carbon dioxide (CO₂) emissions in Vietnam. As one of the world's largest energy consumers and CO₂ emitters, Vietnam is currently facing the dual challenge of reducing CO₂ emissions while continuing to drive economic growth. To overcome this problem, comprehensive economic, financial and energy policy reforms are needed to promote sustainable development. The objective of this paper is to examine the economic growth and financial development behaviors for CO₂ emissions in Vietnam with quarter from 2000 to 2020. Research and application of Johansen cointegration test and Vector Error Correction Model (VECM) to investigate long-run and short-run equilibrium causal relationships between the three variables. Financial development and economic growth have a statistically significant impact on CO₂ emissions.*

Keywords: *financial development; carbon dioxide emissions; economic growth; VECM.*

SOLUTIONS TO PROMOTE ECONOMIC GROWTH IN VIETNAM 2022: OPPORTUNITIES AND CHALLENGES

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

Abstract: *2021 is considered a year of great difficulties and challenges for the world economy in general, including Vietnam. The world economy is forecasted to have the most severe recession in history. The growth of major economies all are deeply decreased due to the negative impact of the Covid-19 epidemic. In addition to the growth achieved in 2021, the Vietnamese economy still has many problems that need to be resolved. With great expansion and deepening international integration, all fluctuations in the world economy have an impact on the socio-economic sectors of our country. Although Covid-19 is still under control in Viet Nam, there are complex developments in the world. The activities of production, commercial supply and circulation, aviation, tourism, labor, and employment are suspended and interrupted. Besides, exports have grown but not yet ensured sustainability, labor productivity remains low... Therefore, our country still needs to focus on implementing the double goal of "both effectively preventing epidemics and taking full advantage of opportunities to strive for socio-economic recovery and development in a new normal state" while exploiting the full potentials and advantages to bring the economy to the highest growth level in 2022. In this article, the author refers to economic growth and the economic achievements in 2021. Through that, it is possible to know the opportunities as well as challenges that the economy will face in 2022.*

Keywords: *Growth, opportunities, challenges, Covid-19*

THE MERIT OF BORDER CARBON TAX ADJUSTMENT AND ITS IMPACT ON THE TRADE AND ECONOMY OF VIETNAM

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LLM. Anna Mae Avenido, LLB (USJR, Cebu City, Philippines); LLM (Macquarie University, Australia)

Abstract: *Global greenhouse gas emissions have been accelerating alarmingly. Many states came up with different stringent climate policies in response to this. These unilateral climate change policies might reduce emissions in one region; however, it would cause the international transfer of carbon emissions due to international trade. The spillover of emissions is also referred to as “carbon leakage”. In a bid to fulfill goals set out in Paris Agreement and move forwards to the 2050 net-zero commitment made by more than 100 countries, several anti-carbon leakage approaches have been proposed, including border carbon tax adjustments (BCAs) recognized by three models: import tax and export rebate and emissions trading scheme (ETS). These are also one of the most controversial topics in the debate on reconciling international trade and the environment. To the extent of this paper, the only carbon tax on imports will be scrutinized.*

Keywords: *Carbon leakage; Border carbon tax adjustments, GATT, Vietnam.*

FRAUD RISK FACTORS AFFECTING FRAUDULENT FINANCIAL REPORTING: THE ANALYSIS OF FRAUD CASES

Dr. Doan Thanh Nga, Dr. Ta Thu Trang, School of Accounting & Auditing, National Economics University, Hanoi, Vietnam

Abstract: *The paper investigated fraud risk factors affecting fraudulent financial reporting by studying fraud cases that have occurred of 12 large economic corporations in the world and in Vietnam. Through the collection of data from previous studies, the results of investigations by regulation agencies and the evaluation and analysis of experts on fraud cases, the authors synthesize and analyse to identify 3 groups of factors of fraud risk factors affecting fraudulent financial reporting. In particular, for the group of pressure factors, the pressure of the Board of Management to achieve the financial goals from the Board of Directors when operating poor business performance or financial crisis is the factor with the highest frequency. For the opportunity group, the weakness of internal control and the overriding of internal control from Board of Directors and Board of Management are the strongest factors that create opportunities for corporations to commit fraud. For the attitude group, the maintenance of stock prices and corporate profits, the lack of professional ethics of managers are the factors that appear most and have a great impact on fraudulent financial reporting.*

Keywords: *fraud risk factors, fraudulent financial reporting, fraud cases*

ATTRACT HIGHLY-SKILLED FOREIGN WORKERS IMMIGRANTS TO VIETNAM: SOME POLICY IMPLICATIONS

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Abstract: *This article will conduct a review of policies to attract highly-skilled foreign workers in Vietnam. It focuses on the analysis of current policies on Vietnam labour market policy which including foreign workers recruitment, work permits and recognition of vocational skills; protect the labour rights of foreign workers; as well as entry, stay and exit policy for foreign workers and special attraction policies. It is showed that curenly policies have clear stance on creating opportunities to attract foreign workers. They welcome foreigners who come to work in all fields but at the same time ensure jobs for domestic workers. However, curenly policies still have many challenges, especially provide no criteria to distinguish the levels of skilled workers, to identify jobs that Vietnamese workers cannot do, leading to difficulties in implementation. Based on analyzing and evaluating the achievements and challenges of these policies, the article proposes some solutions to improve these policies to attract highly-skilled foreign labour to Vietnam.*

Key words: *highly-skilled foreign workers; work permits policies; foreign workers recruitment policies; attract foreign workers policies.*

DEVELOPING THE NIGHT-TIME ECONOMY IN HANOI CITY

*Assoc. Prof. Dr. Nguyen Ngoc Son, Dr. Nguyen Thi Phuong Thu
Dr. Ngo Quoc Dung, Dr. Bui Thi Thanh Huyen, Faculty of Planning and Development,
National Economics University, Hanoi, Vietnam*

Abstract: *Hanoi capital is one of the localities leading to the developing Vetnam's night-time economy (NTE). Space for NTE development concentrated in the old town and around Hoan Kiem lake has been placed for promoting the night-time economy in Hanoi city. Many models of NTE development have been implemented, such as pedestrian streets, art performance spaces, night markets, and food streets. However, NTE growth is still mainly concentrated in the old town, and the models are not diversified. The research studies the current situation of growing NTE models in Hanoi city, thereby proposing solutions to develop NTE models in Hanoi city.*

Keyword: *Night economy; night service; tourism*

AWARENESS AND BEHAVIOR OF YOUNG PEOPLE TOWARDS NIGHT-TIME ECONOMY: A CASE STUDY IN HANOI

*Dr. Nguyen Thi Thu Thuy, Dang Minh Tam, Vu Thi Hoang Dieu
Nguyen Doan Minh Trang, School of Economics & Management, Hanoi University of
Science and Technology, Hanoi, Vietnam*

Abstract: *Night-time economy is playing an increasingly greater role in the economy of many countries. The coronavirus pandemic has made Vietnam adopt a new approach to the development structure, in which the night-time economy is expected to be a new driver of growth. This paper aims at exploring and analyzing young people' awareness and behavior towards night-time economy as well as their contribution to the development of night-time economy, thereby proposing some solution to encourage their participation into the activities. To achieve the research purposes, both secondary and primary data were used. Primary data were collected based on a survey 336 young people living, studying and working in Hanoi, one of the most vibrant cities in Vietnam. The results show that the night economy has made a certain contribution to the development of Hanoi, which is reflected in the expansion of the night-time economic activities, the level of interest of the youth, and diversity service type. In addition, the survey results also show that the perception, attitude, and perceived behavioral control affect the ability of young people to participate in the night economy, thereby providing a framework of influencing factors. On that basis, some implications are proposed to improve the attraction of the destination, create a non-stop rotation for commercial activities, and bring maximum benefits to the night economy in particular. and the country's economy in general.*

Keywords: *behavior, Hanoi, night-time economy, young people.*

CURRENT SITUATION AND POLICY SOLUTIONS TO MANAGE IMPORTED TIMBER MEETING THE LEGAL TIMBER REQUIREMENTS OF VIETNAM

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Vietnamese Academy of Forest Science, Hanoi, Vietnam
Dr. Bui Thi Minh Nguyet, Viet Nam National University of Forestry, Hanoi, Vietnam
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Abstract: *Following Viet Nam's increasing integration to international markets, and a global concern for timber legality, the country's wood-related exports must comply with strict requirements from international agreements such as EVFTA. Domestic timber legality-systems (e.g. VNTLAS) play a key role by ensuring legality from imported wood*

products. Given that Viet Nam imports timber from countries classified as high-risk with respect to timber legality, it is therefore important to understand the recent development of imported timber and to identify possibilities for improving domestic systems and regulations. Through data collection and interviews, this paper provides an overview of imported timber in Viet Nam between 2015 and 2020 and presents recommendations for strengthening policies and regulations related to the VNTLAS. These include adjusting the criteria for risk-classification and clarifying global timber certification schemes. We also call for strengthening bilateral relations with low-risk countries, using IT to support compliance mechanisms, and identifying additional low-risk countries from where to secure timber imports.

Key words: *Imported timber raw materials, Legal timber, Domestic market, Risk timber region, Low-risk timber region*

IMPACT OF GREEN LOGISTICS ON INTERNATIONAL TRADE: AN EMPIRICAL STUDY IN ASIA – PACIFIC ECONOMIC COOPERATION (APEC)

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National Economics University*

Le Thu Hien, DSEB 61, National Economics University,

Khuat Thi Mai Huong, International Business EEP61B, National Economics University

*Nguyen Huu Kien, Nguyen Thanh Vu Linh, Pham Thi Phong Thu, International
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Abstract: *Green logistics has been a trend in the world. This research evaluates the impact of green logistics on international trade among APEC nations over the period of 9 years (2010 – 2018). The research uses an augmented gravity model to investigate the effects of green logistics on international trade through the Environmental Logistics Performance Index (ELPI). The results show that exporting countries applying green logistics increase the export volume to other members of APEC. In the long term, importing countries engaging in green logistics increase tr*

ade volume with green logistics countries in APEC. With the aim of enhancing international trade, APEC countries must improve domestic logistics performance. Through those analyses, research proposes several recommendations to encourage nations and enterprises to apply green logistics effectively.

Keywords: *APEC, FGLS, green logistics, international trade*

RESEARCH ON THE SUCCESSFUL LEVEL OF THE STATE'S ROLE IN VIETNAM'S TOURISM DEVELOPMENT AFTER FORMING THE ASEAN ECONOMIC COMMUNITY (AEC)

Dr. Nguyen Thi Anh Tuyet, Hanoi University of Culture, Hanoi, Vietnam

Abstract: *At the scene of forming the ASEAN Economic Community (AEC), the State plays a vital role in developing Vietnam's tourism. The State has many mechanisms and policies to encourage and facilitate Vietnam's tourism to develop. However, large numbers of policies and laws on tourism are still lacking and inconsistent, not really clear, and not effective; some regulations are not suitable; Legal documents are promulgated slowly compared to requirements, with low effectiveness and efficiency. Through a survey sent to 112 tourism businesses in the area of Hanoi, Da Nang, Ho Chi Minh City, and 108 managers at all levels, this research determined; to evaluate the success factor of the state's role in tourism development in Vietnam after the AEC was formed. On that basis, the research contributes to theoretically clarifying the state's role in tourism development in Vietnam after the AEC was formed.*

Keywords: *State's role, tourism development in Vietnam, AEC*

CURRENCY, FINANCIAL STABILITY IN VIETNAM IN THE PROCESS OF INTERNATIONAL ECONOMY INTERGRATING

Dr. Doan Phuong Thao, School of Banking and Finance, National Economics University

Abstract: *Currency, financial stability promoting socio-economic development in Vietnam with the participation of the State Bank of Vietnam operating as the Central Bank. In recent years, it can be affirmed that the State Bank of Vietnam has had certain successes in the currency and financial stability, contributing to the realization of the country's macroeconomic goals. However, there are still many potential issues in the implementation process. To clarify this issue, the article focuses on studying future problems for the State Bank of Vietnam, on that basis, proposes some necessary recommendations for the State Bank of Vietnam in the context that Vietnam is in the process of international economic integration.*

Keywords: *currency stability, financial stability, international economic integration, State Bank of Vietnam.*

THE RECENT EVOLUTION OF EXCHANGE RATE POLICIES IN VIETNAM

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Dao Bui Trung Kien, Tran Thi Thuy Duong, The State Bank of Vietnam, Hanoi, Vietnam

Abstract: *Economists and central bank policymakers agree that “getting the exchange rate right” is essential for economic stability and growth in developing countries. This paper attempts to axamine the recent evolution of exchange rate policies in Vietnam. The paper applies several models to analyze impacts of the exchange rate to macroeconomic variables. We use the Threshold Vector Autoregression (TVAR) model to study the exchange rate pass-through to domestic prices in different inflation regimes. In addition, we apply structural macroeconomic approach, the Dynamic Stochastic General Equilibrium (DSGE) model, to examine the effects of introducing exchange rate flexibility to macroeconomic variables and to study how central bank’s approach to exchange rate stability can affect potential macroeconomic volatility. We argue that the models’ results corroborate the State Bank of Vietnam’s gradual and cautious move toward exchange rate flexibility.*

Keywords: *exchange rate, macroeconomic stability, structural macroeconomic model.*



**PART 2:
BUSINESS ADMINISTRATION**

EFFECTS OF GREEN MARKETING STRATEGY ON GREEN FOOD PURCHASE INTENTIONS: CASE STUDY OF WINMART SUPERMARKETS

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of Real Estate and Resources Economics, National Economics University, Hanoi, Vietnam*

*Nguyen Thi My Hanh, Faculty of Business Management,
National Economics University, Hanoi, Vietnam*

*Vu Thi Tam, School of Trade and International Economics,
National Economics University, Hanoi, Vietnam*

Abstract: *This study aims to analyze the impact of green marketing strategy on green food purchase intention as well as evaluate the current green marketing strategy at Winmart supermarket chains (previously known as Vinmart). The survey was conducted on 260 consumers aged 18 and over, with a variety of occupations and income levels. This study is one of the first quantitative studies to examine the impact of green marketing mix on Vietnamese consumers' intention to buy green food. The results show that all of 4Ps in the green marketing mix have positive impact on green food's purchase intention. The green product and green place variables have been shown to have positive influences on attitudes towards green food. Meanwhile, except for green place, the environmental knowledge variable has a moderating effect on the relationship between other elements of green marketing mix and green food purchase intention. This study provides useful information for WinMart supermarkets and other businesses in the industry of green food in Vietnam. Additionally, the study also proposes solutions for the government to support these businesses as well as stimulate consumer demand for green food.*

Keywords: *Attitude Towards Green Food, Environmental Knowledge, Green Food, Green Marketing*

RESEARCH ON FACTORS AFFECTING TO CAPITAL STRUCTURE OF TOURISM ENTERPRISES IN VIETNAM

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Administration, Trade Uinion University, Hanoi, Vietnam*

Dr. Vu Xuan Dung, Faculty of Banking and Finance, Thuongmai University, Hanoi, Vietnam

Dr. Pham Thi Thu Ha, Faculty of Finance and Accounting, Hanoi Tourism College, Hanoi, Vietnam

Abstract: *The study aims to identify and analyze the influence of internal factors on the capital structure of tourism enterprises. Research data are collected using a sample size of 25 tourism businesses from 2016 to 2020. With the E-view software application in quantitative analysis to construct a table data regression model, the study has designed a regression model to determine the relationship and level of impact of factors which affect the capital structure of tourism businesses. The research results show that the variables: profitability; liquidity; asset structure; growth opportunities have a negative effect, while firm size has a positive influence on capital structure of tourism enterprises.*

Keywords: *capital structure; influential factors; tourism enterprises*

MOSCOW TECHNIQUE IN PROJECT MANAGEMENT: RESEARCH ON REQUIREMENT PRIORITIZATION RATIO IN SOFTWARE PROJECT TO INCREASE CUSTOMER SATISFACTION BASED ON MOSCOW-INTEGRATED KANO MODEL

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Ton Nguyen Minh Hien, Student at Ho Chi Minh University of Technology,
Ho Chi Minh City, Vietnam*

Abstract: *Prioritizing customer requirements is an important task that can decide the success or failure of a project in general and a software project in particular. In Agile software development project, MoSCoW is an analytical technique commonly used to prioritize customer requirements. In fact, despite applying the above technique, many projects are still not as successful as expected. Few reports suggest a 60% rate of MUST Haves for project success, but this figure has not been proven to ensure a certain customer satisfaction level besides time & budget constraints. In this study, we propose a combination of Kano model and MoSCoW technique which we call the MoSCoW-integrated Kano model to measure customer satisfaction. Our empirical research was conducted on three Vietnamese enterprises. The paper aims to shed light on the priority given to customer requirements that the project must fulfill, aimed at increasing customer satisfaction. Research results show that the results are contrary to the above rate, the high-level requirements ratio of the effective MUST is at about 20-30%.*

Keywords: *Project management, software project, MoSCoW technique, satisfaction.*

FACTORS AFFECTING THE QUALITY OF AUDIT SERVICES OF FINANCIAL STATEMENTS IN VIETNAM, RESEARCH FROM THE PERSONAL PERSONALITY OF AUDIT CUSTOMERS

*Pham Huy Hung, PhD student, National Economics University, Hanoi University of
Natural Resources and Environment*

Abstract: *This study was conducted to evaluate the influence of these factors on the quality of the audit of financial statements from the perspective of audit clients in Vietnam. The article uses qualitative and quantitative research methods. The results of analyzing 160 survey samples from audit clients, performing regression analysis, show that there are 3 factors affecting the quality of financial statement audit services arranged in descending order, including: Adaptation; Social Exchange and Service Exchange. Based on the research results, a number of recommendations are made to stakeholders to improve the quality of audits of financial statements for independent auditing firms in Vietnam.*

Keywords: *Audit clients, audit quality, financial statements, service quality.*

FACTORS AFFECTING THE APPLICATION OF BSC TO IMPROVE THE OPERATIONAL EFFICIENCY OF LISTED COMPANIES IN VIETNAM

*Dr. Ta Thu Trang, Dam Tuan Anh, Pham Trinh Manh Quyen, Vu Minh Tu
Nguyen Thi Van Anh, Nguyen Thi Nhu Quynh, Faculty of Accounting and Auditing,
National Economics University, Hanoi, Vietnam*

Abstract: *The Balanced Scorecard (BSC) is an important strategic management tool that aligns business goals. BSC aids managers in evaluating and measuring operational efficiency in enterprises based on 4 perspectives: Finance; Customer; Internal process; Learning and growth. To increase the applicability of the BSC, this study was conducted to investigate the factors affecting the application of the BSC in listed companies in Vietnam. The factors included in the study consist of Organizational size, Organizational culture, Manager's awareness, Accountant's capability, Cost of using BSC, Benefits of using BSC. In addition, the study examines the impact of BSC application on the operational efficiency of listed companies in Vietnam. The authors used a mixed research method which included qualitative methods and quantitative methods in the study. Data was collected from June to December 2021 from 274 listed companies in Vietnam (including publicly listed enterprises on HNX and HOSE), which was then used with the Structural Equation Modeling (SEM) to perform the analysis. The research results show that all factors have a positive influence on the application of BSC, and the study also shows that the higher the level of BSC application, the higher the operational efficiency of enterprises. Thereby, the authors give some management implications to support enterprises to implement BSC effectively.*

Keywords: *Balanced ScoreCard, Listed Company, Operational Efficiency, Vietnam.*

IMPACTS OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND AWARENESS IN VIETNAM

*Nguyen Thi Thanh Nhan, FPT University, Vietnam
Nguyen Quoc Cuong, Industrial University of Ho Chi Minh City, HCMC, Vietnam
Nguyen Ngoc Anh Tu, University of Greenwich, Vietnam*

Abstract: *The study examined the impacts of corporate social responsibility (CSR) factors on the customer's brand awareness in a developing country, Vietnam, in the case study at McDonald's in Ho Chi Minh. Following that, the influence level of CSR factors, including ethical, economic, legal responsibility, and customer protection, on customers' brand awareness was also evaluated in the research. The questionnaires were distributed to respondents who were McDonald's customers in Ho Chi Minh City, and the study had a sample size of 385. The findings revealed that aspects of CSR had a positive relationship with customers' brand awareness. The order of influence of CSR aspects was as follows: customer protection, ethical responsibility, economic responsibility, and legal responsibility. In addition, the aspect of CSR that had the highest influence level on customer brand awareness was customer protection. Therefore, the company should develop strategies to enhance customer experience and services.*

Keywords: *Corporate social responsibility (CSR), Customer's brand awareness, fast food industry, McDonald's*

RESEARCH THE FACTORS THAT IMPACT TO SUCCESSFUL EKYC'S IMPLEMENTATION IN VIETNAMESE BANKS

*Nguyen Thi Bach Tuyet, Nguyen Khanh Linh, Bui Phuong Linh, Dang Tien Dat
Nguyen Vu Phuong Anh, Nguyen Ba Huy, National Economics University, Hanoi, Vietnam*

Abstract: *The study analyzes the factors affecting the success of the eKYC system in the banking system, including factors that are six independent variables: Environment, eKYC implementation strategy, Organization, System quality, Information quality, supplier/consultant quality and dependent variable Satisfaction. Research and collect data from employees, managers, senior leaders in banks in Vietnam. The research results demonstrate the impact of the factors on Satisfaction in descending order: Supplier quality, System quality, Information quality. The factors affecting Success are arranged in descending order: Satisfaction, Organization, Environment, Quality. The factor of eKYC implementation strategy has no impact on the success of eKYC in the banking system. The study also gives scientific and practical significance and offers solutions to deploy the eKYC system in line with reality in Vietnam.*

Keywords: *system; eKYC; success; factor; Bank; Vietnam.*

FINANCIAL INCLUSION DEVELOPMENT IN SOME COUNTRIES AND VIETNAM

*Truong Thi Hoai Linh, School of Banking and Finance,
National Economics University, Hanoi, Vietnam*

Abstract: *Financial inclusion means that individuals and businesses have access to useful and affordable financial products and services that meet their needs – transactions, payments, savings, credit and insurance – delivered in a responsible and sustainable way. There are many indicators used to assess the level of financial inclusion development in theoretical and empirical studies. This study introduces the models that measure the level of financial inclusion development including comprehensive financial inclusion index, traditional financial inclusion index and fintech-driven financial inclusion index. Additionally, based on the data on the above indicators, the study analyzes the state of financial inclusion development in Vietnam and of 51 developed countries and emerging economies in the world.*

Keywords: *financial inclusion, financial service, Fintech.*

THE IMPACT OF BELIEF, ATTITUDE AND SUBJECTIVE NORM ON OCOP PRODUCTS PURCHASE INTENTION OF VIETNAMESE CONSUMERS

*Dr. Phan Thi Thanh Hoa, Nguyen Le Kim Ngan, Nguyen Le Phuong Nga
Trinh Ngoc Anh, Nguyen Thi Thuy Linh, Department of Business Administration,
National Economics University, Hanoi, Vietnam*

Abstract: *This study aims to determine the impact of belief, attitude and subjective norm on OCOP (one community one product) products purchase intention of Vietnamese consumers. OCOP is abbreviated in English as One commune one product. In Vietnamese sense, each commune (ward) has a product. More specifically, the goal of the program is to develop the form of organization of production and trading of traditional and advantageous products in rural areas. Having tested with the fixed effects model (FEM) and random effects model (REM), we discovered that belief, attitude and social influence impact positively on the products purchase intention. Specifically, belief has the greatest impact on OCOP purchase intention of Vietnamese consumers.*

Key word: *OCOP, belief, attitude, social influence, purchase intention.*

STUDY ON THE EFFECTS OF CORPORATE GOVERNANCE ON ENTERPRISE EFFICIENCY: EXPERTIVE EVIDENCE FROM NON-FINANCIAL ENTERPRISES LISTED ON THE VIETNAM STOCK MARKET

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

Abstract: *The study provides empirical evidences on the effects of the elements that comprise the corporate governance mechanism on the performance efficiency of non-financial enterprises listed in Vietnam between the period from 2016 and 2020. To overcome the defects in the regression model, the author uses a panel data regression model with a data sample of 200 non-financial enterprises and the FGLS method. The size of the board of directors (BOD), the size of the supervisory board, and the CEO all have a positive influence, according to the regression results; opposite, ownership concentration and independent board of directors have a negative impact on enterprise performance. Based on the study's findings, the author proposes a number of solutions for effective enterprise governance in order to optimize enterprise operations.*

Keywords: *Corporate governance, Performance efficiency, Enterprise, Vietnam, FGLS method.*

DETERMINANTS OF BUSINESS PERFORMANCE OF THE FIRMS: A CASE OF VIETNAM LISTED BANKS

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*Dr. Nguyen Tuan Anh, Project Management Unit, Ministry of The Ministry of Labor,
Invalids and Social Affairs, Vietnam*

Abstract: *The study was meant to investigate factors affecting the business performance at Vietnam listed joint stock commercial banks. The study aimed at finding out how clientele, source of funds, leadership and promotional strategies, government regulations, macroeconomics factors influenced the business performance of Vietnam listed commercial banks. The study adapted a descriptive research design as a major method of research where questionnaires were used to collect data from a sample of Vietnam listed joint stock commercial banks. Data collection was both primary and secondary data. Primary data was collected using questionnaires distributed to the banks' employees. They were designed to obtain broad range of answers from respondents which were used to answer the research questions. They comprised of close ended questions and secondary data was gathered from previous studies and annual reports of banks. Descriptive statistics was used to analyze data and the statistical package for social sciences (SPSS 21.0) and advanced Excel were used. Reports were tabulated using frequency tables for clarity. The results established the relationship between business performance as a dependent variable and the independent variables including clientele, and source of funds, promotional strategies and leadership. The study findings showed a great influence of funds and clientele on the performance of commercial banks, followed by promotional strategies. Leadership was found to have less influence on performance of the bank. The study suggests to the financial sector players to maintain a sufficient clientele base and embrace healthy competition. The findings should draw the attention of scholars, the government and the private sector to help in ensuring economic stability of this country as banking is a major sector of the economy.*

Key words: *Business Performance (BP), Enterprises (ES), Small and Medium Sized Enterprises (SMES); Vietnam Listed Banks (VLB)*

THE EFFECT OF POLITICAL CONNECTION ON FIRM'S OPERATIONAL EFFICIENCIES: THE CASE OF SMES IN VIETNAM

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Abstract: *This paper examines the effect of political connection on operational efficiencies of Small and Medium Enterprises (SMEs). I employ an unbalanced panel dataset from 2005 to 2015 in Vietnam. The results suggest that political connection has a significantly negative effect on both investment efficiencies and employee productivity. Significantly, the impact of political connection on employment decisions is more significant than it is on investment decisions. Furthermore, the findings also indicate that high-growth firms experience the interference of political connection on the decision-making process less often than their low-growth peers.*

Key words: *Small and Medium Enterprise (SME), political connection, operational efficiency, Vietnam.*

FACTORS AFFECTING HANOI STUDENTS' ENTREPRENEURIAL INTENTION IN THE FIELD OF CLEAN AGRICULTURE

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National Economics University, Hanoi, Vietnam*

Abstract: *The purpose of this study is to identify the main factors determining the entrepreneurial intentions of students in Hanoi in the field of clean agriculture - an advantageous business field of Vietnam. Data was collected from a questionnaire survey with 324 university students in the city. The research results show that there are four main factors, which include "Educational environment", "Perception of entrepreneurship", "Perception of clean agriculture's benefits" and "Business opportunities", that have an influence on student entrepreneurial intention. Based on these results, some recommendations are proposed: Students themselves need to actively cultivate knowledge about clean agriculture. Families, universities and society should seek to support students with entrepreneurial intentions, promote development of fundamental knowledge and skills, and provide students with practical experience. The business community and the Government should develop effective support policies to stimulate student entrepreneurial intentions in the field of clean agriculture.*

Keywords: Entrepreneurial Intention, Clean Agriculture, Factors, Students, Hanoi

THE IMPACTS OF AGENCY COSTS ON THE PERFORMANCE OF VIETNAMESE LISTED REAL ESTATE FIRMS

*Tran Phuoc Huy, Nguyen Thi Hien Anh, Pham Thi Kieu An, Nguyen Thi Kim Anh
Nguyen Anh Thu, Nguyen Bao Quyen, National Economics University, Hanoi, Vietnam*

Abstract: *This paper will discuss the impacts of agency cost on the performance measured by ROA, ROE and Tobin'Q of real estate firms in Vietnam. By applying the model of pooled OLS, random effects and fixed effects, the results show the positive impact of agency cost using a proxy called asset utilization on firm performance. Meanwhile, firm performance is negatively affected by agency costs using administrative expenses to net sales ratio and short-term debt to total assets ratio. Moreover, the study also found the optimal agency cost for real estate businesses to achieve the best business performance.*

Keywords: agency cost, firm efficiency, pooled OLS, random-effects model, fixed-effects model.

THE RELATIONSHIP BETWEEN HRM, INNOVATIVE WORK BEHAVIOR, AND EMPLOYEE PERFORMANCE AT COMMERCIAL BANKS

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National Economics University, Hanoi, Vietnam*

Abstract: *The purpose of this study is to investigate the relationship between Human Resources Management (HRM) and the Innovative Work Behavior of employees (IWB), and consequently measure Employees' Performance (EP). Questionnaires were collected from 329 leaders and followers working within the Banking sector in Hanoi, Vietnam. The results indicate that human resources management positively impacts employees' innovative work behavior, and there is a strong positive influence of innovative work behavior on employees' performance. This study also suggests a mediating role of innovative work behavior in the correlation between human resources management and employees' performance.*

Keywords: *Commercial banks, Employee performance (EP), Innovative work behavior (IWB), Human resources management (HRM).*

FACTORS AFFECTING LOYALTY ATTITUDE AND BEHAVIORAL LOYALTY CUSTOMERS' QUALITY OF BANKING SERVICES IN HA NOI

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Do Ha Xuyen, Nguyen Quynh Chi, Le Ngoc Yen Chi,
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Abstract: *This study was carried out with the aim of discovering the factors that influence the attitude legal and behavioral loyalty of personal customers with quality banking services in Ha Noi. This research used the combination of qualitative and quantitative methods. The result indicated 6 factors related to research object in total, namely trust, commitment, word of mouth, customer insight, customer experience and loyalty attitude. From there, the research pointed out the potential for development and find solutions to maintain customer loyalty to banking services in Hanoi.*

Key words: *behavioral loyalty, Ha Noi, personal customers, quality banking services.*

THE IMPACT OF INFORMAL COMPETITION ON PRODUCT AND PROCESS INNOVATION IN VIETNAM

*Dr. Tran Lan Huong, Le Tri Nhan, Nguyen Thi Ngoc Anh, Nguyen Linh Trang
Le Viet Hoang, Faculty of Management Science, National Economics University, Hanoi, Vietnam*

Abstract: *In many studies, current documents and regulations of Vietnam, innovation is considered a key weapon for business development and national economic growth. Innovation is not the process that only large enterprises are interested in and have advantageous resources to carry out, but many small businesses also have their own motivations and advantages to invest in innovation activities. This is the premise to create a competitive advantage and be decisive to survival in the market as well as for long-term and sustainable development for any kind of business. Determinants of innovation have been well explored but rare researches have paid attention to the relationship between informal competition and innovation. Therefore, the purpose of this research is to build a model of the impact of informal competition on both product innovation and process innovation of Vietnamese enterprises. Our research uses secondary data on more than 200 Vietnamese enterprises extracted from World Bank's enterprise surveys. As a result, informal competition positively impacts on product innovation and processes of formal Vietnamese enterprises.*

Keywords: *informal competition, product innovation, process innovation*

THE EFFECT OF CUSTOMER RELATIONSHIP AND ASSOCIATION MEMBERSHIP ON SME'S INNOVATION: EVIDENCE IN VIETNAM

*MSc. Chu Mai Linh, Nghiem Hoang Phong, Du Thoai Ngoc, Faculty of Management,
Accounting and Finance, Foreign Trade University, Hochiminh City Campus, Vietnam*

Abstract: *This paper aims to investigate some characteristics of a business network to explore the relationship between such networks and innovation of the small and medium enterprises. This paper uses the survey of small and medium enterprises from 2005 to 2015 and a logit regression is used as the main method to run the data of more than 17,000 observations from SMEs of various sectors in many regions in Vietnam. small and medium enterprises can enhance their innovations by leveraging the relationship with their big customers and other members of their business association in which they participate.*

Keywords: *Networking, customer relations, innovation, small and medium enterprises*

CORPORATE SOCIAL RESPONSIBILITY IN TECHNOLOGY ENTERPRISES

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Nguyen Thi Binh Minh, VNU- International School

*Phan Thi Thu Hien, Faculty of Accounting & Auditing, Foreign Trade University,
Hanoi, Vietnam*

Abstract: *The subject of "Corporate Social Responsibility" (CSR) is becoming increasingly important in the operation of organizations; fulfilling societal duties not only benefits firms financially but also fosters intimate links between CSR implementation and corporate personnel technologies. The goal of this study is to explore how corporate social responsibility affects company performance and how that influence changes between domestic and overseas enterprises. The investigation was conducted using document analysis methodologies and structural equation theory. The findings indicate a link between corporate social responsibility (CSR) and two determinants of company performance (corporate reputation and employee engagement); for companies that have done business and are interested in the Vietnamese market, both social and environmental CSR make positive contributions to the company's performance; and environmental aspects of CSR are most important to the reputation and commitment of employees to the company. This research aims to give additional empirical evidence on how CSR helps to company success. This study aims to give further empirical evidence on how CSR affects company performance. It also suggests theoretical and practical consequences, emphasizing what local and international corporations in developing nations still need to accomplish in terms of CSR. Research supplies policymakers with useful knowledge.*

Keywords: *Corporate social responsibility, Firm performance*

BOARD OF DIRECTORS AND BUSINESS PERFORMANCE: A CASE STUDY IN THE REAL ESTATE AND CONSTRUCTION SECTOR

Nguyen Van Chien, Thu Dau Mot University, Binh Duong, Vietnam

Abstract: *The objective of the study is to evaluate the impact of the board of directors on business performance in the construction and real estate industries. Using ordinary least squares analysis, random and fixed effects analysis and at the same time performing the model's defects tests, the research results confirm that the board of directors and liquidity has no impact on business performance. However, firm value has a positive effect on business performance whereas capital structure favoring debt is likely to reduce business performance. Finally, the study also discusses managerial implications for the construction and real estate industries.*

Keywords: *Board of Directors, capital structure, efficiency, value, liquidity*

THE IMPACT OF DEVELOPMENT INVESTMENT ON ENTREPRENEURSHIP PERFORMANCE IN GLOBAL VALUE CHAIN

Dinh Thuy Dung, Tran Hoai Nam, National Economic University, Hanoi, Vietnam

Abstract: *The purpose of the paper is to evaluate the impact of development investment (with two main sectors are fixed asset investment and human resources) on business and production enterprises when they are participating in the global value chain in Vietnam based on corporate investigation department in 2020. This article uses data from the enterprise survey set of the General Statistics Office (GSO) to evaluate the relationship between the impact of investment capital of production and business enterprises with annual export turnover value to the performance of that enterprise through import and export value which is being used as a tool or scale for these firms' participation in global supply chains.*

Keywords: *Development investment, Global value chain, Investment*

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITIES ON CUSTOMER ATTITUDE WITH CUSTOMER PERCEIVED VALUE AS MEDIATING VARIABLE

*Nguyen Thi Ngoc Anh, Nguyen The Bao, Do Trang Linh, Huynh Duc Son Tung
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Abstract: *Research(es) on Corporate Social Responsibility (CSR) towards consumer purchasing behavior have received a lot of attention in recent years. However, the research on the impact of CSR on customer attitudes towards enterprises is quite meager. This study proposes and tests a model in which CSR is an independent variable, customer attitude is a dependent variable and perceived value is an intermediate variable. The data in this study is collected through the testing of the previously stated model with a sample of 337 random customers in the northern regions of Vietnam and the reviewing of 3 case studies about 3 businesses implementing CSR. The results of the research indicated that most Corporate Social Responsibility types positively influence the Vietnamese customers' attitudes, with the only exception being philanthropic CSR. Furthermore, the study revealed that CSR and customers' perceived value shares a positive relation and vice versa. Demographic factors such as gender and income do not affect consumers' perception of firms that commit CSR activities, however, the age and the field of occupation of a consumer does. The implications of the study are discussed, and this paper also provides recommendations for future research.*

Keywords: *Corporate Social Responsibilities (CSR), customers' perceived value, customers attitude, demographic factors*

IMPACTS OF CORPORATE SOCIAL RESPONSIBILITY ON EMPLOYEE OUTCOMES IN COMMERCIAL BANK: PROPOSAL RESEARCH

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Abstract: *The aim of this research was to see how corporate social responsibility affected employee outcomes. Businesses say that workers have a range of job expectations (developmental and ideological) and that CSR is a useful instrument for addressing these demands. Businesses have also observed that addressing employees' ideological and developmental employment expectations results in beneficial employee outcomes, such as work satisfaction and intention to reduce turnover. Finally, companies find that having a tight relationship with CSR improves CSR's positive impact on employee outcomes. This research uncovers substantial differences in employee demand for CSR and gives fresh light on the underlying processes that relate CSR to employee outcomes.*

Keywords: *Employees outcomes, corporates social responsibility (CSR)*



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

TOUCHLESS HOTEL - A POTENTIAL SUSTAINABLE MODEL FOR THE HOSPITALITY INDUSTRY IN THE POST-PANDEMIC PERIOD THE CASE IN HOTELS IN VUNG TAU, VIETNAM

Pham Xuan Quyet, University of Economics Ho Chi Minh City (UEH), Ho Chi Minh City, Vietnam

Tran Ngoc Anh Vu, Van Lang University, Ho Chi Minh City, Vietnam

Abstract: *The Covid-19 pandemic has severely affected the entire economy. In particular, the hotel service industry struggled with the decrease in revenue and affected the ability to develop according to the set goals. Realizing that the development of a touchless model for hotels still has a lot of potentials, the application of touchless hotels in the tourist city of Vung Tau is considered to analyze in the post-pandemic period. By reviewing papers and interviewing four managers in luxury hotels in Vung Tau, the study identifies the strengths, weaknesses, opportunities, and threats for applying touchless hotels in Vung Tau. The expert interviews also unveiled the difficulties in both human interaction and financial situations and hoped to orient safely and sustainably revitalizing tourism in Vietnam in general.*

Keywords: *touchless hotels, post-pandemic, Covid-19, sustainable model, Vung Tau, Vietnam*

THE PROSPECT OF PEER-TO-PEER ACCOMMODATION: A CASE STUDY OF AIRBNB IN HANOI

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Nguyen Thi Minh Tam, AEP, National Economics University, Hanoi, Vietnam

Abstract: *The study focuses on analyzing the impacts of social and cultural factors on the intention to use Airbnb as a form of accommodation sharing in Hanoi, Vietnam. This paper includes five key cultural factors namely Collectivism, Femininity, Low Uncertainty Avoidance, Long-term Orientation and Restraint. In addition to cultural factors, social factor represented by eWOM (electronic Word-of-Mouth) is also taken into consideration when measuring the intention to use Airbnb. Through an online questionnaire, data is collected from 401 participants in Hanoi, Vietnam. Implementing Structural Equation Modeling (SEM) approach, eight research hypotheses are tested and the degree of influences of each factor is clarified. The key findings are: (i) Collectivism has the strongest positive effects on consumers' Attitude and Behavioral intention to use Airbnb, followed by Low Uncertainty Avoidance and Long-term Orientation; (ii) only Restraint has negative effects on consumer's Attitude and Behavioral Intention to use Airbnb; (iii) eWOM has positive effects on Subjective norms and Behavioral Intention to use Airbnb; (iv) Attitude and Subjective norms both have positive effects on consumer's Intention to use Airbnb. From the findings, to promote the future use of Airbnb in Hanoi, Vietnam, recommendations for businesses and consumers are provided.*

Key words: *Airbnb, peer-to-peer accommodation, socio-cultural factors, structural equation modelling.*

FACTORS INFLUENCING GENERATION Z INTENTION IN USING FINTECH DIGITAL PAYMENT SERVICES - EMPIRICAL STUDY IN VIETNAM

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National Economics University, Hanoi, Vietnam*

*Nguyen Dieu Thuy, Tran Linh Giang, Bui Thi Ngoc Han, Tieu Hoang Hieu
Nguyen Tan Long, School of Advanced Education Programs,
National Economics University, Hanoi, Vietnam*

Abstract: *The study investigates the key factors including performance expectancy, effort expectancy, social influence, facilitating conditions, trust, security and COVID-19 perceived risk that affect Gen Z's intention in using FinTech digital payment services. Research data was collected from 568 Gen Z people who have already used or have not yet used FinTech payment services. By using regression analysis with the support of SPSS 25 and AMOS 24 software, the research outcomes indicate that simultaneously these seven factors had a significant positive impact on Gen Z's intention to use FinTech payment services. Especially, performance expectancy has the strongest impact on intention to use. On this basis, the study gives some recommendations for governmental authorities and FinTech companies to develop FinTech payment applications suitable for Gen Z as well as improved business efficiency.*

Keywords: *FinTech; payment services; intention to use; COVID-19, Gen Z.*

THE PERCEIVED SECURITY OF CUSTOMERS WHEN DECIDING TO USE E-COMMERCE SERVICES IN VIETNAM

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Education Programs, National Economics University, Hanoi, Vietnam*

*Ngo Quoc Anh, Faculty of Business Management,
National Economics University, Hanoi, Vietnam*

Dr. Do Anh Duc, National Economics University, Hanoi, Vietnam

Abstract: *In the context that the world economy has transformed from the industrial economy to the digital economy under the strong impact of the scientific and technical revolution, Vietnam has focused on building*

foundations and policies for digital economic business models, including e-commerce business models. E-commerce is growing strongly and plays a significant role in daily life and the digital economy in Vietnam. Security has been one of the essential issues in business-to-consumer e-commerce in recent years, as internet crime has increased exponentially. The security issues that are most important to consumers and the interrelationships between these issues are recognized as part of evaluating what online firms may do to improve users' overall secure feeling when shopping. The authors conducted research using qualitative and quantitative methods, surveying more than 215 subjects who were eCommerce customers in Hanoi city, the research aims to show the relationship between perceived security and customers' confirmation – expectations. Customers' confirmation – expectations are influenced by three other factors: privacy security, payment security, and incident reception and response. The study draws out solutions to improve customers' perceived security when deciding to use e-commerce services in Vietnam in the digital economy.

Key words: *perceived security, digital economy, ecommerce*

A RESEARCH ON FACTORS AFFECTING PURCHASE INTENTION OF ORGANIC AGRICULTURAL PRODUCTS ONLINE AMONG NORTHERN CONSUMERS

Dr. Trinh Hoai Son, Vu Thi Dieu, Do Thi Hoang Anh, Nguyen Thi Anh Bui Thi Lieu Duong, Nguyen Van Khuong, School of Information Technology and Digital Economics, National Economics University, Hanoi, Vietnam

Abstract: *This study aims to examine the influence of factors on the purchase intention of organic agricultural products online among consumers in the North, through a survey of 612 participants. The Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) are used and adjusted accordingly. Besides, the Cronbachs Alpha reliability analysis method, Exploratory Factor Analysis (EFA), and linear regression analysis using SPSS 26.0 are applied as well.*

The obtained results show that there are 6 factors affecting consumers' purchase intention of organic agricultural products online, including Price expectation, Food safety awareness, Product quality, Social influence, Trust, and Quality of Logistics. Consequently, the authors propose a few recommendations to businesses, consumers, and management agencies, helping them to take a broader view of organic agricultural products, thereby improving production, selling capacity, and proper decision-making.

Keywords: *online shopping, organic agricultural products, purchase intention.*

A RELATIONSHIP BETWEEN EWOM, CONSUMER PERCEIVED VALUES AND BEHAVIORAL INTENTION TO BUY ORGANIC AGRICULTURAL PRODUCTS ON E-MARKETPLACE: A CASE STUDY IN HANOI, VIETNAM

Bui Minh Chinh, Le Hoai Thuong, Nguyen Thi Thuong, Hoang Thi Hai Ngan Hoang Thi Mai Thuong, Dr. Nguyen Thanh Lan, National Economics University, Hanoi, Vietnam

Abstract: *Over the past decade, consumers are more and more aware of the harmful effects of abusing chemicals in agricultural production on their health and the sustainability of the environment. It is gradually becoming popular in many countries. In Vietnam, organic agricultural products have been put on e-commerce platforms to get closer to consumers, but still face many difficulties in consumption. From that fact, this study applies the Theory of consumer perceived values developed by Sweeney and Soutar (2001) and the Theory of Planning Behaviour (TPB) of Ajzen (1991) to analyze the relation between EWOM, customer perceived value, and behavioral intention to buy organic agricultural products on e-marketplace in Hanoi market. Through the survey, the research team collected data from 398 consumers in Hanoi and processed it using SPSS 20.0 and*

AMOS 24.0 software. The results show the moderating effect of consumer perceived value between EWOM and intention. Moreover, they also prove that quality value, emotional value, social value, and electronic word of mouth have a positive relationship with the intention to buy organic agricultural products on e-commerce platforms. Implications, limitations, and future research directions will be discussed in the following article

Keywords: *consumer perceived values, electronic Word of mouth (EWOM), organic agricultural products, e-marketplace.*

THE IMPACT OF GAMIFICATION ON ONLINE PURCHASE INTENTION ON E-COMMERCE APPLICATIONS OF GEN Z CONSUMERS IN VIETNAM

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Nguyen Trong Tung, Faculty of Marketing, National Economics University, Hanoi, Vietnam

Tran Thuy Hien, Faculty of Real Estate and Resources Economics, National Economics University, Hanoi, Vietnam

Abstract: *E-commerce platforms today have developed and employed many features to increase engagement with users. Due to the advancement of information and technologies, gamification has been developed as strategies to attract customers and encourage purchase intention. In this study, the authors examine the impact of gamification on the purchase intention of users on e-commerce applications. Data sample collected from 535 mobile commerce shoppers in Vietnam through a survey via Google form was analyzed using cognitive evaluation theory. The results of this study found that immersion, achievement, and social features have a positive impact on brand engagement. Brand engagement has also been shown to positively influence purchase intention. Afterward, the result shows that gamification indirectly affects purchase intention, but relies on interaction with brand engagement. This paper discussed the implications of this study on both research and practice and additionally, this is the first empirical study about the impact of gamification on purchase intention in Vietnam.*

Keywords: *Gamification, Purchase Intention, Brand engagement, Cognitive evaluation theory*

IMPACT OF AUGMENTED REALITY TECHNOLOGY ON SAFENESS AND MEDIA USEFULNESS ON USER EXPERIENCE ON ONLINE SALES PLATFORMS

*Ph.D. Nguyen Dinh Toan, Ngo Hong Hanh, Ninh Cong Thinh, Nguyen Minh Quang
Trinh Ngoc Hung, National Economic University, Hanoi, Vietnam*

Abstract: *This research explores the impacts of augmented reality (AR) technology on the security and convenience level of e-commerce platforms in Vietnam. The research's results show that factors of AR technology including Vividness, Novelty, Reality congruence, Quality of information system, Interactivity, Product information all affect the security and convenience level of e-commerce platforms. Based on these results, this research makes some recommendations to help businesses in e-commerce platforms develop their sales tools of AR technology.*

Keywords: *augmented reality, AR, security*

FACTORS AFFECTING THE YOUNG'S IMPULSE BUYING BEHAVIOR ON E-COMMERCE PLATFORMS FOR COSMETIC PRODUCTS

*Bui Minh Duc, Nong Hoang Anh, Ha Huong Giang, Dang Hoang Yen Nhi
Le Quynh Lan, National Economics University, Hanoi, Vietnam*

Abstract: *This study aims to determine the factors affecting the young's impulse buying behavior on e-commerce platforms for cosmetic products. Based on the findings of previous studies, we examine the influence of factors including the platform's ease of use, impulsiveness, scarcity, visual appeal, user-generated content, and pleasure when shopping. Besides, the study will quantitatively test the relationship between user-generated content and impulse buying behavior. By applying the stimulus-organism-response model (SOR Model), we will examine and clarify the role of mediators, namely "Pleasure when shopping" on impulsive buying. Finally, this research demonstrates that impulsiveness, scarcity, visual appeal, and user-generated content positively impact impulse buying behavior through an intermediary factor called Pleasure.*

Keywords: *Cosmetics, e-commerce, impulse buying, the young*

MOTIVATIONS FOR INDIVIDUALS TO PARTICIPATE IN SELLING ON SHOPEE IN VIETNAM IN THE CONTEXT OF THE DIGITAL ECONOMY: A QUALITATIVE STUDY

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*Pham Thi Hoai Thu, Vu Hoang Giang, Nguyen Vu Phuong Nam, School of Advanced
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*Nguyen Quynh Anh, School of Trade and International Economics, National Economics
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Abstract: *The explosion of the technological revolution has brought many benefits to people. With an increasingly large scale, the technological revolution has created countless business opportunities, the most prominent of which is doing business on the e-commerce platform Shopee. Therefore, firms as well as individuals are tending to choose to sell goods online through the Shopee e-commerce platform instead of opening a physical store like the traditional one. This study aims to determine the motivation of individuals to participate in selling on Shopee in the context of the digital economy in Vietnam. The research uses qualitative research method as the main, combined with desk method and analytical method to achieve the research purpose. The results show that income is the driving force that has the strongest impact on individuals' decisions when participating in selling on the Shopee e-commerce platform. After discussing, some recommendations were proposed based on the research results for specific target groups.*

Keywords: *E-commerce, Sellers, Sharing economy, Shopee*

ANALYSIS OF P2P ONLINE LENDING MODEL SELECTION AND SUPERVISION BASED ON EVOLUTIONARY GAME THEORY

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Abstract: *The rise of P2P online lending makes the private lending market more and more diversified, and lending business models become more and more diversified. According to different credit investigation links of online lenders, the way P2P platforms work is also different to get more user groups, market share and maximize benefits. This paper will establish an evolutionary game model between P2P businesses and the scaling up of P2P businesses and government regulators from the point of view of evolutionary game theory.*

Keywords: *P2P online lending business; online lending operation model; evolutionary game theory; regenerative dynamic equation*

THE EFFECTS OF SOCIAL CAPITAL ON STUDENTS' ONLINE IMPULSE BUYING

*Bui Thi Thanh Huyen, Ha Thi Hoai Thuong, Tran Thi Anh, Nguyen Thi Lua
Bui Thi Thuy Linh, National Economics University, Hanoi, Vietnam*

Abstract: *This study aims to examine the influence of social capital as well as other factors (peer communication, utilitarian value, hedonic value, and browsing activity) on consumers' online impulse buying, by applying the stimulus-organism-response (SOR) paradigm and social capital theory. This study conducted structural equation modeling (SEM), used online questionnaires to collect data, and got 230 responses from students of universities in Hanoi. The results of this study have pointed out that social capital consists of bridging social capital and bonding social capital has significantly affected impulse buying through the mediator factor - peer communication. Besides, utilitarian value, hedonic value, and browsing activity have not influenced impulse buying in this research context.*

Keywords: *Social capital, social commerce, impulse buying, impulsiveness, impulse buying behavior*

YOUTUBER'S EFFECT ON PURCHASE INTENTION OF YOUNG VIETNAMESE

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Abstract: *With the current development of technology, people tend to communicate and exchange through social networks. Since then, more and more companies have invested in audiovisual content, as part of their product/brand outreach strategy. Youtube is one of the most used social networks in recent years. This study focuses on the extent to which Youtubers influence the purchasing intention of young Vietnamese through the products/brands advertised by Youtubers based on consumer brand engagement theory. A survey with 8 factors was conducted by 503 young people in Vietnam. The survey results were then analyzed by SPSS and AMOS software to determine the correlation between independent and dependent variables. The analysis results show that Youtuber has the strongest influence on the shopping intention of young Vietnamese through trust. Youtubers need to increase the trust of their followers through making a good impression and making followers remember and think more about the YouTuber's creative content.*

Key words: *purchase intention, Youtuber, young Vietnamese*

IMPACT OF TECHNOSTRESS AND TECHNOLOGY SELF-EFFICACY ON THE INTENTION TO USE FINTECH SERVICES OF YOUNG PEOPLE IN HANOI

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University, Hanoi, Vietnam
Nguyen Thuy Linh, Hanoi - Amsterdam Highschool for the Gifted, Hanoi, Vietnam*

Abstract: *Financial technology (Fintech) is developing strongly and comprehensively in recent years, which is expected to change the face of the world financial industry. However, that development is causing increased stress, reducing consumer confidence in the use of new technologies such as Fintech. To clarify the impact of Technostress and Technology Self-efficacy on intention to use Fintech services, the study uses Exploratory factor analysis (EFA) and Multiple linear regression based on 328 valid observations of young people living, studying and working in Hanoi. The results show that most of the factors of Technostress have a negative impact on the intention to use Fintech services. Meanwhile, Technology self-efficacy was found to not only increase the intention to use but also have a moderating effect on the impact of technology overload and uncertainty on the intention to use Fintech.*

Key words: *Technostress, Technology Self-Efficacy, The intention to use Fintech services*

THE EFFECT OF DURATION AND THEMATIC CONGRUENCE ON PODCAST ADVERTISING ON BRAND AWARENESS: AN EXPERIMENTAL RESEARCH ON UNIVERSITY STUDENTS IN HANOI

*MSc. Hoang Tuan Dung, Pham Le Quynh Anh, Tran Thi Thao Dan
Le Thanh Giang, Nguyen Thi Hoa, Tran Thi Thanh Hoa
Faculty of Marketing, National Economics University, Hanoi, Vietnam*

Abstract: *This research uses an experimental research method to study the influencing factors of Podcast advertising. Based on the theory of brand awareness, this paper shows the influence of the duration and thematic congruence of Podcast advertising on the brand awareness of Ha Noi university students. The results show that Podcast ads of different lengths have different effects on listeners' brand awareness, and the thematic congruence between advertising messages and Podcast content also impacts the audience's brand awareness.*

Key words: *Advertisement, Aided brand recall, Brand recall, Brand recognition, Brand awareness, Duration, Podcast, Podcast advertising, Thematic congruence, Unaided brand recall.*

FACTORS INFLUENCING ONLINE SHOPPING INTENTION BASED ON THE EXPANDED TAM

Truong Thi Thu Huong, Assoc. Prof. Dr. Le Anh Tuan, Faculty of Economic & Management Electric Power University, Hanoi, Vietnam

Abstract: *The article analyzes the factors influencing purchase intention through online retail websites. The proposed research model is based on extending the Technology Acceptance Model (TAM) to examine a number of factors affecting customers' online purchases in Vietnam (an emerging country). In addition to the basic factors of TAM, what is different from the previous literature in Vietnam, is the introduction of variable “perceived enjoyment”. This study was based on a fairly large sample size, compared to the requirements. EFA analysis and SEM analysis show that TAM’s factors, particularly perceived enjoyment, have strong influences on attitude towards online purchasing.*

Keyword: *Online purchasing intention, Theory of technology acceptance, Perceived enjoyment.*

THE IMPACT OF THE INDUSTRIAL REVOLUTION 4.0 ON LOGISTICS BUSINESSES: A CASE IN MEKONG DELTA

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Abstract: *The 4th Industrial Revolution is the manufacturing movement that is reshaping the business of building products and strongly impacting related industries. As in the case of most industries, logistics in Vietnam is encountering sustained and profound changes, which demands a rapid shift in processes to accommodate the fundamental of Industry 4.0. This study aims to examine the impact of the 4th Industry Revolution (Industry 4.0) on the logistics industry and enterprises in the Mekong delta. The article also gives an overview in terms of activities of logistics service within the Mekong Delta region and suggests possible solutions to improve logistics services in Industry 4.0 era.*

Keywords: *Industry 4.0; enterprises; Logistics 4.0; Mekong delta*

AE-COMMERCE TAX POLICY: INTERNATIONAL EXPERIENCE AND LESSONS FOR VIETNAM

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Economics University, Hanoi, Vietnam*

Nguyen Thuy Linh, Hanoi - Amsterdam Highschool for the Gifted, Hanoi, Vietnam

Abstract: *The article analyses the experiences of some countries around the world on tax policies for e-commerce. At the same time, the article also synthesizes the e-commerce tax policy in Vietnam and points out the weaknesses of the tax policy that make the tax management become more difficult. There are no clear regulations on how to verify the authenticity of digital signatures and the integrity of electronic documents as well as the responsibilities of organizations and individuals that directly form and create transactions. electronic translation. There is no difference in tax regulations between e-commerce activities and traditional commercial activities. Some e-commerce activities are not included in the list of business lines. The definition of permanent establishment in Vietnam's Law on CIT is not suitable. Finally, the article offers some solutions to improve the tax policy of e-commerce. It is necessary to study and amend regulations on procedures for declaring and paying VAT and other consumption taxes. The modification is made in order to be able to calculate and collect taxes automatically, to link with the real-time arising of tax obligations and to match the characteristics of digital economic activities. The tax authorities should revise the definition of permanent establishmen. Tax authorities need to build a database and widely deploy electronic tax services such as electronic tax declaration, electronic invoice, online tax payment, business registration. In addition, it is necessary to research and develop an intelligent internet search engine on websites with e-commerce activities to identify e-commerce activities that have not yet been declared tax.*

Keywords: *E-commerce, international experience, tax policy, tax revenue*

THE DIGITAL TRANSFORMATION OF VIETNAM LOGISTICS SERVICES PROVIDERS: BARRIERS AND RECOMMENDATIONS

*MSc. Nguyen Thanh Nga, Faculty of Business Management, Posts and
Telecommunications, Institute of Technology, Hanoi, Vietnam*

Abstract: *The paper presents the literature review of the digital transformation of Vietnam Logistics Service Providers (LSPs) and the fact of their implementation. Five barriers are indicated are the complexity of the logistics service industry, the lack of resources, the hesitation to transformation, difficulties in digital transformation management, and information security threats. Finally, the paper proposes the recommendations for the Vietnam Logistics Association and Vietnam LSP in dealing with barriers and enhancing the digital transformation process.*

Keywords: *digital transformation, logistics service providers, LSPs, barriers.*

FACTORS AFFECTING ONLINE PURCHASE BEHAVIOR ON THE PEOPLE'S ELECTRONIC COMMERCE PLATFORM IN HANOI

Dr. Tran Thi Kim Nhung, Nguyen Thuy Trang, Chu Dieu Thuy, Nguyen Phuong Ha Pham Huy Hoang, Duong Le Ha Vi, Nguyen Ngoc Linh, Nguyen Manh Cuong
Faculty of Management Science, National Economics University, Ha Noi, Vietnam

Abstract: *Research examining the main factors that urges online shopping behavior of consumers on the e-commerce platform. The results of regression analysis surveyed 600 people participating in research in Hanoi, Viet Nam during the time of COVID - 19, show that online buyers behaviors are influenced by three factors: feeling of convenience, risk sensing, and social factors. In which social factors have the most remarkable impact on online buying behavior. The results of research also indicate several solutions to promote online shopping such as businesses that need to be aware of the capacity of the social status that the products and brands represent. In addition, the businesses should suggest solutions to lessen the risk of buying for customers and simultaneously increase the convenience for online buyers' experiences.*

Keywords: *feeling of convenience, risk sensing, social factors, intention, online buying behavior.*

VIETNAM'S OPPORTUNITIES AND CHALLENGES FROM THE INNOVATION START-UP IN INNOVATION IN DIGITAL TRANSFORMATION

MA. Nguyen Chu Du, Faculty of Sociology, Trade Union University, Hanoi, Vietnam

Abstract: *Innovation has become the "key to success" and one of the most important "benefits" in the socio-economic development strategies of most countries and territories. According to statistics, Vietnam currently has more than 1,400 organizations capable of supporting startups, of which 196 co-working zones, 69 business incubators and 28 business promotion organizations have been established. The number of venture capital funds that consider Vietnam as a target market or have operations in Vietnam is currently 108 funds, of which 23 have Vietnamese legal entities and 23 are "purely Vietnamese". In the context of digital transformation, these numbers are constantly increasing, showing the development of the ecosystem. However, innovative start-ups still face many challenges and difficulties. Within the scope of this article, the author deeply analyzes the opportunities and challenges of Vietnam from the perspective of innovation and makes recommendations to improve the effectiveness of innovation in the current digital transformation period.*

Keywords: *Challenges, Digital transformation, Opportunities Start-up innovation*

DIGITAL ECONOMIC DEVELOPMENT EXPERIENCE OF SOME ASIA COUNTRIES AND POLICY IMPLICATIONS FOR VIETNAM

Dr. Nguyen Mai Phuong, Foreign Trade University, Hanoi, Vietnam

Abstract: *In the context of the fourth industrial revolution, the digital economy is an inevitable development step in line with the development trend of the global economy when the traditional economy is gradually becoming saturated. The digital economy helps businesses innovate production and business processes to an ecosystem model, linking from production, commerce to consumption, etc. to bring about high labour productivity. The digital economy is also the development path which many countries around the world have successfully implemented that Vietnam can learn from. Accordingly, within the framework of the article, the author studies the experience of developing the digital economy of some Asian countries with high growth rates such as Korea, China, and Singapore, thereby drawing some important policies that are valuable references for Vietnam in the coming time.*

Keywords: *Digital economy, Experience in developing digital economy*

DEVELOPMENT OF E-COMMERCE IN VIETNAM: OPPOTUNITIES AND CHALLENGES

MA. Do Thi Nga, Faculty of Political Economy, Regional Academy of Politics I, Hanoi, Vietnam

Abstract: *Vietnam's e-commerce has had a remarkable development in recent years of the globalization process and international economic integration of the country. However, the development of e-commerce in Vietnam is also facing many challenges that need to be overcome. This study analyzes the current development situation of e-commerce in Vietnam and points out the opportunities and challenges for the development of e-commerce in Vietnam in the coming time. Based on the analysis of opportunities and challenges, the study has made recommendations to develop e-commerce in Vietnam in the future.*

Keywords: *e-commerce, development of e-commerce, opportunities and challenges*

THE INFLUENCE OF DIGITAL TRANSFORMATION ON JOB SATISFACTION AND WORK-LIFE BALANCE OF EMPLOYEES IN THE BANKING INDUSTRY IN VIETNAM

Dr. Phung Minh Thu Thuy, Tran Cong Thanh, Nguyen Thi Van Anh Nguyen Nhat Thanh, Nguyen The Long Hai, National Economics University, Hanoi, Vietnam

Abstract: *This study aims to investigate the impact of digitalization on the job satisfaction and the work-life balance of employees in the banking industry in Vietnam. The online survey was conducted with 278 participants at 9 different banks in Vietnam. The analysis of correlation shows the relationship between Digitalization and Job satisfaction as well as the relationship between Digitalization and the Work-life balance of bankers. Then linear regression analysis confirmed that Digitalization positively influences on both the Job satisfaction and the Work-life balance of employees of the banks. The study also suggests some solutions to improve job satisfaction and balance between work-life for banking employees.*

Keywords: *Digitalization, employee performance, work-life balance, job satisfaction*

THE ROLE OF DIGITAL TRANSFORMATION IN AGRICULTURE IN TUYEN QUANG PROVINCE

*MA. Nguyen Thi Hai Huong, Faculty of Accounting and Auditing,
University of Finance and Business Administration, Hung Yen, Vietnam*

Abstract: *The digital transformation and application of modern technology in agriculture are gradually becoming an inevitable trend, making an important contribution to changing production methods, liberating labor, reducing costs, and improving productivity. productivity, product quality. However, the digital transformation in agriculture still has many "bottlenecks", which need to be cleared. Therefore, the objective of this paper is to evaluate the role of digital transformation in agriculture in Tuyen Quang province and point out the province's limitations in the process of implementing this transformation including difficulties in capital, level of human resources, digital infrastructure and production models and methods; On that basis, the article proposes solutions to accelerate digital transformation in the near future.*

Key words: *digital agriculture, the role of digital agriculture, Tuyen Quang province.*

DEVELOPING INFORMATION TECHNOLOGY HUMAN RESOURCES TO MEET THE REQUIREMENTS OF DIGITAL TRANSFORMATION

MSc. Bui Thi Bich Thuan, Trade Union University, Hanoi, Vietnam

Abstract: *Human resources and human resource development are factors that play a decisive role in the development of each country, each industry, and each field. Especially, for information technology (IT) which is the core field of the knowledge economy, IT is participating more and more deeply in all aspects of economic and social life and has become an indispensable factor for digital transformation. The Communist Party of Vietnam identifies the development of IT human resources as a key and decisive factor for the application and development of IT. The article points out that the requirement of digital transformation is inevitably for Vietnam and other countries in the world in the current context, the opportunities and challenges of Vietnam in the digital transformation process, in which the development of IT human resources is a big challenge. At the same time, the author focuses on analyzing the role, reality, necessity and solutions to develop IT human resources to meet the requirements of the digital transformation process.*


Keywords: *Digital transformation, Digital technology, Human resources, Information technology*

INFLUENCE OF EWOM ON THE INTENTION TO USE DIGITAL BANKING: A RESEARCH ON GENERATION Z CUSTOMERS IN HANOI, VIETNAM

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Assoc. Prof. Dr. Truong Dinh Chien, National Economics University, Hanoi, Vietnam*

Abstract: *Digital transformation in the banking sector is an inevitable trend in the digital age. The development of digital banking depends of course on customer acceptance. Customer acceptance of digital banking services is influenced by many internal and external factors. Along with the development of the internet and social networks, electronic word of mouth (eWOM) is becoming an important source of information that affects customer behavior. This paper is based on a quantitative survey of 305 Gen Z customers of the bank to examine the influence of eWOM factors on the attitude towards eWOM information and the intention to use the digital banking. Research findings have shown that factors including tie strength, homophily and source credibility have a positive influence on the attitude towards eWOM information and the intention to use digital banking. Research findings have suggested some managerial implications for commercial banks about communication activities through eWOM to develop digital banking.*

Keywords: *Word of mouth (WOM); electronic word of mouth (eWOM); Attitude towards eWOM; Homophily; Intention to use digital banking; Source credibility.*



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

DETERMINE FINANCIAL CONTRIBUTION RESPONSIBILITY IN THE IMPLEMENTATION OF EXTENDED PRODUCER RESPONSIBILITY (EPR) POLICY IN VIETNAM

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

Abstract: *In Extended Producer Responsibility (EPR) systems, producer responsibility for a product is extended to the post-consumer stage of a product's life cycle. The responsibility of the producer can be physical, financial and/ or informational. This paper aims to define producers' financial contribution responsibility to support implementation of EPR policy for products and packages that can and need to be collected for recycling in Vietnam. The results are (1) methodology to formulate the calculation of recycling financial contribution to Vietnam Environmental Protection Fund (VEPF); (2) proposed reference cost norms for financial contribution to VEPF; and (3) recommendations to promote determination and implementation of producer financial contribution responsibility in Vietnam.*

Keywords: *Extended Producer Responsibility (EPR), Financial Contribution Responsibility, Recycling Products and Packages, Reference Cost Norms.*

THE IMPACT OF ECO-LABEL ON GREEN PURCHASE BEHAVIOR OF VIETNAMESE YOUTH

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Hoang Thi Thu Trang, Vu Thi Bich Huyen, Nguyen Thi Thu Phuong
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Abstract: *This study was conducted to investigate the influence of eco-labels on green purchase behavior of Vietnamese youth. Based on the collected data of 499 young consumers in Vietnam, the Structural Equation Modeling (SEM) was used to test the research hypotheses. Research results indicate that eco-label, environmental attitude, environmental concern, and trust in eco-label have a positive influence on green purchase. Eco-labels have a positive effect on product attributes. Eco-label knowledge, product attributes, and environmental attitude have a positive influence on environmental concern. Finally, Eco-label knowledge has a significant influence on trust in eco-label. Based on the research results, the author gives some suggestions for administrators in improving green purchase behavior for consumers.*

Keywords: *Eco-label, green purchase, eco-label knowledge, environment concern.*

EFFECTS OF GREEN SUPPLY CHAIN MANAGEMENT PRACTICES ON SUSTAINABILITY PERFORMANCE

*Assoc. Prof. Dr. Nguyen Xuan Hung, Nguyen Quang Son, Le Mai Huong
Nguyen Phuong Dung, Do Trong Hieu, Vu Van Hop, School of Trade and International
Economics, National Economics University, Ha Noi, Vietnam*

Abstract: *The purpose of this paper is to explore the impact of seven dimensions of green supply chain management (GSCM) on the three dimensions of corporate sustainability: economic, environmental, and social performance. Green purchasing, green manufacturing, green distribution, green packaging, green marketing, and internal environmental management are the seven dimensions explored in this study. Based on the data collected from a sample of 239 medium and small firms operating in Vietnam, the study examines the impact of GSCM elements on sustainable performance using quantitative research methods. The result finds that GSCM practices have a positive impact on environmental performance. However, it seems that GSCM has not been as effective as expected in influencing social performance and economic performance.*

Keywords: *Green Supply Chain Management (GSCM), Sustainable performance, Small and Medium Enterprises*

EXPLORING STRATEGIC BEHAVIOUR IN CHOICE EXPERIMENTS: A CASE OF AIR QUALITY IMPROVEMENTS IN HANOI CITY, VIETNAM

*Dr. Nguyen Cong Thanh, Department of Natural Resource - Environmental Economics
and Management, Faculty of Urban, Climate Change and Environmental Studies,
National Economics University, Vietnam*

Abstract: *A choice experiment (CE) with approximately 1000 respondents was designed and conducted to estimate economic benefits associated with air quality improvements in Hanoi City, the capital of Vietnam. In this CE application, different scenarios of air quality improvements were described based on reduction in morbidity and mortality risk and increase in urban tree cover to elicit respondents' willingness-to-pay (WTP). Strategic behaviour that may cause biases in WTP estimates is a concern in the application of SP surveys. It has been recognised that some respondents will not state their true preferences when they believe that they might gain benefits from not doing so. To analyse respondents' strategic behaviour, two follow-up questions on the beliefs were used to detect respondents who could behave strategically. A finding of this analysis is that a dominant strategy of the strategic respondents is to understate their WTP for air quality improvements. This is consistent with Samuelson (1954)'s statement suggesting that people are more likely to pretend to have less interest in a public good with the expectation that others will pay enough to provide the good nevertheless.*

Keywords: *stated-preference methods, choice experiments, strategic behaviour*

MEASURING THE EFFICIENCY OF IRRIGATION SYSTEMS USING DATA ENVELOPMENT ANALYSIS METHOD: THE CASE OF BAC HUNG HAI

*Dr. Le Thanh Phuong, Faculty of Economics and Management,
Thuy Loi University, Hanoi, Vietnam*

Abstract: *The efficiency of the Bac Hung Hai irrigation system is measured using Data Envelopment Analysis. Bac Hung Hai region can be divided into ten sub-areas based on the design and structure of the system. The results show the relatively high level of technical and scale efficiency of the Bac Hung Hai irrigation system. Besides, the difference in efficiency level between sub-areas is due to the impact of industrialization and urbanization. Accordingly, the less impacted sub-areas are more efficient.*

Keywords: *Bac Hung Hai region, Irrigation system, Efficiency*

EFFECTS OF FINANCIAL DEVELOPMENT ON TRADES IN GREEN GOODS: INTERNATIONAL EVIDENCE

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Foreign Trade University, Hanoi, Vietnam
Nguyen Thi Thu Hang, Faculty of Economic Statistics,
National Economics University, Hanoi, Vietnam*

Abstract: *This paper is an attempt to empirically examine the influences of financial development (FD) on the trade in green goods (TGG). By applying diverse econometric techniques to a global sample of 85 developing and 34 developed countries during the 2001-2018 period, the estimation results demonstrate that the financialization captured by nine indices from the Financial Development Index database has a light influence on the trade values of green goods. We find robust results by utilizing various econometric techniques and adding more explanatory variables. Furthermore, there is evidence on the long-term cointegration between financial development and TGG and our results confirm its effects in the long term. Finally, the nexus between two samples: developing and developed countries, but the importance of both financial institutions is more evident, especially in the developing countries. Finally, the effects of uncertainty or risk on TGG value become less sizable if these economies have a well-developed financial system.*

Keywords: *Economic complexity, trade in green goods, global uncertainty, global sample.*

ACHIEVEMENTS AND CHALLENGES OF RENEWABLE ENERGY DEVELOPMENT IN VIETNAM

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

Abstract: *In recent years, the demand for energy for production and socio-economic development has increased in Vietnam, which is a great challenge for the energy sector in the context of primary energy supply such as coal, oil and gas is increasingly depleted. Therefore, the shift from exploiting traditional energy sources to developing renewable energy is a common development trend not only in Vietnam but also around the world. This paper presents some key points in the overall picture of the potential, development and challenges of renewable energy in Vietnam. Renewable energy development is a major policy of the Party and State, which has been concretized in Resolution 55 of the Politburo to the Prime Minister's decisions approving the RE development strategy. Vietnam's renewable energy sources, especially solar and wind power sources, have increased rapidly in recent times. To achieve net zero emissions by 2050, Vietnam needs to dramatically increase renewable energy capacity, especially solar and wind power. This will require completing national and sectoral master plans and standards, promoting supporting policies and encouraging investment, especially private and international sectors.*

Keywords: *renewable energy, economic growth, planning, wind power, solar power, biomass, feed in tariff.*

AN OVERVIEW OF INFLUENCES OF MICROPLASTICS POLLUTION ON SOILS AND PLANTS

PhD. Tran Ly Tuong, PhD. Truong Thi Hoang Ha, Institute of Agriculture and Environment, Quang Binh University

Abstract: *Microplastics (MPs) are plastics (including flakes, fibers, particles, foams, films, etc.) with a particle size of less than 5mm that exist in many environments. Due to their high contents in the soil environment and low degradation rates, long-term impact of microplastics on soil ecosystems has become a major source of concern around the world. Through researching recent literature on microplastic pollution in agricultural soils and its effects, this paper evaluated the effects of microplastics on agricultural soils and proposed research directions in the future. This paper reported the morphology, origin and influence of MPs on soil properties, organisms and plants. It also highlighted the combined pollution of MPs and cadmium to plants. This literature review aimed to provide comprehensive information on the effects of microplastics on agricultural soils and directions for future research.*

Keywords: *microplastics, agricultural soil, soil properties, organisms, plants, Cadmium.*

FACTORS AFFECTING FINANCING DECISION FOR WIND ENERGY PROJECTS IN VIETNAM

Cao Truong Giang, National Economics University, Hanoi, Vietnam

Abstract: *Wind energy is considered as one of the most potential energy sources in the future, as it can benefit the environment, economy and the society in the long-term. However, wind energy still accounted for a small proportion in the national energy sources in Vietnam. One of the main reasons is the hesitation of investors and financial institutions in the decision-making process in financing wind energy projects. The research has pointed out that, besides economic and financial factors, financing decisions for wind energy projects of financial organizations in Vietnam are also influenced by non-financial factors. Our research uses a combination of qualitative research method, deep interview and quantitative analysis with Structural Equation Modeling (SEM) to analyze data of 200 institutions that have been investing in wind energy projects. Our results show – the positive impact of the priori beliefs in the effectiveness of wind power’s existing policies and technological adequacy, knowledge of wind energy operational context as well as the institutional influence from normative sources - on wind energy financing decision of Vietnamese institutional investors. Based on our research, we also make some recommendations for investors and policy-makers to encourage more capital invested in wind energy projects, which contributes to the sustainable growth of renewable energy in Vietnam.*

Keywords: *wind energy, financing decision, non-financial factors, institutional investors, SEM*

DETERMINANTS OF WILLINGNESS TO PAY FOR IMPROVING SERVICES OF MUNICIPAL SOLID WASTE COLLECTION AND TRANSPORTATION: THE CASE OF THANH HOA CITY

Dr. Ngo Thanh Mai, Nguyen Tram Anh, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Hanoi, Vietnam

Abstract: *Thanh Hoa is one of many cities in Vietnam, which has to face many difficulties of solid waste management due to a shortage of human resources, equipment and especially financial problems. In order to overcome these challenges, it is essential to assess households’ willingness to pay for improvement of solid waste management services. By using Contingent Valuation Method, the survey results of 325 households in the city estimate the WTP of households to be 13,464 VND /person/ month. The regression model reveals that gender, age, education level, household size, household spending and level of satisfaction are factors influencing their WTP. This can be considered as an important information for Thanh Hoa authority to mobilize the participation and financial contribution from the community. This also set up a bridge to design a feasible service charge for solid waste collection and transportation which is suitable with community’s payment.*

Keywords: *Municipal Solid Waste, Municipal Solid Waste Management, Solid Waste, Willingness to Pay.*

APPLICATION OF FISHING MANAGEMENT SYSTEM, METHODS: CHINA'S EXPERIENCE AND LESSONS FOR VIETNAM

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University of Natural Resources and Environment, Hanoi, Vietnam*

*MA. Dao Hong Van, International Training and Cooperation Institute, East Asia
University of Technology, Hanoi, Vietnam*

Abstract: *China is the leading country in terms of seafood export value, and at the same time ranks number one in the world in terms of fishery output caught at sea. Like Vietnam and many other countries, China's fishery resources are facing the pressure of declining stocks due to overfishing. Therefore, the article studies the system and measures of Chinese fishing management, thereby drawing necessary lessons for Vietnam's seafood industry in the coming time.*

Keywords: *China's experience, fishing management system, fishing management methods.*

RESPONSES TO GLOBAL CLIMATE CHANGE: VIETNAM'S INITIATIVE AND IMPRINTS

Dr. Nguyen Thi Anh, Thuy Loi University, Hanoi, Vietnam

Abstract: *In recent years, the phrase "climate change" has been mentioned frequently to refer to negative changes in nature, weather, and climate that directly affect humans on a global scale. That practice requires all countries to reflect on their responsibility to climate change. The article is based on clarifying the manifestations and impacts of global climate change, the initiative, and the importance of Vietnam in coordinating with the international community to respond to climate change. Increasing resilience, adaptability, and minimizing the damage and causes of global climate change are the set goals.*

Keyword: *Climate change, responses to climate change*

GREEN PROACTIVENESS ORIENTATION AND GREEN PERFORMANCE: A LITERATURE REVIEW

*Le Huy Huan, National Economics University, Hanoi, Vietnam
Phung Thi Thao Nguyen, VNU- International School, Hanoi, Vietnam
Phan Thi Thu Hien, Faculty of Accounting & Auditing, Foreign Trade University*

Abstract: *Today, environmental pollution and environmental issues are a topic of interest to the world in general and Vietnam in particular, especially in the context of*

complicated epidemic developments in recent years. brought the world economy to a standstill. Therefore, green start-up is a solution that is considered to be very suitable for the world economy and our country today. This study will clarify the commercial and political legitimacy of the green economic model and the results of applying the green economic model to a developing country, Vietnam, in the context of covid 19. is still complicated.

Keywords: *Green proactiveness orientation; green performance*

DIFFERENTIATING PRODUCTS TO EXPLOIT INTERNATIONAL MARKET OPPORTUNITIES FOR NATURAL FLAVORING INSECT REPELLENT PRODUCTS

*Assoc.Prof. Dr. Nguyen Thuong Lang, Nguyen Hoang Duong
Ngo Khanh Huyen, School of Trade and International Economics,
National Economics University, Hanoi, Vietnam*

Abstract: *Currently, products of natural origin, safe for users and environmentally friendly are increasingly popular and consumers are increasingly aware of the choice of products that are beneficial for family health. Enterprises also aim for sustainable development when cutting emissions through each stage of production. The trend of using natural flavoring products is also applied in insect repellent products because the features of some plants can both produce scents and have the effect of repelling insects. However, the use of this natural flavoring insect repellent still makes consumers wonder about its true use as well as there are many rampant products without a clear origin. Therefore, the study of natural flavoring insect repellent devices is also of interest to many researchers and pharmacists at home and abroad. Other studies have also found that many factors affect the choice of natural flavoring products but are inconsistent, have not focused on the product factor, and do not reflect the level of consumer awareness. Based on theory, this study analyzes and evaluates the effect of product differentiation on exploiting the opportunity for international market integration of natural flavoring insect repellent products by combining qualitative and quantitative methods. Thereby, the study clarifies the impact of product differentiation on consumer perceptions of products. Results achieved, Perceived Environment; Perceived Usefulness; Perceived Difference and Social Influence have a positive effect on consumers' purchasing intentions. In contrast, Perceived Risk has a negative effect on consumers' purchasing intentions of natural flavoring insect repellent products. Finally, the article proposes how to enter the market, position products, develop the strengths of products in the domestic and international markets.*

Keywords: *International Business, Natural Products, Product Differentiation, Sustainable Development.*

DETERMINANTS OF ENERGY CONSERVATION INTENTION IN VIETNAMESE HOUSEHOLDS BASED ON THE THEORY OF PLANNED BEHAVIOR AND THE KNOWLEDGE - ATTITUDE - BEHAVIOR MODEL

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

Abstract: *Vietnam is facing the risk of energy crisis in the future due to the mismatch between energy demand and energy supply as well as the heavy dependence on imported source put the national energy security in question. The need to understand factors that have the strongest influence on the daily energy-saving behaviors is increasing its importance. The objective of this paper is to provide an overview of energy conservation behaviors in Vietnam, then point out problems which require immediate attention, and later identify determinants of energy conservation intention at household level by integrating the Theory of Planned Behavior and the Knowledge – Attitude – Behavior model.*

Keywords: *Energy behaviors, energy conservation, energy efficiency, energy saving, Vietnamese households.*

LOAD ESTIMATION OF SOME HEAVY METALS (CU, FE, MN, ZN, PB) AT CAI RIVER MOUTH (NHA TRANG, KHANH HOA) USING LOADEST MODEL

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Abstract: *Heavy metal contamination in the aquatic ecosystem is currently a major worldwide concern because of its high concentrations in water, stability, and toxicity. Rivers are considered the main pathway of heavy metals transportation to the oceans. The increase of heavy metals concentration in seawater and sediment through riverine inputs have certain effects on aquatic ecosystems and depends on their loads as well as the biogeochemical processes at the river mouths. Climatic studies have predicted the impact of climate change on the hydrology of worldwide rivers which consequently affects on riverine heavy metals transport to the oceans. This paper presents the results of our study on the flux of some heavy metals (Cu, Fe, Mn, Zn Pb) in dissolved and suspended form by Cai river (Nha Trang, Khanh Hoa) in the dry and rainy season of 2021 by using LOADEST model. The data showed that there was an increase in total concentrations of studied heavy metals in the rainy season due to the rise of the contribution of suspended concentration. Of all the heavy metals, Fe was a concern as both its concentration and load were the highest and there was the contamination of Fe during this period.*

Keywords: *Cai river mouth, heavy metals, load, LOADEST*

INTERNATIONAL LAW ON FIGHTING CLIMATE CHANGE AND EXPERIENCE FOR VIETNAM

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Faculty of Administrative - State Law, Ho Chi Minh City University of Law,
No.2, Nguyen Tat Thanh Street, District 4, HCMC, Vietnam*

Abstract: *The law against climate change is not an independent discipline but an institution of international environmental law. The provisions of international law have been adjusted in a comprehensive way to issues related to combating climate change. The article presents the essential issues of international law on fighting climate change from the formation process to the provisions of international law on climate change. In addition, the article also discusses how various countries throughout the world, such as Thailand, China, and Japan, have used international law on fighting climate change, as well as lessons gained for Vietnam.*

Keywords: *Law, climate change, International.*

ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) ECOSYSTEM TAKES ENVIRONMENTALLY SOUND TECHNOLOGIES (ESTS) AS THE FOCUS IN THE GOAL OF SUSTAINABLE DEVELOPMENT AND ENHANCES THE COMPETITIVENESS OF VIETNAMESE COMPANIES

*Thieu Thi Thu Thao, PhD Candidate, Science and Technology Management, VNU -
University of Social Sciences Humanities
Dr. Nguyen Van Thanh, Automation Group, Samsung Display Vietnam,
Yen Phong, Bac Ninh, Vietnam*

Abstract: *The Covid-19 pandemic has caused a negative impact on many domestic and international businesses. This is also the time when many domestic and foreign researchers propose sustainable development solutions for businesses to overcome the difficulties of epidemics and climate change. It was during this time that the ESG (Environmental - Social - Governance) ecosystem was proposed by many researchers in developed economies as an advanced model for the sustainable development of businesses. However, for developing countries, including Vietnam, technological innovation associated with environmental protection is a major concern today. Therefore, in this study, the author proposes to encourage businesses to apply ESG ecosystem, but take environmentally friendly technology as a key factor in order to increase competitiveness of businesses and towards the goal of developing a sustainable business model.*

Keywords: *Environmental, Social and Governance (ESG); Environmentally Sound Technologies (ESTs); Sustainable Development Goals (SDGs); Sustainable business.*

THE ROLE OF NATURAL RESOURCES IN THE INFORMATION SOCIETY

*Dr. Dinh Thien Duc, Faculty of Economics, National Economics University, Hanoi, Vietnam
MA. Tran Thi Duong Ngan, Graduate School, National Economics University, Hanoi, Vietnam*

Abstract: *The natural resources have a vital role in the survival and development of human society and also in maintaining the ordinary parameters of ecosystems, biodiversity and health. Thus, the existence of an information society, in which the flow of information, goods and people is making rapidly and sometimes with harmful effects, the sustainable management of natural resources can contribute to the reduction of the negative impacts produced by humans. In this paper we have tried to highlight the role of natural resources in the development of society by addressing in a different way, primarily, the renewable resources and, later, the non-renewable ones. To emphasize their role, we analyzed the evolution of some indicators like agricultural area, total water resources, the production of fossil fuels and we presented their importance for a healthy economy and environmentally friendly.*

Keywords: *fossil fuels, information society, natural resources, renewable resources, Vietnam, sustainable development*

CIRCULAR ECONOMY IN VIETNAM: OPPORTUNITIES AND CHALLENGES

*Nguyen Thi Anh Ngoc, Nguyen Thi Diem, Truong Thi Hoang Oanh
University of Economics Ho Chi Minh City, Campus in Vinh Long, Vietnam*

Abstract: *In recent years, circular economy has become a prominent topic and a model that many countries are aiming to replace the linear economic model. The orientation of the Party and Government of Vietnam can apply circular economy (CE) as the key to meet many sustainable development goals including reduce environmental pollution during development in output, respond well to resource depletion and climate change. The problem is how Vietnam can and Vietnamese enterprises exploit the opportunities and understand the challenges of the CE model well to position themselves for effective implementation. Therefore, this paper aims to identify challenges and opportunities of CE in Vietnam towards sustainable development. The paper provides an overview of the CE model and highlights the main challenges, opportunities and benefits of applying CE to Vietnam in sustainable development.*

Keywords: *circular economy, sustainable development, Vietnam*

THE WILLINGNESS TO PAY OF VIETNAMESE PEOPLE FOR REDUCING AIRLINE CARBON EMISSIONS

*Assoc. Prof. Dr. Ngo Thi Phuong Thao, Nguyen Huy Thanh Nam, Chu Thuy Linh
Hoang Duc Nghia, Faculty of Real Estate & Natural Resources Economics,
National Economics University, Hanoi, Vietnam*

Abstract: *Nowadays, few people think that the aviation industry causes serious pollution to the environment. This is a rather "delicate" issue related to the convenience of human beings in the modern era. The aviation industry consumes up to 5 million barrels of fuel per day. The burning of fossil fuels now produces about 2.5% of all Carbon Dioxide (CO₂) emissions – this share is estimated to increase to 22% by the year 2050 as other sectors produce less CO₂ emissions. Anybody can fly now, and in the generation of low-cost airlines, the demand for air travel will increase sharply, along with the number of planes on the air will be double by 2035. There is currently no way to carry 8 millions people per day in the sky without burning oils. This study investigated whether Vietnamese are willing to pay for an increase in their travel cost to reduce the carbon emissions from their flight to minimize the environmental impact. Using the contingent valuation method (CVM) and a survey of 200 Vietnamese residents to gate the willingness to pay (WTP) for CO₂ offsets when traveling by airplane. The results reveal that WTP is 16.56 USD (equivalent to 331,200 VND) per person; income and education were found to have a significant relationship with WTP. Besides, the regression results also show that there are 4 factors affecting Vietnamese willingness to pay namely age, marital status, income and education, in which income and education have the greatest influence on the willingness to pay.*

Keywords: *Contingent Valuation Method (CVM), Willingness to Pay (WTP), Carbon Dioxide Emissions, Ariline Carbon Offsets, The Aviation industry Emissions, Airtravel.*

JOB OPPORTUNITIES ASSOCIATED WITH THE DEVELOPMENT OF SOLAR ENERGY IN NINH THUAN PROVINCE

*Dr. Tran Thi Tuyet, Le Thu Quynh, Nguyen Thi Hoa
Institute of Human Geography, Vietnam Academy of Social Sciences, Ha Noi, Viet Nam*

Abstract: *The development of solar energy in Ninh Thuan province is considered a breakthrough solution on the basis of utilizing value of resources toward development of green economy, forming motivation for territory development; and increasing job opportunities, converting job for Ninh Thuan residences. However, this is new sector and Ninh Thuan has limited resources, especially quality of human resource so Ninh Thuan has not been utilized job opportunities. Therefore, in order to improve access to job opportunities, Ninh Thuan must have comprehensive development policies, diversifying types of industrial development along the product value chain, combined with develop human resources proactively, in accordance with local capacity.*

Keywords: *Job, Renewable energy, Solar energy, Ninh Thuan*

SPECIFICITY OF AN ELECTRONIC PRODUCT LIFE CYCLE: A CASE STUDY AT ENTERPRISES PRODUCING ELECTRONIC PRODUCTS IN VIETNAM

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Electric Power University, Ha Noi, Vietnam
Assoc. Prof. Dr. Nguyen Thi Phuong Hoa, School of Accounting & Auditing, National
Economics University, Ha Noi, Vietnam*

Abstract: *The electronics manufacturing industry in Vietnam is on the rise to move towards integration with the global economy. The electronic product life cycle is unique due to the rapid and continuous change in electronic technology. Moreover, the manufacturing process of electronic products has several impacts on the environment. This paper synthesizes several product life cycle concepts and introduces reasons why the electronic product life cycle affects the environment. The authors conducted a case study at two Vietnamese electronics manufacturers to clarify the content of the product life cycle. Since then, the authors expect the findings to serve as a premise for the implementation of later studies on factors affecting the electronic product life cycle in enterprises manufacturing electronic products in Vietnam.*

Keywords: *life cycle, product life cycle, case study, electronic product, Vietnamese enterprises.*

THE FACTORS AFFECTING VIETNAMESE HOUSEHOLDS' ELECTRICITY-SAVING BEHAVIOR: AN EMPIRICAL STUDY USING EXTENDED THEORY OF PLANNED BEHAVIOR

*Dr. Nguyen Thi Hao, Dr. Nguyen Van Hau, Nguyen Thi Thu Phuong
Faculty of Political Theory, National Economics University, Hanoi, Vietnam*

Abstract: *The study has extended the theory of planned behavior (TPB) to consider the factors affecting Vietnamese households' electricity-saving behavior. The study used large-scale surveys at a number of households throughout Vietnam. 538 valid questionnaires from households were used in the study to investigate relationship among factors in the research model. Collected data went through quantitative analysis steps including measurement model and structural model assessment to test scales and hypotheses using PLS-SEM software. Research results show that all hypotheses in the research model have been supported with the collected data. From there, the authors make some suggestions to promote Vietnamese households' electricity-saving behavior.*

Keywords: *Electricity-saving behavior, theory of planned behavior, Vietnamese households.*

PAYMENT FOR FOREST ENVIRONMENTAL SERVICES IN VIETNAM

Dr. Pham Thi Linh, VNU University of Economics and Business, Vietnam National University, Hanoi, Vietnam

MA. Vu Viet Phuong, Academy of Journalism and Communication, Hanoi, Vietnam

Abstract: *This research discusses payments for environmental services in Vietnam, especially payments for forest environmental services in the period 2011-2020. First of all, the research represents conceptual approaches in terms of payments for environmental services. Then, the research applies a variety of research methods to make use of secondary and primary data in order to analyze the current status of payments for forest environmental services in Vietnam in the 2011-2020 period, in which describing people's perceptions about payments for forest environmental services. Based on the actual situation of payments for environmental services and from urgent requirements of the environmental protection as well as existing advantages, the research proposes recommendations to establish and develop the marketization of payments for environmental services in general and payments for forest environmental services in Vietnam in particular. This is considered as a solution for sustainable environmental protection in the coming time.*

Keywords: *environmental services, experience, payments for forest environment services.*

AIR POLLUTION IN VIETNAM: IMPACT FROM THE ENVIRONMENT

MA. Nguyen Vu Tram Anh, MA. Nguyen Trung Tien, Faculty of Management, UEH University - Vinh Long Campus, Vietnam

Abstract: *One of the greatest scourges of our time is air pollution, not only because of its impact on climate change but also its impact on public health and the economy. socioeconomic. The only way to solve this problem is through public awareness along with the multidisciplinary approach of scientific experts, the relevant local ministries and agencies must soon detect the cause and promptly solve it. the emergence of this threat and suggest sustainable solutions.*

Keywords: *air pollution, environment, health, public health, gas emission*

FACTORS AFFECTING THE SUSTAINABLE DEVELOPMENT OF RENEWABLE ENERGY: CASE STUDY ON SOLAR POWER IN DA NANG CITY

*PhD Candidate. Nguyen Duc Duong, MSc. Nguyen Tu Anh
Hanoi University of Natural Resources and Environment, Hanoi, Vietnam*

Abstract: *Vietnam is currently one of the fastest-growing economies in the world. Along with the development of the economy, Vietnam's electricity consumption demand has increased significantly in the recent decade. According to EVN, the average annual growth rate of electricity consumption is about 11%. According to data about the climate of Da Nang city from RETScreen software provided by NASA: Da Nang is located in a tropical climate zone, with an average temperature of about 26°C and a relatively high number of sunny hours a year around 2000 - 2600 hours/year, has a high solar heat radiation potential of about 4.87 kWh/m²/day. This is favorable for exploiting solar power to serve industries in Da Nang city. Solar power will partially replace electricity and other forms of fossil energy such as coal, oil, gas, etc., to reduce production and operating costs and use energy economically and efficiently. The study has identified the factors that affect the sustainable development of solar power in Da Nang; the results of this study help relevant agencies business owners to apply and replicate the application. Solutions to save energy using solar energy sources in*

Da Nang city and a valuable reference document for provinces across the country to study and apply.

Keywords: *Solar power, Renewable energy, Danang, Vietnam*

VIETNAM IN RESPONDING TO CLIMATE CHANGE: PERSPECTIVES, PRACTICES AND SOLUTIONS

*Assoc. Prof. Dr. Dinh Xuan Ly
University of Social Sciences and Humanities, National University, Hanoi, Vietnam*

Abstract: *The research focuses on the topic of Vietnam's response to climate change from the perspective of contemporary political theory, based on reliable and latest sources, using basic research methods of political science which are logic and history. The conference paper explores the following points: (1) The core perspectives and policies of the ruling Party (Vietnam Communist Party) and the Vietnamese Government through international commitments and the process of responding to climate change in the context of global political wills are “not enough” to respond to climate change and the world is still standing on “the verge of climate catastrophe”; (2) Practical implementation of activities, international cooperation and initial results on responding to climate change, as well as Vietnam's leading role in the global fight to respond to climate change; (3) Detecting some problems posed by Vietnam's response to climate change over the past few years and suggesting some solutions with the expectation of contributing to improving the effectiveness of climate change response in Vietnam in the future.*

Keywords: *Climate change, climate change response, Vietnam's perspective*

CLIMATE CHANGE AND AGRICULTURE IN VIETNAM: A GENDER PERSPECTIVE

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

Nguyen Vu Thu Anh, Luong The Vinh High School, Hanoi, Vietnam

Abstract: *Agriculture plays a crucial role in the socio-economic development of Vietnam, but this sector is increasingly threatened by climate change impacts. Climate change adaptation is critical, particularly for natural resource-dependent farmers in Vietnam. The significant vulnerability of the rural poor and women groups to climate change impacts suggests the great need for gender-responsive adaptation based on gender-sensitive vulnerability to manage climate-induced risks in Vietnam. In agriculture sector, gender transformative adaptation can enhance food and nutrition security and bring other benefits such as increased socio-economic well-being and poverty reduction. It is necessary to increase the participation of women in the workforce and decision-making bodies on climate change, disaster risk management and emergency relief efforts. Women's awareness and engagement in responding to natural disaster events and climate change impacts in the agriculture sector should be enhanced to ensure food security in the future. In addition, studies on the gender-sensitive impacts of climate change and natural disaster events in the agriculture sector should be conducted to design appropriate gender-responsive adaptation measures in Vietnam.*

Key words: *climate change, agriculture, gender equality*



**PART 5:
URBAN AND REGIONAL
DEVELOPMENT**

APPLICATION OF THE PLS-SEM MODEL TO RESEARCH THE IMPACT OF LAND ACQUISITION POLICY ON THE SATISFACTION AND LIFE OF PEOPLE IN THE SUBURBAN AREA IN HANOI CITY

*Hoang Thu Linh, Hoang Yen Nhi, Phan Ha My, Vu Thi Bich Phuong
Le Thi Hai Anh, Faculty of Real Estate and Resources Economics,
National Economics University, Hanoi, Vietnam*

Abstract: *This study focuses on examining the influence of land acquisition policy on the satisfaction and life of people in the suburban areas of Hanoi city through the linear structural model PLS-SEM. The research sample was collected from 430 people whose land was acquired in 03 districts of Hanoi city: Gia Lam district, Thuong Tin district, and Long Bien district. The analysis results show that there are four factors affecting people's satisfaction with the land acquisition policy, including Knowledge, Willingness, Living conditions before and after the acquisition, and Compensation Process. In which, Willingness factor has the strongest impact on satisfaction with land acquisition policy. The results also prove that Policy Satisfaction will have an impact on Life Satisfaction. Based on the analysis results, the article proposes solutions and recommendations to improve the State's land acquisition policy.*

Keywords: *land acquisition policy, satisfaction, people's life, urban periphery.*

DETERMINANTS OF RESIDENTIAL LAND PRICES: AN EMPIRICAL STUDY IN VIETNAM

*Pham Phuong Nam, Faculty of Natural Resources and Environment,
National University of Agriculture (VNUA)*

Abstract: *The study aims to determine the impact of factors on residential land prices in the period from 2020 to 2021. The study investigates 250 officials, real estate investors, credit officers, and real estate agents on factors affecting residential land prices. The research results have shown 12 groups with 47 factors affecting land prices. The rate impact rate of the factor groups ranges from 1.58% to 31.34%. The COVID-19 pandemic factor group has the strongest impact on residential prices, followed by groups of factors: real estate brokerage; urbanization, industry, and handicrafts; upgrading administrative and planning units; real estate market; economical factors; infrastructure; environment; legal elements; social factors, location factors, individual factors. To harmonize the interests of the State, investors, and land users when valuing land, it is necessary to pay attention to the factors that strongly affect the land price first, followed by the factors that have a smaller impact.*

Keywords: *Bac Ninh, COVID-19 pandemic, determinants, residential land prices.*

FINANCE FOR SMART CITIES IN VIETNAM

*Tran Le Thu Phuong, Duong Thi Van Anh, Nguyen Thi Mai Anh, Pham Thi Thu Hien
Dao Thi Bich Duyen, Faculty of Environmental, Climate Change and Urban Studies,
National Economics University, Hanoi, Vietnam.*

Abstract: *Smart city infrastructure in Vietnam is transforming into a more efficient and dynamic way with digital technologies and services with the aim of enhancing and improving the quality of life of citizens. However, project implementation requires the Government of Vietnam to attract new investment capital in addition to traditional public finance. Therefore, Public-Private Partnership (PPP) is considered the most appropriate solution and become a global trend to solve the financial difficulties for smart cities today. The application of PPP forms for smart city projects in Vietnam has not yet fully met the criteria and is only on the rise so far. With the current smart city sector, the Government prioritizes mobilizing capital resources from private enterprises, including PPP in Vietnam. Hence, this newspaper will forecast and propose some PPP financial instruments, emphasizing the opportunities and challenges involved. In particular, recommend the use of 3 reasonable alternatives including Financing Projects (PF), Revenue Sharing (RS), and Social Impact Bonds (SIB) are suitable sources of funding for smart city projects in Vietnam. This is a qualitative secondary study based on the data and information provided by the official websites and previous studies along with national analysis and international experience to draw further conclusions.*

Keywords: *Finance, Smart City (SC), Public-Private Partnership (PPP), Project Finance (PF), Revenue Sharing (RS), Social Impact Bonds (SIB), Viet Nam.*

THE IMPACT OF URBANIZATION ON THE REAL ESTATE MARKET IN VIETNAM

*Dr. Nguyen Thi Thanh Huyen, Nguyen Cong Thanh, Nguyen Phuong Anh
Pham Thu Hue, Phan Anh Tuyet, Nguyen Thi Phuong Anh, Vu Thi Thanh Tam
Faculty of Environmental, Climate Change and Urban Studies,
National Economics University, Hanoi, Vietnam*

Abstract: *The study uses statistical data of cities with high urbanization rate of Vietnam in the period 2009-2020 and uses the method of ordinary least squares (OLS) to assess the impact of urbanization to the real estate market in Vietnam. The study shows that the speed of urbanization affects the real estate market in Vietnam in the same direction. Basing on the research results, the authors have proposed solutions to develop the real estate market in Vietnam during 2022-2030, and at the same time overcome the limitations caused by urbanization.*

Keywords: *Urbanization, real estate market, real estate, Vietnam.*

THE RELATIONSHIP BETWEEN PLACE ATTACHMENT, RESIDENTIAL SATISFACTION AND HOUSING BEHAVIORAL INTENTION: A CASE STUDY IN VIETNAM

*Nguyen Thanh Ha, Pham Quynh Chi, Nguyen Cong Hao, Do Thi Len
Le Quynh Mai, Dr. Nguyen Thanh Lan, Faculty of Real Estate and Resources
Economics, National Economics University, Hanoi, Vietnam*

Abstract: *This paper analyses the relationship between place attachment, residential satisfaction, and housing behavioral intention of people living in these apartment buildings in two big cities of Vietnam. Data were collected from 781 dwellers in Hanoi and Ho Chi Minh city. This study uses the Partial Least Squares structural equation modeling (PLS-SEM) approach to testing hypotheses about relations among observed and latent variables. These results have shown that there is a relationship between the three factors mentioned in this topic. Notably, place attachment has a stronger effect on housing behavioral intentions than satisfaction, and satisfaction is confirmed to have a mediating variable function.*

Keywords: *Housing behavioral intention, Place attachment, Residential satisfaction, Viet nam.*

RESEARCH ON THE INFLUENCE OF ONLINE KEY OPINION LEADERS ON VIETNAMESE TOURISTS' INTENTION TO REVISIT HOI AN ANCIENT TOWN

*Le Thi Xinh, College of Economics and Management, Nanjing University of Aeronautics
and Astronautics, Nanjing, China*

Abstract: *With the extreme development of e-commerce, the role of online key opinion leaders is becoming more and more critical in the advertising industry. In Viet Nam, the trend of advertising thanks to online key opinion leaders is being used powerfully in many industries, including tourism. It is the perfect combination of online marketing and online key opinion leaders' experiences. They share feelings and experiences about products and services on social media. It strongly influences customer behavioral intentions. Based on the previous theory, the research developed a conceptual framework and a research model of the influence of online key opinion leaders on tourists' intention to revisit Hoi An ancient town. Identify components of online key opinion leaders and the destination image of Hoi An ancient town. Analyzing the influence of online key opinion leaders on destination image; the influence of destination image on revisit intention. The study implements the online key opinion leaders as the exogenous variable and destination image as the intervening variable and intention to revisit as the endogenous variable. The samples would be collected by using convenience sampling technique, with up to 700 people*

responding to online questionnaires shared on the social media such as wechat, facebook and zalo. The method used to analyze was Structural Equation Modeling (SEM), using the SPSS and SmartPLS software. The study result pointed to the remarkable positive effect of both online key opinion leaders and destination image on tourists' intention to return. The results also focused on verifying the destination image such as cognitive image, affective image and overall image. Based on the results, the study also proposes some solutions to attract visitors to return Hoi An in the wave of a Covid-19 pandemic like now.

Keywords: *Online key opinion leaders, destination image, cognitive image, affective image, overall image, intention to revisit*

LIVELIHOOD CHARACTERISTICS OF ETHNIC MINORITIES HOUSEHOLDS IN VAN HO DISTRICT, SON LA PROVINCE

*Dr. Dao Thi Van Anh, Faculty of Economics, Tay Bac University, Son La, Vietnam
Nguyen Thi Thach Thao, K60 Finance - Banking, Tay Bac University, Son La, Vietnam*

Abstract: *Based on the primary data set collected from the survey of 86 ethnic minority households in Van Ho district, Son La province, the study has clarified the basic characteristics of the livelihood problems of these households, the impact of natural and socio-economic conditions on their livelihood methods. Up to 46% of surveyed households have an average income of less than 1.5 million VND/person/month, much lower than the average income of the country and the whole province. Most of their income sources still focus on farming and ranching.*

Keywords: *ethnic minorities, households, livelihood.*

GARDENING FOR SUSTAINABILITY IN URBAN VIETNAM

Dr. Dang Thi Anh Nguyet, Vu Dang Hoang, Bui Thi Thanh Thuy, Center for Development of Community Initiative and Environment (C&E), Hanoi, Vietnam

Abstract: *Urban development has often been unsustainable with multiple issues which negatively impact wellbeing. This paper argues that gardening could feasibly and effectively promote sustainability in Vietnamese cities and urban areas, drawing on existing evidence from the literature and works of community and non-governmental organisations. It first examines the need to promote sustainability in urban settings and the urgency of these needs. It then looks at gardening and how it could address this need. The potential for wider applications and the conditions required will also be discussed.*

Keywords: *Gardening, Sustainability, Urbanisation, Urban, Vietnam*

FACTORS AFFECTING THE LINKING SUSTAINABLE TOURISM IN THE NORTH CENTRAL REGION

*Le Van Vien, PhD candidate at National Economics University, Hanoi University of
Natural Resources and Environment*

Abstract: *Tourism is a dynamic and competitive industry that requires the ability to adapt to the needs and wants of customers as customer satisfaction, safety, and enjoyment are the primary focus of the tourism business. Tourism activities and tourism business also take place on a large scale, requiring the parties' cooperation in organizing tourism activities, business, and tourism management. The study uses the PLS-SEM model to determine the factors affecting sustainable tourism linkages in the North Central region. The test results identified five elements (1) Tourism products; (2) Branding strategy; (3) Human resources; (4) Transportation infrastructure; and (5) Government policy that has an impact on sustainable tourism links in the North Central region. From there, the study offers several solutions to develop sustainable tourism links in the North Central region.*

Keywords: *Linking tourism, Sustainable tourism, Linking sustainable tourism.*

SOME SOLUTIONS TO IMPROVE INCOME ASSOCIATED WITH THE DEVELOPMENT OF GREEN ECONOMY FOR PEOPLE IN SONLA PROVINCE

*Dr. Tran Thi Thanh Ha, Dr. Duong Van Manh, Dr. Pham Anh Tuan
Tay Bac University, Son La, Vietnam*

Abstract: *Sonla is a province with large territory, diverse terrain and climate, creating favorable conditions for agriculture and tourism to become strengths to develop a green economic model. However, Sonla is still a poor mountainous province, people's lives are difficult, low per capita income, high percentage of poor households. Therefore, it is necessary to give practical solutions to hunger eradication, poverty alleviation and increase incomes to gradually improve the quality of life of ethnic minorities here. In particular, improving the income associated with developing green economy is a practical solution in the current context of Sonla province.*

Keywords: *Green economy, Income, Sonla.*

A STUDY ON THE FOREIGN DIRECT INVESTMENT STRUCTURE INTO HANOI CAPITAL REGION TOWARDS SUSTAINABLE DEVELOPMENT GOALS

PhD student. Bui Huy Cuong, National Economics University, Hanoi, Vietnam

Abstract: *The process of attracting Foreign Direct Investment (FDI) after more than 30 years (1998-2021) in Vietnam has achieved many positive results. However, the quality of FDI inflows has not yet met the requirements of the country's development process. Based on the research viewpoint which considers the FDI inflows structure as the core of quality, the researcher thereby determined a set of criteria for evaluating capital flow structure from the view of regions receiving capital investment. With a relatively detailed analysis of the current state of capital flow structure into the provinces of Hanoi, the researcher discovered issues related to the structure of FDI inflows into the capital region. Therefore, the researcher proposes some recommendations with an "open" orientation to improve the quality of FDI inflows towards sustainable development goals in the upcoming time.*

Key words: *FDI, capital flow structure, sustainable development, Hanoi capital region*

CHALLENGES OF PPP MODEL APPLICATION FOR THE URBAN WASTEWATER SECTOR IN VIETNAM

*Assoc. Prof. Dr. Le Thi Bich Ngoc, Business School,
National Economics University, Hanoi, Vietnam*

Abstract: *Public-private partnerships (PPPs) are considered as an effective mechanism for governments seeking to achieve better value for money and fund the investments needed to provide wastewater infrastructure and manage wastewater services. This paper examines the PPP model application in the wastewater sector in the context of Vietnam's urbans. It also pointed out major shortcomings related to institutional, financing and public partners' competencies that hinder PPP application process. The paper then provided some suggestions to foster this process.*

Key word: *Challenge, PPP, wastewater sector*

INFRASTRUCTURE PLANNING AND IMPLEMENTATION IN VIETNAM

*Dr. Nguyen Kim Hoang, Faculty of Environmental, Climate Change and Urban Studies,
National Economics University, Hanoi, Vietnam*

Abstract: *Massive funds have been injected in infrastructure construction in developing countries to support economic growth and their integration into global markets. However, whether these funds would improve the nation's public infrastructure in the long-run depends on how well infrastructure is planned and built. Based on an extensive literature review, this paper identifies a number of deficiencies in the planning and policy making process, as well as in the implementation of infrastructure plans. This paper aims to show policymakers that the critical challenge faced by developing countries in infrastructure construction is thus not about the funding but should be more about effective planning and implementation for long-term benefits.*

Key words: *urbanization, planning, infrastructure*

LAND PRICES IN VIETNAM: INADEQUACIES, LIMITATIONS AND SOLUTIONS

*Phan Thi Thanh Huyen, VietNam National University of Agriculture (VNUA),
Hanoi, Vietnam*

*Nguyen Thi Hue, Hanoi University of Natural Resources and Environment (HUNRE),
Hanoi, Vietnam*

Abstract: *The purpose of the study is to clarify the current situation of residential land prices in Vietnam, the shortcomings and limitations of prices, and the valuation methods being applied in Vietnam; Identify the causes that lead to the difference between the regulated land price and the market land price, the shortcomings in the land valuation methods currently being applied in Vietnam, and then propose solutions to overcome the above shortcomings and limitations. The proposed solutions include: completing and comprehensively renewing the land valuation system; completing the legal framework to promote the implementation of land auctions for all purposes; researching to create official information channels, reliable enough, to meet practical needs to timely reflect fluctuations in market prices; strengthening the inspection and implementation of the land use planning; detecting and promptly handling acts of using land in contravention of planning and using land for improper purposes.*

Keywords: *Land values; Land price; Land price in Vietnam*

ECONOMIC GROWTH IN THAI NGUYEN PROVINCE 2015 - 2020

Pham Thi Ngoc Van, Faculty of Management - Economic Laws, Thai Nguyen University of Economics and Business Administration (TUEBA), Vietnam

Tran Thao Nguyen, Faculty of Business Administration, Foreign Trade University, Vietnam

Abstract: *For many years, the Party committees and authorities of Thai Nguyen province have determined that the motto of Party building is the key, economic development is the focus, since then there have been resolutions that are close, correct and suitable to the characteristics of locals creating a synergy that contributes to efficiency in all fields and enhances trust among the people. In particular, the industrial sector of Thai Nguyen was selected as a key to promote economic development in the area.*

Built in 1959, Thai Nguyen iron and steel industrial park with the country's first closed integrated iron and steel production line which is considered a pioneering step for the province's heavy industry. Regarding the "smokeless industry", Thai Nguyen – as known as famous tea land is considered to have great potential for tourism development, which is expected to become an attractive tourist destination in the near future. While resource from the government budget was still limited, Thai Nguyen had been aware of mobilizing various investment resources for significant projects. On the other hand, the provincial government always takes care and supports businesses, creates equal opportunities for businesses to access to resources, especially emphasizes the creation of small and medium enterprises with the motto "3 accompanies, 5 supports".

Keywords: *Growth, Thai Nguyen, economy*



**PART 6:
LAWS AND INSTITUTIONS**

IMPACT OF INSTITUTIONAL PRESSURE ON DECISIONS TO APPLY GREEN PRACTICES AT HOTELS IN VIETNAM

PhD Candidate. Nguyen Thi Phuong Thao, Faculty of Tourism and Hospitality, National Economics University, Hanoi, Vietnam

Abstract: *Green development is not only a way for hotels to reduce the negative impact of business activities on the natural environment, towards sustainable development, but also an option to meet the growing needs of society. The study was carried out to explore the impact of institutional pressure on the behavior of hotels applying green practices under the moderate influence of environmental attitudes of the managers. The results show that coercive pressure and mimetic pressure are two factors of institutional pressure affecting the decision to implement green practices in the hotel business in Vietnam. At the same time, the research results also confirm the moderating role of managers' environmental attitudes towards the relationship between institutional pressure and the behavior of applying environmentally friendly measures in hotels.*

Keywords: *Green practices, Hotel business, Institutional pressure.*

THE ROLE OF PATENT VALUATION IN NEW TECHNOLOGY COMMERCIALIZATION IN VIETNAM: A CASE STUDY OF REMOTE WASTE TREATMENT TECHNOLOGY

Tran Van Nam, Ph.D; LL.D; Associate Professor, Faculty of Law, National Economics University

Nguyen Quang Huy, LL.M; Associate; Vission & Associates Law Firm; Hanoi

Tao Minh Hung, LL.M; Lawyer, Rouse Legal Vietnam Ltd. – Hanoi Branch

Richard Cahoon, Ph.D; Adjunct Professor, Department of Global Development, College of Agriculture and Life Sciences, Cornell University, USA

Abstract: *Patent valuation is not a new matter in developed countries, but still a challenging task in Vietnam, due to the lack of practice and also inadequate regulation. The art and practice of patent valuation presents both an opportunity and a challenge in the process of new technology commercialization. On the one hand, some valuation of a patent is necessary for transacting parties to enter into a reasonable transaction regarding the use of the patent. But, valuations of patents on technology that has not been validated in the marketplace is fraught with risk that often hinders the negotiation of a patent transaction. In the US, patent holders and patentees don't rely mainly on patent valuations as the sole basis for license deals. A "pre-negotiation valuation" approach leading to a mutually designed "value capture/risk-sharing mechanism" (i.e., a license agreement) is a preferred path to commercialization of new technology.*

However, the difficulty in valuation of intellectual property assets is one of significant obstacles to the commercialization of patents, especially which are domestically developed by Vietnamese entities.

This paper describes the current practice in patent valuation and commercialization in Vietnam from a case study of remote waste treatment technology. This case study illustrates that in the current context of Vietnam, the valuation of a patent is still hard for the potential purchasers to accept, so the price should be adjusted flexibly through the negotiation, rather than a valuer providing a fixed valuation. Based on this case study, recommendations will be provided to improve the legal framework for patent valuation and commercialization.

Keywords: *patent valuation, remote waste treatment, technology transfer, commercialization of intellectual property rights*

ANTECEDENTS OF SKILLED INTERNATIONAL IMMIGRANTS TO VIETNAM: THE IMPORTANCE OF GLOBAL NETWORK AND INSTITUTIONAL QUALITY

Nguyen Phuong Trang, Ministry of Labour Invalids and Social Affairs, Vietnam

Abstract: *This paper examines demographic, economic, and social antecedents of international migrations of skilled laborers to Vietnam. Using various econometric techniques for the sample of 63 provinces in Vietnam during the 2016-2020 period, our study highlights the importance of global network and institutional quality in promoting the international inflows of skilled workers to each province in Vietnam. However, the evidence of their roles is more likely to be evident in the long run. The income of the host city and the lack of skilled labor in these cities captured by the level of young employment and skilled worker also play a critical role in skilled immigrant's decisions. Furthermore, dimensions used to reflect different issues of institutional quality affect the migrants who work as a manager, CEO, specialist, and technicians differently. The condition to develop the career and the standard of living in the host country is essential for international immigrants with advanced skills, thus the Vietnamese government should focus on the policies to improve the standard of living in terms of both social and economic benefit for these groups of international immigrants.*

Keywords: *skilled international immigrants; global network; institutional quality; short-term and long-term effects; Vietnam.*

FACTORS AFFECTING STUDENTS' WILLINGNESS TO USE PIRATED SOFTWARE: FIELD SURVEY AT UNIVERSITIES IN HANOI

*Dr. Trinh Hoai Son, Bui Thi Thuy, Le Xuan Huy, Nguyen Thi Thu Ha
Le Phuong Thao, Vu Minh Hieu, School of Information Technology and Digital
Economics, National Economics University*

Abstract: *As the speed of the development of information technology becomes more and more powerful, more and more software is developed with the intent of meeting the majority of user demands and actively supporting all careers. Under the pressure to be competitive in the job market, students today are now wishing to develop more skills in using the supporting software related to their major to lay the foundation for their job in the future. Because of the above reason and many other reasons that tend to increase the willingness to use pirated software of many students. In this article, the influence level of these factors will be empirically investigated on universities in Hanoi. By using a linear regression model, the article shows that (1) there is no longer a distinction between genders, income and majors of students about the willingness to use pirated software, (2) the influence of those factors in the model is quite clear, especially the attitudes and subjective standards, (3) proposes solutions and recommendations for legal agencies, schools and to software enterprises.*

Keywords: *Pirated software, software piracy, computer software, willingness to use.*

COMPLETING REGULATIONS ON SERVICE CONTRACTS IN VIETNAM CIVIL CODE IN THE REQUIREMENTS OF SUSTAINABLE DEVELOPMENT AND INTERNATIONAL INTEGRATION

*Dr. Kieu Thi Thuy Linh, Faculty of Law, Head of Civil Law Department, Vietnam
Women's Academy*

*Dr. Nguyen Ngoc Quyen, Head of Competition Law and Consumer Protection Department
MA. Nguyen Thi Huyen Trang, Law Faculty, Vietnam Women's Academy*

Abstract: *A service contract is a typical contract in daily life because it is a transaction that helps form a supply relationship between the service party and the customer to meet the customer's needs. The legal provisions on this contract are the corridor for the parties to establish the relationship and the basis for dispute settlement. The article focuses on analyzing and evaluating the legal provisions of service contracts to make complete recommendations toward building safe, legal service delivery relationships and best meeting customers' needs for the sustainable development of the service sector.*

Keywords: *Service contracts, completing legal regulations, Vietnam Civil Code 2015.*

COMPLETING THE LEGISLATION ON MITIGATING GREENHOUSE GAS EMISSION OF VIETNAM

*Dr. Tran Thi Hong Nhung, Nguyen Thi Thu, Dang Khanh Linh, Pham Ke Nguyen
Nguyen Thi Thu Huyen, Faculty of Law, National Economics University, Hanoi*

Abstract: *In the context of implementing international commitments to cope with climate change in general, to mitigate GHG emissions in particular and especially to implement the Nationally Determined Contribution (NDC). The need to develop and complete the legislation on mitigation of greenhouse gas emissions fully and comprehensively at the present is really necessary. Therefore, on the basis of studying the general theoretical issues of the legislation to decrease GHG emission, the current situation of these regulations in Vietnam, the following article will give some directions to complete the law as well as specific suggestions for Vietnam to protect the environment based on the legal basis.*

Keywords: *Legislation, environmental protection, air, climate change, mitigation of greenhouse gas emission*

CREATING THE COMPREHENSIVE SYSTEM OF PUBLIC POLICIES FOR SUSTAINABLE DEVELOPMENT THE MEKONG DELTA

*Dr. Bui Ngoc Hien, Department of Scientific Research, Information, Document Management
MA. Pham Tri Cuong, Training Center for Professionalism and Foreign Languages, Ho
Chi Minh City Cadre Academy, Ho Chi Minh City, Vietnam*

Abstract: *The Mekong River Delta is a socio-economic region that contributes a high yield of rice, aquatic products and fruits to Vietnam; It is also one of the three deltas in the world that are heavily affected by climate change. Over the years, Vietnam has promulgated many policies for the sustainable development of the Mekong Delta. Despite many results in practice, the Mekong Delta is still facing many problems and challenges for development. Based on the theoretical framework of public policy, the article points out the economic, social and environmental problems of the Mekong Delta. The article also gives several recommendations to improve the policy system for sustainable development in the Mekong Delta in order to adapt itself to the climate change in the coming time: (1) Focusing on policy solutions to keeping people in addition to preserving land, conserving water and protecting the environment; (2) Concentrating on scientific research activities to forecast and develop regional development scenarios; (3) Placing great importance on educational development; (4) Identifying a sustainable economic development model and effectively exploiting resources and potentials; (5) Effective regional linkage.*

Keywords: *The Mekong Delta, public policy, sustainable development, climate change.*

REDUCING WITHDRAWAL OF LUMP - SUM SOCIAL INSURANCE ALLOWANCE IN VIET NAM: PROPOSED SOLUTIONS

PhD. Phan Anh Tuan, MSc. Dang Thi Minh Thuy, Faculty of Insurance, National Economics University, Ha Noi, VietNam

Abstract: *In order to ensure employees' income and maintain their standard of living, especially when their earnings are postponed or they are out of labor force, insurance policy always encourages employees to receive annual/monthly pensions instead of receiving lump - sum allowance. However, the number of pensioners tends to increase each year. Thus, to achieve this goal and ensure social security, it is necessary to propose solutions which orientate employees remain in social insurance system.*

Keywords: *Lump sum payment, pension, employees*

USING CLEAN ENERGY FOR SUSTAINABLE DEVELOPMENT GOALS: A CASE STUDY OF VIETNAM

LL.M. Pham Thanh Nga, Adjunct/Visiting Lecturer, National Economics University (NEU) and FPT University (FU), Vietnam

LL.M. Do Trong Tuan, Law faculty, Vietnam Women's Academy (VWA), Vietnam

Abstract: *Using clean energy is a new trend around the World recently. It is a good way to protect the environment and implement the Sustainable Development Goals of the United Nation. Following that trend, in recent years, Vietnam encourage everyone using of clean energy to develop economics. In this paper, the author will analyze the facts and problems of using clean energy in Vietnam, in comparison with other countries around the world. Then, the author will recommend some solutions to improve the problems related to using clean energy in Vietnam for the next period. To do this research, the author uses many kinds of methodologies such as analysis Vietnam legal policy and documents (law and regulations) related to energy activities, use the hypotheses developed in the study shows how to use law and regulation to govern energy activities in Vietnam, survey, etc.*

Keywords: *clean energy; sustainable development; Vietnam*

THE IMPROVEMENT OF THE CAPACITY TO PERFORM PUBLIC TASKS OF THE CONTINGENT OF CADRES AND CIVIL SERVANTS OF THE DISTRICT-LEVEL PEOPLE'S COMMITTEE IN TAY NINH PROVINCE

MA. Tran Ba Hung, VNUHCM-University of Social Sciences and Humanities, Ho Chi Minh City, Vietnam

Le Thi Hong Tham, People's Committee of Trang Bang town, Tay Ninh Province, Tay Ninh, Vietnam

Abstract: *The district government plays a particularly important role at the administrative levels in Vietnam. It is necessary to develop a contingent of capable cadres and civil servants in order for the district-level to extend their roles and positions. Each of the cadres and civil servants has made certain contributions to the operational efficiency of the district-level, in which the role of the contingent of cadres and civil servants of the district-level People's Committee (Chairman, Vice-Chairman of the People's Committee) is especially important. This is the force that leads and manages all activities of the district-level People's Committee. As a result, with such a vital role, they must be well-equipped with the necessary knowledge and skills. The article explores the current state of the capacity to perform public tasks of the contingent of cadres and civil servants of the district-level People's Committee in Tay Ninh Province, thereby proposing solutions for improvement.*

Key words: *Cadres, Capacity to perform public tasks, The district-level People's Committee.*

COMPLETING THE EXEMPTION POLICY FOR RESEARCH AND DEVELOPMENT AGREEMENTS

Tran Trung Vy, Vice Principal, HaLong University, Quangninh, Vietnam

Tran Thi Nguyet, Faculty of Law, National Economics University, Hanoi, Vietnam

Abstract: *An exemption policy for anti-competition agreements is one of the major and important contents of the institution that controls anti-competition agreements. However, in the course of operation, when manufacturing and trading enterprises want to survive and develop, they must conduct research and development activities for new products (hereinafter referred to as research and development - R&D). However, the costs of research and development, especially creating breakthrough products, are often huge. On the other hand, investing in research and development often has a large probability of failure. High cost and high risk are one of the challenges of research and development activities. The paper focuses on analyzing the nature of research and development agreements, the purpose and meaning of exemption policies for research and development restrictions; Relevant aspects in the competition law of Vietnam on the basis of reference to the respective experience from the competition laws of the United States and the European Union, from which there are assessments and recommendations for institutional improvement this plan.*

Keywords: *Research and development, exemption, competition restriction agreement, complete exemption policy.*

ENHANCING THE STRATEGIC THINKING OF EDUCATION MANAGERS FOR ETHNIC MINORITY, MOUNTAINOUS AND DISADVANTAGED AREAS IN THE CONTEXT OF EDUCATION 4.0

MA. PhD. Candidate. Tran Thien Tu, Le Duan School of Politics, Quang Tri, Vietnam

Abstract: *Strategic thinking is simply an intentional and rational thought process that focuses on the analysis of critical factors and variables that will influence the long-term success of a team or an individual. Strategic thinking requires research, analytical thinking, innovation, problem-solving skills, communication and leadership skills, and decisiveness. The competitive landscape can change quickly for any organization. New trends may emerge quickly and require you to take advantage of them or fall behind. By incorporating everyday strategic thinking into work and life routines, we will become more skilled at anticipating, forecasting, and capitalizing on opportunities. Based on the statistical synthesis and meta-analysis methods; The article analyzes the need to develop strategic thinking of educational administrators and proposes requirements to improve strategic thinking of educational administrators in ethnic minority mountainous and disadvantaged areas in the context of education 4.0.*

Keywords: *Strategic thinking, educational managers, ethnic minorities, mountainous areas, education 4.0.*

FOREIGN MARKET ENTRY STRATEGY OF MULTINATIONAL ENTERPRISES FROM INSTITUTIONAL PERSPECTIVE

Tran Thi Tuan Anh, Business Administration Department, Posts and Telecommunications Institute of Technology, Ha Noi, Viet Nam

Abstract: *Foreign market entry strategy has an undoubtedly powerful impact on multinational enterprises' (MNEs) performance outcomes, and this subject has received much attention from the academic community and managers of MNEs for the past decades. However, only few studies from institutional perspective has been conducted. Thus, the aim of this paper is twofold. Firstly, this article summerizes the understanding of market entry strategy and institutional theory. It then identifies and describes entry timing, entry modes and entry market involved in institutional perspective. It is hoped that the research not only increases academic knowledge but also helps practitioners in selecting accurate entry strategies to penetrate foreign markets and implementing these strategies effectively.*

Keywords: *Entry strategy; market entry strategy; foreign market; institutional perspective; institutional theory ; institutions*

PLASTIC WASTE MANAGEMENT: AN OVERVIEW OF VIETNAMESE GOVERNMENT REGULATIONS AND COMPARISON TO OTHER COUNTRIES

*Nguyen Thi Nhu Quynh, Do Lan Anh, Nguyen Hong Anh, Vu Phuong Anh
Faculty of Law, National Economics University, Hanoi, Vietnam*

Abstract: *Plastic has become one of the most widely utilized materials in numerous industries due to its adaptable features and low price. This has caused an alarming global concern due to the detrimental effects of plastic pollution on humanity. Several developed nations have regulations to restrict the consumption of plastic products. However, plastic waste management remains a challenge in some developing countries, especially Vietnam, and has not been investigated. This paper aims to review Vietnam's current plastic waste management policies and compare them to parallel policies in other jurisdictions.*

Keywords: *Plastics, plastic waste management, policies, regulations.*

CORPORATE CRIMINAL LIABILITY: A COMPARISON OF VIETNAM AND FRANCE

LLM. Luu Hai Yen, Criminal Law Faculty, Hanoi Law University, Vietnam

Abstract: *Since the January 1 of 2018, corporate can be the subject of criminal liability in Vietnam. However, the type of corporate and the scope of crimes corporate will be prosecuted as a controversial issue in Vietnam that requires further research. Currently, only the commercial juridical person shall be liable for criminal penalties for certain crimes include economic crimes, terrorism financing, money laundering and environmental crimes under the Penal Code of Vietnam 2015 (amended in 2017). It is crucially important to understand current global trends and the attitudes towards corporate criminal liability in different jurisdictions because it is key to preventing crimes committed by corporate. This paper will study both legal theories and practices of corporate criminal liability in Vietnam in comparison with France to identify the key lessons learnt for Vietnam to reform the provisions on corporate criminal liability.*

Keywords: *corporate criminal liability, commercial juridical person, criminal law, Vietnam, France.*

PREVENTION OF VIOLATIONS OF LAW ON ENVIRONMENTAL PROTECTION IN INDUSTRIAL ZONES IN THE SOUTH KEY ECONOMIC AREA BY FUNCTIONS OF ENVIRONMENTAL POLICE

Dr. Dinh Anh Tuan, People's Police University, Hanoi, Vietnam

Abstract: *Many years after the war, Vietnam has implemented the innovation policy and achieved many great milestones and is aiming to become a modern industrialized country with the formation of 04 key national economic zones which is assigned the task of leading, the locomotive for the development process of the whole country. In particular, the Southern Key Economic Zone (SKEZ), chose Ho Chi Minh City as the center of attraction for the development of the whole region, has been and is the area with the largest contribution to the budget compared to other regions. However, the rapid development of industrial zone (IZ) here, has left negative environmental impacts such as: pollution of water, soil, air, noise is increasingly complicated and difficult to control; the number of cases of violations of the law (VOL) on the environment in IZ, in spite of being under control, has increased at times, seriously affecting people's health. Faced with that situation, the Environmental Police force (EPF) with its functions and duties, needs to study and evaluate the status and causes of VOL on environmental protection (EP) in IZ and propose appropriate solutions in the prevention of violations of the law (VOL), contributing to sustainable development of the country.*

Keywords: *Southern key economic Region, environmental law violations, industrial zones, Environmental police.*

THE COMMUNIST PARTY OF VIETNAM LEADS THE STATE IN THE MANAGEMENT, CONSERVATION AND PROMOTION OF ETHNIC MINORITY CULTURAL VALUES IN VIETNAM TODAY

MSc. Tran Toan Trung, National Academy of Public Administration (NAPA), Hanoi, Vietnam

Abstract: *Vietnam is a multi-ethnic country with 54 ethnic minorities living together, including 53 ethnic minorities with 14.1 million people (accounting for 14.7% of the total population of the country). Ethnic minorities in Vietnam alternately reside in a large area, occupying a particularly important position in politics, economy, security and national defense. Over thousands of years of labor and production, ethnic minorities have formed and developed their own unique cultural identities, contribute to building a rich and diverse Vietnamese culture imbued with national identity. The Communist Party of Vietnam is the leading force of the state and society, leading in all fields of social life, in which culture and preserving national cultural identity are one of the leadership tasks of the Party's concern. The Party always pays attention to the State leadership in managing, preserving and promoting the cultural values of ethnic minorities, creating endogenous strength to contribute to socio-economic development. The article focuses on studying the leadership process of the Communist Party of Vietnam through the State for the management, conservation and promotion of cultural values of ethnic minorities in Vietnam.*

Keywords: *Communist Party of Vietnam, leadership, state, preservation and promotion, ethnic minority culture.*

MATERNITY REGIME IN VIETNAM'S SOCIAL INSURANCE AND INTERNATIONAL EXPERIENCE

Lu Thi Mai Oanh, VNU - University of Education, Hanoi, Vietnam

Abstract: *Maternity insurance regime is one of the social insurance's regimes implemented to insure female employees' health and income while performing motherhood including pregnancy, childbirth, and newborn rearing, taking contraceptive measures. Hitherto, Vietnam has had a progressive system of laws and policies on gender equality, ensuring the rights of female workers to access the maternity benefits. However, most women face higher barriers to entering the workforce (such as those doing unpaid work after pregnancy, childbirth, and childcare period), making it difficult for women to be entitled to social security benefits. Therefore, Vietnam needs a specific, multi-dimensional strategy and international experience to improve the status and living quality of female workers today.*

Keywords: *Maternity regime, social insurance, international experience.*

BASIC FUNCTIONS OF STATE MANAGEMENT OF THE ECONOMY IN THE SOCIALIST - ORIENTED MARKET ECONOMY IN VIETNAM TODAY

Dr. Le Thi Hanh, Ho Chi Minh National Academy of Politics, Hanoi, Vietnam

Dr. Le Thi Hong Hanh, Electric Power University, Hanoi, Vietnam

PhD student Chu Van Khanh, Hanoi Law University, Hanoi, Vietnam

Abstract: *In building a socialist-oriented market economy, the State plays a particularly important role. The State must perform economic management functions both to ensure that the economy operates according to the market mechanism in a correct and effective manner, but at the same time always maintain the socialist orientation in the country development and economic growth. Researching and clarifying the functions of state management of the economy in the socialist-oriented market economy; Achievements and limitations in the process of performing these functions are extremely necessary and meaningful because this is the basis for the Party and State to develop solutions to improve and better implement these tasks this function, thereby improving the capacity and effectiveness of state management of the economy in our country today.*

Keywords: *Socialist state, function, market economy*



**PART 7:
SOCIAL AND HUMANITIES ISSUES**

THE DIFFERENCE IN IMPLEMENTATION OF INNOVATIVE WORK BEHAVIOR AMONG DEMOGRAPHIC GROUPS IN VIETNAM

*Hoang Thanh Quang, Tran Thi Thuy, Dinh Thi Ngoc Huyen
Hoang Thi Phuong Thao, Ngo Ha My, Assoc. Prof. Dr. Do Thi Dong
Faculty of Business Management, National Economics University, Hanoi, Vietnam*

Abstract: *Innovative work behavior, which is an essential part of supporting individuals in finding and coming up with new and unique ideas for the organization, is the key to improving work productivity and creating a competitive advantage. Each employee with a distinct personality trait, however, shows different levels of efficiency. Therefore, this research aims to study and point out the difference of demographic variables on employees' innovative work behavior in Vietnamese organizations. To draw an accurate conclusion, the authors conducted a survey among 397 employees working in many types of organizations in Vietnam. The research has determined that gender, age, and income are three variables that make differences in the implementation of innovative work behavior of employees in Vietnam. Based on the results, recommendations are made to assist organizations in developing appropriate recruitment, selection, and training plans.*

Keywords: *Innovative work behavior, demographic, Vietnam*

THE IMPACT OF WORK-FROM-HOME ON JOB PERFORMANCE: AN EMPIRICAL RESEARCH IN VIETNAM

*MA. Mac Thi Hai Yen, Tran Thi Cuong, Trinh Phuong Thao, Nguyen Tien Minh
Pham Thi Thu Hang, Ngo Anh Yen Linh, Faculty of Management Science, National
Economics University, Hanoi, Vietnam*

Abstract: *The main objective of this study is to explore the relationship between working from home and job performance through studying the impact of physical and spiritual conditions with the moderating variable: work environment towards job performance. The research was conducted by two methods: qualitative research and quantitative research. First of all, the research team conducted a qualitative survey by asking and collecting expert opinions. After that, the results of the answers were compared with relevant theories that the team had used in the research, thereby considering the relevance between theory and reality, the context of Vietnam. Next, the research team conducted a quantitative study by conducting a survey to survey data from 312 full-time and part-time home workers across Vietnam. The authors use the model of intermediate variables and the software SPSS 22 to process the data. Research results show that working from home has both positive and negative impacts on job performance. Based on the research results, the authors make some recommendations to evaluate the job performance of Vietnamese workers.*

Keywords: *Work-from-home, Job performance, Work environment*

FACTORS DETERMINING THE FAMILY CAREGIVER BURDEN IN VIETNAM

*Tran Thi Mai Phuong, Faculty of Human Resource Economics and Management,
National Economics University, Hanoi, Vietnam*

Abstract

Vietnam is experiencing a period of rapid aging, the increasing proportion of elderly people (NCT) will put increasing pressure on the social security system, especially in regard to elderly care at family. Therefore, studying the factors affecting the caregiving burden will make practical contributions to solutions to reduce the caregiver burden at home. Quantitative research conducted in Hanoi and Thai Binh shows the relationship between age, education level, caregiver's income, length of care, the relationship between caregivers and the elderly with the level of caregiver burden. In addition, the health status of the older people is also a significant factor affecting the family caregiver burden in Vietnam. The results of research will assist policy makers to identify the caregivers who need the most support from the policies of the State in general and of non-governmental organizations in particular, thereby contributing to the improvement of the social security system in Vietnam.

Key words: *caregiver burden, family caregiving, older people*

FACTORS INFLUENCING GENERATION Z'S LANGUAGE LEARNING INTENTIONS AND BEHAVIORS WHEN USING SOCIAL NETWORKING SITES

*Duong Hue Linh, Nguyen Thuy Linh, Nguyen Quynh Mai, Do Thi Thu Thao
National Economics University, Hanoi, Vietnam*

Abstract: *Social networking sites are becoming more popular and have a great influence on the user segment, which leads to the concept of learning on social networks. In recent years, due to the effects of the COVID-19 pandemic, foreign language practice on social networking sites is becoming a trend. This study explores the relationships of factors that influence the intention and behavior of using social networking sites for generation Z language learning (from 11-year-old to 22-year-old). The survey is conducted with 249 participants on popular social networking platforms. From the results of the analysis, we have used the UTAUT model to understand the factors that influence generation Z's intention and behavior to use social media in Vietnam. The results show that effort expectancy is the most important factor affecting the student's intention to learn foreign languages on social networking platforms.*

Keywords: *behavior, behavioral intention, learning foreign languages, social networking sites*

SOCIAL MEDIA ACTIVITIES AND UNIVERSITY BRAND IDENTIFICATION

Le Thi Thu Mai, Nguyen Phuong Thuy, Nguyen Thi Ngoc Anh, Nguyen Thi Diu Ngo Thuy Linh, National Economics University, Hanoi, Vietnam

Abstract: *The main purpose of this study is to explore how engagement, value co-creation and self-brand connection factors affect university brand identification. This study proposes a structural model of the relationships among engagement in social media sites, value co-creation and university brand identification. Randomly selected respondents from the students from universities in Hanoi were selected to participate in the questionnaire study. Initially, an exploratory factor analysis (EFA) was performed to test the validity of the constructs, and the confirmatory factor analysis (CFA), using AMOS, was used to test the significance of the proposed hypothesis model. Results about the relationships among engagement, value co-creation and university brand identification were revealed.*

Keywords: *Social media activities, University brand identification, Value co-creation, Engagement*

FACTORS AFFECTING LABORS MOVEMENT IN VIETNAM'S SOUTHERN KEY ECONOMIC ZONE DURING COVID 19 PANDEMIC

Dr. Nguyen Thi Hoai Phuong, Pham Hong Quan, Ngo Dieu Linh, Vu Thuy Trang Nguyen Tan Sang, Nguyen Van An, School of Banking and Finance, National Economics University, Hanoi, Vietnam

Abstract: *Vietnam's Southern key economic zone is also known as the leading economic region in our country, which contributed to 42% GRDP and more than 43% of the country's total budget revenue in 2019. It not only is a big influential foundation force but also a locomotive in the promotion and economic development of the whole country. During the Covid 19 outbreak, workers massively moved from the industrial zone of the southern key economic region to the West and even to the North, away from their workplace and from the unstable life after losing jobs. The number of people moving from Ho Chi Minh City and the southern provinces to their hometown accounts for 60% in the total 1.3 million people moving of 63 provinces. The fact that thousands of workers went back to their hometowns will have a strong impact on the labor market. This research identifies the factors affecting laborers' movement during Covid 19 pandemic based on theory models, quantitative scales, statistical and control processing research data on hypothesis, thereby making necessary recommendations for regulators and businesses firm in Viet Nam.*

Keywords: *labor polivy, labor movement, Covid-19 pandemic, key economic zone.*

VIETNAMESE STUDENTS' GLOBAL CITIZENSHIP CAPACITY IN THE CONTEXT OF GLOBALIZATION

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

*Dinh Ngoc Diep, Nguyen Minh Anh, Vu Phuong Linh, Nguyen Phuong Thao
School of Investment, National Economics University, Ha Noi, Vietnam*

Abstract: *The COVID-19 pandemic has impacted all aspects of social life, including education. From the traditional form of learning, higher education institutions have to switch to online teaching. Not only that, the COVID-19 pandemic also shows the dependence between countries around the world in the race for a vaccine to prevent the spread of coronavirus. This study aims to examine the factors affecting students' global citizenship capacity in the context of globalization. The study uses Morais and Ogden's model to assess students' global citizenship capacity to provide an overview and direction to educate students in the context of globalization.*

Keywords: *COVID-19, educational institution, global citizenship, global competence, globalization, higher education.*

FACTORS AFFECTING THE EMPLOYMENT OF PEOPLE WITH DISABILITIES IN VIETNAM

*PhD. Phung Minh Thu Thuy, Hoang Nhu Quynh, Tran Luu Phuong Hao
Tran Le Hang, Faculty of Management Science, National Economics University,
Hanoi, Vietnam*

Abstract: *People with disabilities are one of the most vulnerable groups in society, they face various difficulties and barriers, especially in finding opportunities to participate in the labor market. This study explored factors affecting the employment of disabled people in Vietnam, thereby determining the correlation between the employment status of people with disabilities and the main independent variables including Family Support and Social Support. The results showed the differences in employment rates among different groups of people with disabilities. Especially, Family Support and Social Support had a positive impact on the employment status of the disabled. The authors also suggest some changes in policies to increase employment opportunities for people with disabilities in Vietnam.*

Keywords: *disabled labor, employment, people with disabilities, policy.*

FACTORS AFFECTING HIRING DECISION OF INTERNS SPECIALIZATION IN ECONOMICS: THE CASE STUDY IN THE NORTHERN OF VIETNAM

*Dr. Le Thi Thu Huong, Trinh Minh Duong, Trinh Ha Linh
Dang Ngoc Linh, Nguyen Thuy Linh, Excellent Educational Program,
National Economics University, Hanoi, Vietnam*

Abstract: *Young human resources, such as interns are always considered as one of the important resources of the organization. With the aim of improving the quality of interns in particular and human resources in general, the goal of this study is to evaluate the factors influencing the recruitment decision of interns specialization in economics of enterprises in the Northern region of Vietnam. Some recommendations are also given to improve the employability of young human resources. In this study, SPSS software are used to conduct statistics and analyze data obtained from a survey. The analysis results shows that the groups of factors that positively affect the recruitment decisions of enterprises include: Students' equipped knowledge, Soft skills and Demographic factors. In addition, the process and the ability to handle the situation also have a low influence on the recruitment decision of enterprises.*

Keywords: *Businesses, Decisions, Specialization in Economics, Interns, Recruitment.*

THE IMPACT OF WORK FROM HOME ON WORK PERFORMANCE OF LECTURERS IN VIETNAM

*Nguyen Thi Thuy Hang, Faculty of Planning and Development, National Economics University
Nguyen Minh Anh, School of Trade and International Economics, National Economics University
Nguyen Thi Thanh Huyen, School of Trade and International Economics, National Economics University
Nguyen Khanh Hoa, School of Accounting and Auditing, National Economics University
Ha Huong Giang, Faculty of Marketing, National Economics University*

Abstract: *The Covid-19 pandemic has hit all aspects of life, especially the field of education. Although it is now considered as a temporary measure to address the problem of social distancing on lecturers, Work from home (WFH) is believed to become the norm for lecturers in the future. This paper aims to investigate the impact of Work from home on Work performance of lecturers in the context of Covid-19 pandemic. Survey data collected from a sample of 320 lecturers working for public universities in Vietnam are analyzed by Structural equation modeling method (SEM). Results show that Work from home indirectly impacts Work performance, with the mediating role of Work motivation, Work stress, and Work-life balance. At the same time, another significant finding is explored, revealing that while Work stress is negatively related to Work performance, other factors including Work motivation, Work-life balance, and Work from home are all positively related to Work performance. On this basis, the paper suggests a set of recommendations related to improving work performance of lecturers.*

Keywords: *Covid-19, Work from home, Work performance, Work-life balance, Work stress, Work motivation*

DETERMINANTS OF STUDENT INTENTION TO WORK IN HOMETOWN

*Nguyen Thu Thuy, Nguyen Thuy Tra Duong, Dam Thi Lan
Phan Khanh Ly, Ho Thi Tuyet Anh, Faculty of Business Management,
National Economics University, Hanoi, Vietnam*

Abstract: *This paper investigated the relationship between personal factors and perceived environmental conditions on students' intention to return to their hometown to work using the theory of planned behavior (TPB). The study was conducted by a cross-sectional survey and included 479 final-year students at 7 universities in the north of Vietnam. A structured questionnaire was used to collect the data. The results confirm that family supports, job, hometown attachment, social relations, and perceived hometown living conditions, are significantly related to entrepreneurial intention, the attitude towards becoming an entrepreneur and perceived behavioral control. TPB is a valuable model for understanding the relationship between students' intention to return hometown for working and exogenous factors in Vietnam – a developing country context. This study contributes to the body of knowledge and recommend several solutions for policy makers in the provinces to attract more high-quality human resources for economic development*

Keywords: *Return hometown intention, graduate student (s), quality of living conditions, return migration*

THE USES OF YOUTUBEVIDEOS IN ENGLISH LANGUAGE LEARNING: A LITERATURE REVIEW

*Le Thi Thu Hien, MITC, University of Economics Ho Chi Minh City -
Campus in Vinh Long, Vietnam*

Abstract: *YouTube.com (or other online streaming video websites) is a free online video repository where nearly any digital video file can be stored and displayed. YouTube's diverse content and organic community interaction make it an invaluable resource for a wide range of educational endeavors. YouTube videos can be a valuable tool for teaching multiple languages. Furthermore, they can be used to make students aware of the various dialects of English spoken around the world, as well as to provide them with authentic materials for developing their English language skills. This paper seeks to give a list of considerations for teachers while integrating YouTube videos inside and outside of the classroom to fully capitalize on the strengths of YouTube videos in English language learning and teaching.*

First, a brief review of various research methods used to investigate the use of YouTube videos in English classrooms through studies to improve learners' English language competencies has been presented, followed by a summary of the main findings of the uses of YouTube in teaching and learning English has been discovered. One of the remarkable findings that have been highlighted when applying YouTube in teaching English is that teachers must consider choosing videos that are appropriate to the

objectives and other requirements of courses and to the level of learners, as well as keep track of the proportion of the class design to get the optimal learning outcome.

Keywords: *YouTubeVideos, Use, English Language Learning*

FACTORS INFLUENCING THE QUALITY OF TEACHING ENGLISH AT ECONOMICS UNIVERSITIES IN HANOI, VIETNAM

*Dr. Nguy Thuy Trang, Nguyen Thi Thu Cuc, Vo Hoang Ngoc, Nguyen Kim Ngan
Mai Khanh Linh, Faculty of Foreign Languages, National Economics University, Hanoi, Vietnam*

Abstract: *This study investigates the factors influencing the teaching of English as the second language for non-English major students at economic universities in Hanoi. The key findings indicate that all the factors which affect the quality of teaching English at economic universities in Hanoi include teaching methods, lectures skills and qualifications, teaching materials, assessment, facility, and English learning attitudes. Specifically, English teaching methods have the strongest impact on the quality of teaching English. Through the results, the researchers propose practical recommendations for administrators, lecturers, and students to improve the quality of teaching English as the second language for non-English major students at economics universities in Hanoi.*

Keywords: *factors, quality of teaching English, non-English major students, economic universities.*

A STUDY OF ADULT STUDENTS' SATISFACTION ON THE TRAINING QUALITY IN VIETNAM

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Resources, Hanoi, Vietnam
Nguyen Hoang Nam, Institute of Strategy and Policy on Natural Resources and
Environment, Hanoi, Vietnam*

Abstract: *The study aimed to evaluate the students' satisfaction and identify the factors affecting the training quality for adult students in Vietnam. By desk study and in-depth interviews, the theories of students' satisfaction evaluation and the legal documents relating to training quality were analyzed and symbolized with a conceptual theory frame. The research was then based on the quantitative method to analyze the students' satisfaction on training quality. Primary data was collected from 200 students of two training institutions in management of agriculture and rural development. A set of criteria, including five factor groups with 31 observed variables was developed. The Exploratory Factor Analysis (EFA) method and the multivariate linear regression model were used to identify the groups of factors that affect the level of students' satisfaction with the training quality at the two institutions. Accordingly, there were three groups of factors that most strongly influence the students' satisfaction, including trainers, training curriculum,*

infrastructure facilities. Basing on the analysis, recommendations to improve the training quality were also provided.

Key words: *Adult student, training quality, satisfaction level.*

IMPROVING WORK MOTIVATION OF OFFICE EMPLOYEES AT TECHNOLOGY COMPANIES IN THE DIGITAL AGE

MA. Hoang Yen Phuong, *National Economics University, Hanoi, Vietnam*

Abstract: *Motivation plays an incredibly important role in guaranteeing the level of job performance and the development of the company as well. In other words, in the current competitive market, no corporation or company could be successful without employee motivation. Recently, tech firms have tried a lot to inspire workers. However, recently, the turnover rate is becoming a considerable majority of the board of directors. Therefore, the author decided to conduct a study regarding the topic “Improving work motivation of office employees at technology companies in the digital age”.*

The objectives of this study consist of:

To review theories of employee motivation to identify the theoretical framework for analyzing employee motivation at technology firms.

To analyze and evaluate the current situation of motivating employees at technology companies in the information age.

To suggest solutions to improve employee motivation at technology companies.

The author used both secondary data and primary data with the scope of 100 employees working in various departments at technology companies. In addition, the factors mentioned had no strong impact on worker motivation as the mean of the factors was at the average score with the notable exception of working environment and co-worker relations.

To sum up, the author suggested some recommendation to enhance employee motivation including: diversifying the nature of work, improving working environment, harmonizing the benefits of the company and compensation of employees, raising recognition and appreciation for employees’ performance, giving more effective training courses and development, creating more job opportunities and promotions, creating effective administrative policy and strengthen relationship between colleagues and others.

Keywords: *Digital age; Office employees; Technology companies; Work Motivation*

FACTORS AFFECTING STUDENTS' ADVERTISEMENT AVOIDANCE BEHAVIOR ON SOCIAL MEDIA IN HANOI

*Nguy Thuy Trang, Pham Thi Le, Hoang Ngoc Tram Anh, Hoang Thi Thanh Tam
Nguyen Quoc Khanh, Le Thi Hong Tuoi, National Economics University, Hanoi, Vietnam*

Abstract: *The Internet has become a virtual platform for a great number and large diversity of social relations thanks to the proliferation of social media, which have undergone exponential growth. Being aware of this, many advertising companies consider using this platform to promote their products. However, this leads to a lot of advertisement avoidance when students are constantly affected by those. Although previous studies have investigated advertising avoidance in traditional media and on the Internet, there has been little investigation of advertising on social networking sites. The study is carried out to investigate influencing factors that affect students' advertisement avoidance on social media in Hanoi. Questionnaires were sent to students to investigate their avoidance behavior. The study investigates crucial factors influencing students' advertisement avoidance, including (i) prior negative experiences, (ii) skepticism towards advertisement, (iii) perceived privacy concerns, (iv) perceived personalization(v) perceived advertisement clutter and (vi) skepticism toward advertising mediums. It is worth noting that prior negative experiences are the key factor affecting students' advertisement avoidance behavior on social media in Hanoi.*

Keywords: *factors, advertisement avoidance, social media*

FACTORS AFFECTING HIGH SCHOOL STUDENT'S INTENTION TO CHOOSE GAP YEAR IN HA NOI

*Assoc. Prof. Dr. Nguyen Thuong Lang, Nguyen Thi Huong Giang, Do Yen Nhi
Dinh Hoang Thanh Trang, Hoang Ngoc Van, Nguyen Duy Hoang, School of Advanced
Education Programs, National Economics University, Hanoi, Vietnam*

Abstract: *This study was carried out with the aim of exploring the factors affecting high school students' intention to choose gap year in Ha Noi. This research used the combination of qualitative and quantitative methods. The result indicated 7 factors related to research object in total, namely internal motivation, media, financial capability, influence of people around and society, attitude, personality and risk perception. From there, the research pointed out the potential for development and proposed solutions to promote the popularity of gap year in Viet Nam.*

Key words: *intention to choose, gap year, high school students, Ha Noi.*

FACTORS INFLUENCING STUDENT PARTICIPATION IN ONLINE LEARNING

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Nguyen Ngoc Phuong, POHE Marketing Communication 61, School of Advanced
Education Program
Le Pham Khanh Hoa, Faculty of Marketing, National Economics University, Hanoi, Vietnam*

Abstract: *This study employs structural equation modelling (SEM) to identify and evaluate determinants of online learning student participation. Data was collected from 543 students from 29 universities in Hanoi. The results indicated that individual factors (Goal Clarity, Process Clarity, Expertise, Perceived Control) have a magnitude of impact on student participation in online learning.*

Keywords: *online learning, student/customer participation, teaching styles.*

FACTORS AFFECTING THE INTENTION TO RECEIVE THE LUMP-SUM SOCIAL INSURANCE OF EMPLOYEES IN VIETNAM

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Pham Huyen Trang, Vu Mai Thanh, Hoang Minh Chien, Le Van Duy
National Economics University, Hanoi, Vietnam*

Abstract: *The study was conducted in a rather special context: 2 years after the Covid-19 pandemic took place and affected the economy and labor market of Vietnam. This research on factors affecting intention to receive the lump-sum social insurance benefit in Vietnam reveals that there are seven groups of influencing factors including Media, Income, Social security aspect of the Social insurance policies, Labor market context, Attitude towards behavior, Social insurance policies and Social influence. The research is based on theories combined with relevant studies and analytical results from data collected from 378 employees in the research area. From the analysis and practical assessment of the influence of these factors, the authors offer solutions and recommendations to reduce the demand for the lump-sum social insurance benefit, moving toward the goal set by the Party and State, which is to ensure social security for everyone. The research results are the basis for policymakers to publish policies to develop social insurance in Vietnam.*

Keywords: *Social insurance, Lump-sum social insurance, Intention to receive*

FACTORS INFLUENCING SEXUAL HARASSMENT BEHAVIOURS AMONG UNIVERSITY STUDENTS IN HANOI

*Assoc. Prof. Dr. Nguyen Ngoc Son, Nguyen Ta Dang Cuong, Nguyen Bich Ngoc
Mai Hong Nhung, Ngo Cao Thai Tuan, Vu Hai Dang
Faculty of Planning and Development, National Economics University, Hanoi, Vietnam*

Abstract: *The main content of the article is to analyze the factors affecting sexual harassment behavior towards university students in Hanoi, Vietnam. Research results show that there are 5 influencing factors including: Law and institution; Student education; Student management; Culture - Society and Student Factors. In addition, the study also shows many surprising numbers about the status of students suffering from sexual harassment such as 25% of surveyed students saying that they have been victims of this behavior. From studying the current situation and influencing factors, the research team found the cause of the problem and proposed recommendations and solutions for each group of stakeholders.*

Keywords: *Behavior, Students, Sexual harassment*

ENHANCING THE QUALITY OF VIETNAM'S HUMAN RESOURCES IN THE FOURTH INDUSTRIAL REVOLUTION

*Dr. Bui Thi Phuong Thuy, Institute of Philosophy, Ho Chi Minh National
Academy of Politics, Hanoi, Vietnam*

Abstract: *The world is entering the Fourth Industrial Revolution, a new manufacturing revolution associated with unprecedented technological breakthroughs related to the Internet of Things, cloud computing, 3D printing, sensor technology, virtual reality, etc. It is strongly affecting every country in the world, including Vietnam. This revolution is a great opportunity to promote industrialization and modernization. However, the shortage of a first-rate workforce is challenging for Vietnam to catch this opportunity. This paper will focus on the three main contents. The first is about the impact of Industry 4.0 on Vietnam's manpower. The second is about the current situation of the labor force. Finally, the author offers some solutions to improve the quality of Vietnam's human resources.*

Keywords: *Human resources, Fourth Industrial Revolution, Vietnam.*

WHAT SKILLS ARE ESSENTIAL FOR STUDENTS IN HOTEL MANAGEMENT: THE REALITY AND REQUIREMENTS FOR TRAINING AT EDUCATION INSTITUTIONS

Dr. Hoang Van Hao, Faculty of Business Administration, Trade Union University, Hanoi, Vietnam

Dr. Nguyen Phuong Nga, Faculty of Tourism Studies - Phenikaa University, Hanoi, Vietnam

Abstract: *The study identifies essential skill groups for Hotel Management students, including reasoning, analyzing and problem solving skills; knowledge discovery and research skills; system thinking skills; teamwork and communication skills; and occupational skills. The study surveys 161 people including: (i) officials and managers working in hotels; (ii) experts, scientists, lecturers and (iii) Hotel Management alumni. Observed variables have been tested in reliability using Cronbach's Alpha; analyzed for the differences among group means in the sample using one-way analysis of variance (ANOVA). The research results show that Skills of teamwork and communication and Occupational skills are highly appreciated in terms of necessity with average values of 4.6460/5.0 and 4.6071/5.0 respectively. Those results could be used to measure the world of work's demands for employees and to lay the groundwork for adjustments in training curriculum to meet society's needs.*

Keywords: *skills, hotel management, higher education*

FACTORS AFFECTING JOB SATISFACTION OF TEACHERS OF HANOI COLLEGE OF INDUSTRIAL ECONOMICS

Doan Thi Ha Thanh, Hanoi College of Industrial Economics, Hanoi, Vietnam

Abstract

The job satisfaction of lecturers is an important factor to contribute to improve the effectiveness of the education system. The number of research on job satisfaction in colleges is very limited in developing countries which include Vietnam. This article aims to identify several factors and their influences on job satisfaction of college lecturers. The study conducted a survey of 125 lecturers at Hanoi College of Industrial Economics. The results show that the satisfaction of lecturers is influenced by personal factors, co-worker relationships, working conditions and managers' attention.

Keywords: *Job satisfaction, influencing factors, lecturers.*

ONLINE DISCUSSIONS ON TRAFFIC SAFETY POLICY: APPROACHED BY THE MULTISTEP FLOW THEORY AND ACTOR-NETWORK THEORY

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School of Journalism and Communication, University of Social Sciences and Humanities,
Vietnam National University, Hanoi*

Abstract: *Traffic safety violations caused by alcohol use are causing serious consequences to the social life and environment in Vietnam. In 2020 alone, 6,700 people died in traffic accidents, with alcohol use being the leading reason. The Government has issued Decree No. 100/2019/ND-CP stipulating the increase of penalties for traffic safety violations related to alcohol concentration, which has attracted public participation in discussion on online newspapers and social media. Applying the multistep flow theory and actor-network theory, the study aims to describe the role and influence of the public in shaping public opinion, as well as identify their position and influence in the network and their ability to activate information steps on online newspapers and social media. Through content analysis and in-depth interviews, the results show that public groups have actively used the media in their own ways to express their opinions, attitudes, and behaviours that influence discussion flows on traffic safety policies, contributing to the dissemination of regulations, creating positive effects on people's awareness, as well as advising on the socio-economic policy development towards the sustainable development of Vietnam's social environment.*

Keywords: *public participation, policy communication, traffic environment, online newspapers, social media.*

BUILDING A WEBSITE SUPPORTING THE DEVELOPMENT OF GEOGRAPHY STUDIES STUDENTS' SPECIALISED ENGLISH PROFICIENCY, GEOGRAPHY DEPARTMENT, HO CHI MINH CITY UNIVERSITY OF EDUCATION

*BA. Tran Dinh Khang, Dr. Pham Thi Binh, MA. Nguyen Xuan Bac
Faculty of Geography, University of Education, Ho Chi Minh City, Vietnam*

Abstract: *In the era of globalisation, English proficiency is becoming more and more important to students in many aspects. To study and research in a major effectively, students should develop their own specialised English proficiency. In the Department of Geography, Ho Chi Minh City University of Education, Geography Studies students major in tourism. With survey methodology, the author collected primary data on students' specialised English proficiency. Furthermore, the author collected the opinions of students and experts on a suitable means to support. From the survey results, the author built a website supporting the development of students' specialised English proficiency. The website's data is specialised in tourism, includes vocabulary, sentences, news and videos in English. The survey results about usage effectiveness of the website show that the majority of students and experts agree with the website's ability to support the development of specialised English proficiency.*

Keywords: *Geography Department, Geography Studies, specialised English, website.*

THE FOURTH INDUSTRIAL REVOLUTION AND THE GENDER GAP IN VIETNAM CONSIDERING EMPLOYMENT

Dr. Tran Thi Ngoc Thuy, Faculty of Political Theory, Thuyloi University, Hanoi, Vietnam

Abstract: *Ensuring gender equality in the field of employment for employees in the process of accelerating industrialization and modernization of the country and international integration is one of the important goals contributing to the improvement of the position of the labor force individuals in the family and society, and at the same time contributing to social stability, gradual improvement of the quality of life. However, reality shows that, in countries around the world as well as in Vietnam, the gap in gender equality in the field of labor still exists. This issue greatly affects women's employment opportunities and the realization of gender equality. Especially, in the stand of the impacts of the fourth industrial revolution, the jobs for simple laborers like female workers, will be pushed at high risk of being replaced by machines and robots, which makes the gap between genders even larger. Therefore, analyzing the effects of the fourth industrial revolution, the issue of the gender gap, and from this proposing measures to promote gender equality to narrow the gender gap in employment is a meaningfully important issue, which ensures gender equality in such a substantive manner.*

Keywords: *Employment, female workers, gender equality, the fourth industrial revolution.*

THE RETURNEE OF MARRIAGE MIGRATION: A CASE STUDY IN MEKONG DELTA, VIETNAM

Dr. Pham Thi Binh, Geography Department, Ho Chi Minh City University of Education, HCMC, Vietnam

Abstract: *This paper focuses on the adversity circumstances of Vietnamese marriage migrants who return to their hometowns. The paper starts with analyzing the context of marriage migration in Vietnam last three decades. Then, the returning of Vietnamese marriage migrants will be discussed. Finally, by examining specific returned cases in Mekong Delta, the paper demonstrates that the returnees face with lots of difficulties in their hometown; and their returning also creates many problems to the sending communities. Overall, it is hard for the returnees to re-settle down and continue their life in the hometown due to various reasons, including social constraints, institutional and legal structures. This urges many returnees jump into forced migration. Though, they are not recognized and documented as forced migration. Therefore, transnational framework for legal support is urgently needed to solve problems faced by many marriage returnees in their homeland.*

Keywords: *marriage migration, returnee, Vietnam, Mekong Delta*

FACTORS AFFECTING SECURITY INVESTMENT DECISION OF ECONOMICS AND NON-ECONOMICS STUDENTS - A CASE STUDY IN HANOI, VIETNAM

*Le Tuyet Nhi, Le Thi Hai Yen, Pham Ngoc Mai, Tran Quynh Huong
Tran Hong Linh, Dr. Hoang Thi Lan Huong, School of Banking and Finance,
National Economics University, Hanoi, Vietnam*

Abstract: *The article aims to find out the factors affecting security investment decision of students, measure the impact of those factors, and point out similarities or differences between economics and non-economics students. A survey of 178 students in both economic and non-economic sectors of universities in Hanoi showed that the factor "Available resources and decision-making bases" has the strongest influence on decision-making, the factors "The Crowd Effect" and "Self-Confidence" rank 2nd and 3rd. At the same time, the analysis results also show that there is no difference in the impact of these factors to the investment decisions of students of economics and non-economics majors.*

Keywords: *stock investment, investment decision, economics student, non-economics student, available resources, decision-making basis, crowd effect, self-confidence.*

A STUDY OF TIKTOK USAGE BEHAVIOR OF YOUNG PEOPLE IN HA NOI CITY

*Assoc. Prof. Dr. Le Kim Ngoc, Hoang Thao Chi, Ha Phuong Anh
Nguyen Thanh Phuong, Vu Quoc Thanh, Nguyen Duc Thinh
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Abstract: *Along with the development of science and technology as well as the need to connect and share information with people, social networking sites such as Facebook, Youtube and most recently, the TikTok app was launched. The development of information technology, especially the Internet, has had the impact of changing the way of thinking, even behavior of young people. This article presents the behavior of using TikTok by young people in Ha Noi city. Research results show the extent of usage and factors affecting the behavior of young people using TikTok - people in the age group from 15 to 24 in Ha Noi city, including Subjective norms, Technological development, Perceived usefulness, Perceived ease of use, COVID-19 and some other factors relating to risks such as Time, Information, Psychological and Functional risks.*

Keywords: *TikTok, Social Media, Usage Behavior, Decision Tree*

TIKTOK AND THE CONSEQUENCES IN THE WAY YOUNG PEOPLE EXPRESS THEMSELVES TODAY

*Tran Thi Mai Hoa, Trinh Thi Van Anh, Nguyen Minh Hang
Mai Thi Ngan, Nguyen Minh Thu, Faculty of Investment Economic,
National Economic University, Ha Noi, Vietnam*

Abstract: *The article aims to assess the impact factors of the TikTok social network, and the way young people express themselves on this social network. The authors used research methods: Cronbach's Alpha testing and exploratory factor analysis EFA, Pearson's correlation coefficient, and linear regression models. The main findings are the level of impact of the factors on the way young people express themselves is ranked from the strongest to the weakest: (i) Negative content on the social network TikTok, (ii) The needs for self-expression, (iii) Self-expression motivation. Since then, the article offers several proposals to help raise the awareness of young people when using the social network TikTok.*

Keywords: *Self-expression needs, Self-expression motivation, TikTok, Social network, Deviant behavior.*

THE INDUSTRIAL REVOLUTION 4.0 IMPACT ON ONLINE TRAINING IN PRIVATE UNIVERSITIES IN VIETNAM

*MA. Pham Thi Linh, MA. Tran Thi Huyen, Tran Hoang Lan Vy, Doan Ngoc Lanh
Faculty of Finance and Accounting, Dong Nai Technology University, Dongnai, Vietnam*

Abstract: *Online training (E-learning) has been developing in countries, corresponding to the development of the Industrial Revolution 4.0 (4IR). Online training is gradually affirming its important role, having outstanding advantages over traditional forms of training in universities in Vietnam. However, the application of this form of training in addition to the basic advantages, there are still difficulties and obstacles in private universities in Vietnam. This article summarizes the trend of developing online training in Industry 4.0, universities have advantages and difficulties when applying this form of training. The author proposed a number of solutions to develop online training in universities in Vietnam in the coming time.*

Keywords: *E-learning, industrial revolution 4.0, private university, technology.*

POPULATION AGEING AND ECONOMIC DEVELOPMENT IN VIETNAM

*Dr. Ninh Thi Thu Thuy, MSc. Tran Khanh Linh, Faculty of Economics,
University of Economics – University of Danang, Danang, Vietnam*

Abstract: *In recent years, population ageing has become a global phenomenon, taking place in almost all countries in the world. Similar to this trend, Vietnam has also been undergoing a rapid rise in the number and proportion of the elderly people in the population, which can imply many impacts on the nation's economic development. Therefore, this paper focuses on analyzing the current situation of population ageing in Vietnam, mainly from 1975 to 2020. The results show that the older-aged group has continuously and significantly increased during this period, accounting for 7.87% of the total population in 2020 and this number is predicted to continue to rise in the upcoming future. While Vietnam has officially entered the "ageing" stage since 2011, it is forecast that the country may reach another stage – "aged" in less than 2 decades. This can pose many challenges as well as present some opportunities for the economic development of Vietnam. Using a collection of past literatures on the relationship between population ageing and economic development in different nations, the authors then discuss more deeply about the challenges and opportunities Vietnam's economy may face, as well as recommend some policies for the Vietnamese government in their preparation for coping and adapting to the ageing population.*

Keywords: *Economic development; Population ageing; Vietnam; Vietnam's economic development.*

DEVELOP SELF-LEADERSHIP SKILLS IN ENTREPRENEURSHIP FOR VIETNAM STUDENTS

*MSc. Nguyen Quang Hung, University of Economics and Law, VNU-HCM,
Ho Chi Minh City, Vietnam*

Abstract: *The Vietnam government has set a target to have about one million businesses operating effectively. Startup is one of the most important activities to achieve that goal. Entrepreneurship can be seen as an innovation, i.e., risk-taking, pursuing the new, and being ahead of others. Self-leadership is important for innovators and has many benefits for risk-taking entrepreneurs. The universities in Vietnam have many activities to encourage students to start a business, and there have been several entrepreneurship courses. However, no university has trained students in self-leadership skills. Developing self-leadership skills for students is an important factor in promoting entrepreneurship in Vietnam.*

Keywords: *Startup, Entrepreneurship, Self-leadership*

BUILDING THE TEACHING STAFF OF DEFENSE AND SECURITY EDUCATION AT UNIVERSITIES IN THE MEKONG DELTA

PhD student, MA. Nguyen Ho Thanh, An Giang University, Vietnam National University Ho Chi Minh City, An Giang, Vietnam

Abstract: *The article analyzes and clarifies the actual situation of building a contingent of lecturers in defense and security education at universities in the Mekong Delta. In the face of the requirements of the fundamental and comprehensive renovation of education and training, the strong impact of the industrial revolution 4.0, and the international and domestic context, many complicated developments are posing high demands for national defense and security work and the teaching staff of defense and security education. The Mekong Delta is not an exception to this development, so the research to clarify the actual situation of building a contingent of defense and security education lecturers at universities will help orient and find appropriate solutions, effective and feasible for this management.*

Keywords: *Mekong Delta, teaching staff, defense and security education.*

RESEARCH ON FACTORS AFFECTING STUDENTS' DECISION TO CHOOSE UNIVERSITIES IN THE NORTH CENTRE OF VIETNAM

Le Thi Thanh Thuy, Le Quang Hieu, Hong Duc University, Thanh Hoa Province, Vietnam

Abstract: *The enrollment issue toward regional institutions is particularly critical in the reformation context of the university enrollment process recently and the complicated scenario of the Covid-19 pandemic. What important factors affect students' decision to choose public universities in the North Central region is a question that most of universities must care about. Therefore, the purpose of this article is to study the influence of factors on students' decision to choose a university there. The study uses secondary data to describe the characteristics of universities in the North Central region and primary data through a student survey of 8 public universities to test the effect of proposed factors to the decision to choose a university according to the research model. Through a survey from 500 students with the support of data analysis tools (SPSS and AMOS 24), factor belonging to students, training activities, facilities, costs, promotion and local factor have a positive relationship with intention to choose a university; on the other hand, the factor of intention is an intermediate variable that has a great impact on the final university choice decision of students. The result also shows the moderating role of the factor of graduation exam score to the relationship between intention and final decision. These have important implications in contributing to the consolidation of theory and practice in the current difficult university enrollment situation in Vietnam these days.*

Key words: *students, decision, university, the North Central, regional*

APPLYING MULTIPLE INTELLIGENCE THEORY TO COMPREHENSIVELY DEVELOP STUDENTS' CAPACITY IN VIETNAMESE EDUCATION

Pham Huu Loc, Dinh Van De, Ly Tu Trong College of Ho Chi Minh City

Nguyen Trong Nghia, Faculty of Economics, Ly Tu Trong College of Ho Chi Minh City

*Luong Xuan Thinh, Deputy Head of Admissions and Academic Affairs, Ly Tu Trong
College of Ho Chi Minh City*

Nguyen Thi Thu Ha, Head of Department, Ly Tu Trong College of Ho Chi Minh City, Viet Nam

Abstract: *Over the past decades, our country's education has made remarkable achievements and development steps, making an important contribution to the mission of raising people's knowledge, training human resources, fostering talents and achieving some important results in the construction, protection and development of the country. Vietnam's education continues on the path of development, in which selective research on advanced teaching methods and theories embarks motivation for discovering, learning, and researching to the modern scientific world.*

The theory of multiple intelligences is an optimal theory that creates a belief that helps to source potential talents hidden deep in each person, creating and directing the resources to achieve desired goals. Success begins with belief, and belief comes from a statement or an idea that we come up with ourselves. The theory of multiple intelligences is an example.

Keywords: *Multiple intelligence theory, capacity, education, training and response.*

FACTORS AFFECTING THE INTENTION TO USE ELECTRONIC TEXTBOOKS ON NEU READER APPLICATION OF STUDENTS OF THE NATIONAL ECONOMICS UNIVERSITY

Dr. Nguyen Kim Hoang, Nguyen Thi Thanh Huyen, Hoang Thu Trang

*Vu Thi Thuy Trang, Hoang Viet Trinh, Faculty of Environmental, Climate Change and
Urban Studies, National Economics University, Hanoi, Vietnam*

Abstract: *The e-textbooks is a new resource in addition to the printed, which has been put into practice at universities in Vietnam including National Economics University. This requires a comprehensive study to determine which factors influence the intention to use them. The purpose of this research is to find out there are factors influencing the intention to use e- textbooks on the NEU Reader app of students of the National Economics University. This study formed a sample of 226 students by using convenience sampling. In addition, drawing upon previous theories namely UTAUT model. The results of the analysis indicate five groups of factors that influence students' intention to use the e-textbooks: Facilitating conditions, Perceived benefit, Performance expectancy, Perceived environment, Effort expectancy and while experience serves as a control variable. The impact of these factors, coupled with efforts to improve the intention to use the e-Textbooks on the NEU Reader app of students of the National Economics University, will be further outlined in this study. Theoretical and practical implications of this research are also discussed.*

Keywords: *e-textbooks, NEU Reader, use intention, UTAUT, National Economics University.*

FACTORS AFFECTING THE INTENTION TOWARD HEALTHY EATING OF YOUNG PEOPLE IN HA NOI

*MSc. Le Van Nam, Do Duc Hung, Tran Doan Anh Tra, Tran Thanh Vinh
Dang Phuong Linh, Business School, National Economics University, Hanoi, Vietnam*

Abstract: *Nowadays, healthy eating is an important issue, especially for the young generation between the ages of 16 and 30. Therefore, the study aims to find out factors that affect the intention to eat healthily of young people in Ha Noi. This study applies quantitative methods with a sociological investigation with 308 observed samples. The results indicate 6 factors including: health consciousness, healthy food knowledge, perceived behavioral control, subjective norm, eating habits and attitude toward healthy eating affect intention to eat healthily of young people in Ha Noi. In which, perceived behavioral control plays an important role and has a strong impact on the intention to eat healthily. From the results, this study implies that the government should propagate through mass media about the importance and practical benefits of healthy eating; Enterprises need to diversify products to meet the needs of consumers; Businesses should consider opening more offline stores to access more customers. In addition, this study clarifies and broadens the scope of influencing factors in the context of intention to eat healthily in Ha Noi, which has not been done by previous studies in Viet Nam.*

Keywords: *Intention toward healthy eating, TPB, young people.*

AN ANALYSIS OF FACTORS AFFECTING CONSUMER'S INTENTION TO USE O2O COMMERCE: A CASE STUDY OF SUPERMARKETS IN HANOI

*MBA. Le Van Nam, Kieu Thi Kim Giang, Tran Ngoc Huyen
Nguyen Thi Thu Trang, National Economics University, Hanoi, Vietnam*

Abstract: *The article aims to find out the intention to use O2O purchase form of Hanoi consumers through model analysis of influencing factors. This study clarifies and broadens the scope of influencing factors in the context of modern shopping channels in Hanoi, which has not been done by previous studies. The article uses in-depth interviews to build and complete the research model. Preliminary quantitative research was conducted through a pilot survey with 44 consumers to standardize questionnaires, formal quantitative research with a sample of 389 observations. Collected data and hypotheses were tested using SPSS 26.0 and AMOS 24.0 software. The article shows that consumers' intention to use O2O purchasing pattern at supermarkets in Hanoi is influenced by 6 factors, including: physical experience, perceived risk, perceived usefulness, perceived ease of use, perceived value, and attitude to use. In which, physical experience plays an important role, strongly influencing consumers' decision to participate in the O2O commerce process. Because of the research approach chosen, the observed behaviors can be influenced by culture, customs, and economics. Therefore, future studies can further exploit these factors. The study includes implications for retailers: should create opportunities for consumers to experience the goods and services provided at physical stores; Ensure consistency between the products described online and in the physical store; Optimize entire supply chain through applying automation technologies.*

Keywords: *Supermarkets, O2O commerce, Physical experience, Intention to use.*

THE RELATIONSHIP BETWEEN LEARNING CULTURE AND INNOVATION IN VIETNAMESE ENTERPRISES: THE MEDIATING ROLE OF TRUST

Assoc. Prof. Dr. Pham Thi Bich Ngoc, Faculty of Human Resources Economics and Management, National Economics University, Hanoi, Vietnam

Dao Phuong Thao, Nguyen Thi Ngoc Bich, Vu Dieu Linh, Nguyen Thi Bich Hanh, School of Advanced Education Programs, National Economics University, Hanoi, Vietnam

Abstract: *As the importance of learning culture, innovation and trust is rising these days, this study seeks to provide empirical evidence of relationships among these three variables at the firm level in Vietnamese context. It aims to hypothesize a mediational model implying that organizational trust is related to the relationship between learning culture and innovation. The data were collected using online and offline survey from a cross-section of industries. A total of 170 surveys were carried out among Vietnamese companies. Hypotheses were tested using mediation analysis with multiple regression and bootstrap method. The results indicate that: trust partially mediates the relationship between learning culture and innovation. One of the limitations is cross-sectional data were collected only in Vietnam, so that it would be highly valuable to consider replicating this study in different settings using longitudinal designs and explore the effects of each dimensions in each variable. For practical implications, the findings accentuate to managers that Trust require Learning culture, which taken together result in innovations. Besides, this paper is the first attempt to find empirical support for the role of Learning culture in trust creation. Further, analyzing how organizational trust, learning culture and innovation are related to each other is also an important contribution.*

Keywords: *Learning culture, Organizational trust, Trust, Innovation*

CHALLENGES FACING QUALITY APPLICATION IN HIGHER EDUCATION INSTITUTIONS IN VIETNAM

*Tran Ngoc Thuy, Nguyen Ngoc Dung, Nguyen Thi Chung, Nguyen Dieu Linh
National Economics University, Hanoi, Vietnam*

Abstract: *This paper aims to review the main challenges which are facing quality application in higher education institutions and universities in Vietnam. These challenges became as obstacles, in ensuring the quality of the output of the educational process, to achieve the objectives of sustainable development, and meet the needs and requirements of labor market, locally and internationally. Therefore, the paper has stated the constraints and challenges in these institutions and provided some suggestions to deal with them.*

Keywords: *Education; Higher education; Quality; Vietnamese universities; Quality challenges.*

PROMOTING CULTURAL VALUES OF RELIGIONS WITH SUSTAINABLE DEVELOPMENT OF THE COUNTRY IN THE CURRENT PERIOD

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Major, Lecturer, MSc. Ho Thi Bich Thao, Faculty of Foreign Languages and Informatics, People's Security University, Ministry of Public Security, Vietnam

Senior Lieutenant, BSc. Nguyen Truong Vy, Faculty of Basic Operations, University of People's Security, Ministry of Public Security, Vietnam

Abstract: *Religion in Vietnam is not only an element of culture but also an important resource contributing to the development of the country. In particular, exploiting the cultural values of religions with the sustainable development of the country in the current period is of great importance. The article focuses on clearly identifying the roles and cultural values of religions; current status of promoting cultural values of religions. On that basis, the author proposes some solutions to effectively promote the cultural values of religions in our country in the coming time.*

Keywords: *Cultural values; religion; role.*

CHANGE OF PRODUCTIVE FORCES IN DIGITAL ECONOMY AND RECOMMENDATIONS TO VIETNAM

Assoc. Prof. Dr. Nguyen Thi Thanh Hieu, Faculty of Political Theory, National Economics University, Vietnam

Abstract: *On the basis of an overview of the digital economy, the author of this article identifies the change of the productive force factors in the digital economy in Vietnam to propose recommendations for the development of the productive forces in the context of the industrial revolution 4.0 developing rapidly and our country's deeper and broader integration into the world economy.*

Keywords: *Industrial revolution 4.0, digital economy, productive forces, employees, relations of production, means of labor, Vietnam.*

DEVELOPMENT OF LECTURER RESOURCES TO MEET THE REQUIREMENTS OF TRANSFORMING INTO INNOVATION-ORIENTED UNIVERSITY MODEL IN VIETNAM TODAY

MA. Nguyen Minh Hung, Graduate Academy of Social Sciences, Hanoi, Vietnam

Abstract: *It is inevitable that Vietnamese universities are to transform into an innovation oriented model in the context of increasingly drastical globalization and the Fourth Industrial Revolution. It is the lecturer resources that plays an important and decisive role in, and as a result, the development of this resource is the key step of the transforming process. The development of teaching staff work force must meet the requirements of transforming the university model towards innovation. Over the years, despite positive changes in teaching staff work force in Vietnam, there are still shortcomings, taking into account the requirements of innovation. Therefore, in order to develop the teaching staff work force on a par with the new period, it is necessary to implement synchronous solutions, of which the second solution is most important.*

Keywords: *Lecturer resources, university model, innovation.*

VIETNAM'S TRADITIONAL ENVIRONMENTAL ETHICS AND MEANING IN CONSTRUCTION OF ENVIRONMENTAL ETHICS TODAY

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

Abstract: *Vietnam's traditional environmental ethics are built on the smooth connection between human philosophy and are deeply influenced by Eastern philosophy along with the practical way of life in labor close to nature. Vietnam's traditional environmental ethics are all the ideas, feelings, customs, habits, and behaviors of Vietnamese people toward the natural environment that are relatively stable and deeply ingrained in psychology and social practices, having a positive impact on the community, passed down from one to another generation and followed by everyone. Traditional environmental ethics are clearly expressed in the life of the ancient Vietnamese and have meaning in building environmental ethics today, contributing to the country's sustainable development.*

Keywords: *Construction, Environmental ethics, Traditional, Vietnam.*

THE ROLE OF VIETNAMESE FATHERLAND FRONT IN ENCOURAGING THE RELIGIOUS UNITY IN THE GREAT NATIONAL UNION TO MEET THE COUNTRY'S SUSTAINABLE DEVELOPMENT REQUIREMENTS

MA. Nguyen Viet Duc, Postgraduate Student in Politics of Graduate Academy of Social Sciences, Vietnam

Abstract: *The great national unity is a precious tradition of the Vietnamese people, considered a fundamental, long-term and cross-cutting strategy that determines every success of the Vietnamese revolution. Religious unity is one of the contents of the religious policies of the Party and Vietnamese government. It is also a strategic content in the Vietnamese great national unity. Encouraging for religious unity in the great national union is both a right and a responsibility of the Vietnamese Fatherland Front and demonstrates its role in hereto. Beside the presentation of the religious unity and the great national unity issues in Vietnam, this article outlines the role of the Vietnamese Fatherland Front before the requirements of sustainable development of the country, especially analyzes and elucidates the role of the Vietnamese Fatherland Front in encouraging the religious unity in the great national union.*

Keywords: *Vietnamese Fatherland Front; religious unity; great national unity; sustainable development*

BUILDING VOCATIONAL TRAINING MODELS FOR LOCAL ETHNIC MINORITIES WOMEN AT DISTRICT-LEVEL CONTINUING EDUCATION AND VOCATIONAL EDUCATION CENTERS IN THE DAK NONG PROVINCE: STATUS AND SOLUTIONS

MSc. Le Thi Ly Na, Dak Nong Department of Labour, Invalids and Social Affairs, Dak Nong Province, Vietnam

Assoc. Prof. Dr. Ngo Quang Son, Hoa Binh University, Hanoi, Vietnam

Dr. Vu Thi Thanh Minh, Thanh Do University, Hanoi, Vietnam

Abstract: *Vocational training for ethnic minorities women in general and local ethnic minority women in particular in the province of the Dak Nong is one of the top priorities in the field of vocational training and socio-economic development policies of the Dak Nong province. Currently, local ethnic minority women still face many difficulties in life, economy, culture and society. Organizing research and properly assessing the reality of vocational training for local ethnic minority women in district-level vocational education and continuing education centers of the Dak Nong province is a very important and urgent job.*

The authors of the article conducted a survey on the current situation of flexible and effective vocational training models for local ethnic minorities women in the Dak Nong province in the period 2017-2021, analyzing the strengths, weaknesses, causes and problems for effective management and development of vocational training models for local ethnic minorities women in the Dak Nong province in the coming time. Since then, the research team has proposed a system of effective management solutions to develop flexible and effective vocational training models for local women of ethnic minorities in vocational education and continuing education centers at district level in the current digital transformation context.

Keywords: *Building vocational training models; Local ethnic minority women; Vocational education - Continuing Education Centers at district level; Dak Nong province.*

FACTORS AFFECTING ON UNIVERSITY CULTURE FROM THE PERSPECTIVE OF MANAGEMENT

Dr. Vu Hong Van, University of Finance - Marketing, Hochiminh City, Vietnam
MA. Nguyen Thu Huong, ThaiNguyen University of Technology, Thainguyen, Vietnam

Abstract: *Building school culture for university is to bring values of cohesion among members and improve training effectiveness as well as the school's brand. Universities have paid attention to building school culture and satisfying their customers (students) with training services. The aim of this study is to determine factors influencing university culture of universities in Hochiminh City. A sample of 425 respondents was collected via both online and offline surveys and data were analyzed by multiple regression model. The research findings indicated that 04 factors affecting university culture including (1) service quality, (2) extracurricular activities, (3) trademark identification, and (4) connection. From these, some suggestions are proposed to build a school culture of universities in Vietnam, to enhance the brand name as well as contribute to the sustainable development of them.*

Keywords: *culture, corporate culture, university culture, school university.*

THE BEHAVIOR OF WORKERS IN PRODUCTION IN BAC THANG LONG INDUSTRIAL PARK IN HANOI

MA. Do Minh Hoang, Youth Research Institute, Hanoi, Vietnam

Abstract: *The study aims to evaluate the standard deviation behavior of workers in enterprises today. The study was approved by the scientific council of the University of Social Sciences and Humanities - Hanoi National University under Decision No. 993/QĐ-XHNV-ĐT dated May 10, 2021. Survey data of 189 employees in Bac Thang Long industrial park about the expression and attitude and reaction of employees about the current deviant behaviors of workers based on survey results by polls and in-depth interviews. The results show that the serious deviant behaviors have a low rate, and the less serious behaviors have a higher rate, and the employees tend to oppose the deviant behaviors when related directly related to their individuality.*

Key words: *Deviant behavior, Laborer, Bac Thang Long Industrial Park - Hanoi*

SOME FACTORS AFFECTING TO WORKING MOTIVATION OF LECTURERS AT MANAGEMENT LEVEL IN SOME PUBLIC UNIVERSITIES IN HANOI

*Pham Thi Thanh Thuy, Faculty of Foreign Languages,
National Economics University, Hanoi, Vietnam*

Abstract: *From the previous research on "Employees' job satisfaction", and consulting, interviewing 10 knowledgeable experts majoring in human resources, the author offers a research model with factors affecting to job satisfaction, associated with operational practice as follows: (1) Regulation, (2) Leadership, (3) Work Nature, (4) Working environment,*

(5) Income, salary, (6) Training for advancement, and (7) General satisfaction. These factors will be assessed the reliability scale, exploratory factor analysis (EFA) to test the hypothesis. In the study, there are 7 scales with 28 observed variables of 5 independent factors and 5 observed variables of 1 dependent factor that meet the requirements of reliability for exploratory factor analysis. The result obtained after running that the model again with 27 observed variables representing 6 independent factors affecting job satisfaction is the best model to explain and analyze. The author uses a regression model to test the reliability of the factors affecting the satisfaction of management-level lecturers at some universities in Hanoi. Through the tests, it can be confirmed that factors affecting to labour satisfaction in order of importance are: (1) Training and advancement is the factor that has the strongest influence on satisfaction; (2) Leadership is the second strongest factor affecting to satisfaction; (3) Working environment is the third strongest factor affecting satisfaction; (4) Salary and income ranks the fourth; (5) Regulation is the fifth strongest factor affecting to satisfaction; (6) The job nature is the last strong influencing factor on job satisfaction. From the analysis results, the author proposes some solutions to improve the job satisfaction of lecturers at management level in some public universities in Hanoi.

Keywords: Working Motivation, Public Universities, Management Level

**MANAGING THE MODEL OF EDUCATION ON SOCIAL EVILS
PREVENTION SKILLS IN LOWER SECONDARY SCHOOLS OF HANOI
CAPITAL CITY IN THE CURRENT DIGITAL TRANSFORMATION
CONTEXT: SITUATION AND PROBLEMS TO BE SOLVED**

MSc. Tran Thi My An, Vice principal, Thinh Quang Lower Secondary School, Dong Da District, Hanoi, Vietnam

Assoc. Prof. Dr. Ngo Quang Son, Postgraduate Training Institute (PTI), Hoa Binh University, Hanoi, Vietnam

Abstract: *Managing social evils prevention and control skills education activities for students in lower secondary schools in Hanoi capital has been conducted mainly by integrating content of social evils prevention and control skills education for lower secondary school students through teaching subjects, educational activities outside of class time, extracurricular activities and collective activities. The research results on the current situation of management and development of an educational model of social evils prevention and control skills and sustainable community development for students at lower secondary schools in Hanoi have shed light on the issues of theoretical topic and a practical basis for the author to develop management solutions to develop an educational model of skills in social evils prevention and control and sustainable community development for students in lower secondary schools in the current digital transformation context to prevent social evils in schools, contributing to comprehensive personality education for students.*

Keywords: *Model management; Education on social evils prevention and combat skills; Hanoi capital lower secondary schools; Digital transformation context.*

CONTENT AND POPULARIZATION OF BUDDHIST PERSPECTIVES ON SUSTAINABLE DEVELOPMENT THE MEKONG RIVER DELTA

Nguyen Thi Hao, Le Ngoc Thong, National Economics University, Hanoi, Vietnam

Abstract: *By unifying both qualitative and quantitative methods, the article has analyzed the content, necessity and factors affecting quality of the educational process, popularizing Buddhist views on sustainable development in the Mekong River Delta or Southwest (Vietnam). Thereby, affirming the value of the Buddhist point of view, assessing the process of disseminating that view in the Mekong River Delta or Southwest (Vietnam) and proposing a number of corresponding recommendations.*

Keywords: *Sustainable development; Buddhism; Popular; Buddhist perspective on sustainable development*

FACTORS AFFECTING THE SATISFACTION OF STUDENTS WITH ONLINE SHOPPING SERVICES ON SHOPEE

Lu Thi Mai Oanh, VNU - University of Education, Hanoi, Vietnam

Abstract: *Based on a sample survey of 274 students from The University of Education conducted in May 2022, the article focuses on analyzing the factors affecting students' satisfaction with online shopping services on Shopee e-commerce site. The result shows that students of The University of Education have then using online shopping services on Shopee quite popularly, and the satisfaction level is also quite high. The article also shows that there are many factors affecting the satisfaction of surveyed students such as the ability to use online shopping websites (Std. Error 0.050, Sig. = 0.021); service quality (Std. Error = 0.033, Sig. = 0.000); price (Std. Error 0.053, Sig. = 0.002); trust (Std. Error 0.024, Sig. = 0.000); brand (Std. Error 0.033, Sig. = 0.000).*

Keywords: *Satisfaction, online shopping service, Shopee e-commerce site*



**PART 8:
SUSTAINABLE DEVELOPMENT**

LINKAGES IN TIMBER PRODUCTION AND MARKETING BETWEEN WOOD PROCESSING COMPANY AND FOREST PLANTATION HOUSEHOLDS IN TUYEN QUANG PROVINCE, VIET NAM

MA. Le Thi Loan, MA. Nguyen Phuong Hanh, Faculty of Accounting and Auditing, University of Finance and Business Administration, Hung Yen, Vietnam

Abstract: *This study aims to investigate the current situation vertical linkage between the exported Woodland wood Processing Company and the local forest plantation households in FSC certified timber production and marketing. The research results show that the economic efficiency from afforestation of households participating in linkage with the company is much higher than that of households not participating in the linkage. Linkage not only brings economic benefits but also helps households improve their knowledge of planting techniques and reduce production risks. In order to enhance the linkages, it is necessary to implement a number of solutions such as: continuing to expand the area of planted forests according to FSC standards by mobilizing households to participate in the linkage; building a close linkage mechanism through cooperation between the parties; enhance the role of state management of local governments in maintaining and developing the linkage model.*

Keywords: *Vertical linkages, Timber production, Wood processing company, FSC, Forest plantation households.*

POLICIES FOR THE DEVELOPMENT OF SUSTAINABLE MAIZE-BASED FARMING SYSTEMS ON SLOPING LAND IN SON LA, VIETNAM: CURRENT STATUS AND CHALLENGES

*Tran Minh Tien, Soils and Fertilizers Research Institute (SFRI), Vietnam
Dang Thi Thanh Thuy, Nguyen Van Hieu, Capacity Development Center for Environment and Natural Resources (CEN), Vietnam
Luu Ngoc Quyen, Northern Mountainous Agriculture and Forestry Science Institute (NOMAFSI), Vietnam
Ngo Duc Minh, Vietnam Academy of Agriculture Science (VAAS), Vietnam
Oleg Nicetic, The University of Queensland (UQ), Australia*

Abstract: *This study aimed to analyze the current status in Son La province in terms of policy implementation focusing on maize. By utilizing qualitative research method, the study assessed the impacts of the policies those affecting to sustainable maize-based farming systems in Vietnam with a case study in Son La province. The results showed that, in recent years, maize is no longer known as the key crop and interest by both farmers and*

local authorities in Son La. This trend partly affected by the policies by the local strategy. An important finding showed that the policies for maize-based sustainable development have been integrated in certain agricultural policies at the central level. Nevertheless, only a few policies directly support maize production while some others are general. At the local level (Son La province), there is no specific policy for maize. Existing policies on maize in Vietnam in general and Son La, in particular, did not affect or put their impacts to promote sustainable maize production. In addition, five most prominent challenges were accentuated those need to be addressed in order to achieve the goal of sustainability in maize production as defined by the Vietnamese government.

Keywords: *Maize-based farming system, agriculture production, sustainable development, policy effect.*

DETERMINANTS OF RESIDENTIAL SATISFACTION WITH RURAL PUBLIC SERVICES: THE CASE OF NAM DINH, VIETNAM

Assoc. Prof. Dr. Dang Thi Le Xuan, Assoc. Prof. Dr. Le Huy Duc, Faculty of Planning and Development, National Economics University, Hanoi, Vietnam

Abstract: *The paper uses 3 forms of rural public services (clean water supply, environmental hygiene, and water resources) in Nam Dinh province, Vietnam as a case to analyze the effects of factors on the quality of rural public services and residential satisfaction with the quality of such services in the same area. From the data collected based on the 5-point Likert scale, the authors used Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and Multi-Group Analysis (MGA) to shed light on the influence of the factors. The research results reveal that the factors including reliability, responsiveness, competence, tangible physical facilities, and prices have positive influences not only on service quality but also on residential satisfaction with rural public services. The study also shows the level of residential satisfaction with such services. The research results are the basis for the recommendation of some policy changes in providing rural public services to scale up residential satisfaction with these services as well as improve the provision of public services targeting residents in the process of building a new model for rural areas.*

Keywords: *Nam Dinh, public services, rural areas, rural public services, satisfaction, Vietnam.*

SOLUTIONS ON DEVELOPING MARINE ECONOMY IN QUANG BINH PROVINCE IN THE CURRENT PERIOD - VIEWING FROM THE PERSPECTIVE OF ECONOMIC PHILOSOPHY

Dr. Nguyen Van Duy, Faculty of Laws, Quang Binh University, Quang Binh, Vietnam
MA. Nguyen Thi Hong Tham, Faculty of Foreign Languages, Quang Binh University, Quang Binh, Vietnam

Abstract: *On the basis of an overview of the basic theoretical issues of the marine economy, the researchers focus on surveying and assessing the current state of the marine economy in Quang Binh province. Basing on the economic philosophy point of view, the research objective, the authors analyze and evaluate the current situation, and offer solutions to develop the marine economy in Quang Binh today in a practical and meaningful way. All the explanations of the issue are seen from the perspective of economic philosophy of the researchers. Research on the panorama of marine economic activities such as: marine economic activities, the basic factors affecting the development of the marine economy, the impact of globalization and internationalization on the development of the marine economy in Vietnam. Then, reflecting specifically the development of marine economy in Quang Binh, the locality has many comparative advantages in marine economy.*

Keywords: *Quang Binh province, perspective of economic philosophy, solutions on marine economic development*

THE IMPACT OF PRODUCT QUALITY ON THE INTENTION TO EXPERIENCE TOURISM ACCORDING TO OCOP STANDARDS IN VIET NAM

Nguyen Thi Hien, Hoang Thi Mai Hoa, Vu Cam Tu, Nguyen Thi Van
Dr. Phan Thi Thanh Hoa, Faculty of Business Management, National Economics University, Hanoi, Vietnam

Abstract: *The study focuses on analyzing and evaluating the influence of product/service quality on the intention to experience tourism according to OCOP standards in Vietnam. Two main data sources are used:*

Secondary data include documents, newspapers, laws, ... about the OCOP program in Vietnam from 2018-to 2020, and primary data collected from the survey which is based on decision No. 1048 / QD-Ttg 2019. Research results found that product quality has a positive impact on the intention to experience OCOP tourism products. From the research results, the authors will make suggestions and recommendations for points that need to be amended and supplemented for the current OCOP tourism products to encourage customers to use the product in the future.

Keywords: *The quality of OCOP tourism product, Intention to travel, Vietnam*

TRANSFORMING LIVELIHOODS OF PHU XUYEN DISTRICT RESIDENTS (HANOI CITY) IN PROCESS OF BUILDING NEW RURAL AREAS

MA. Nguyen Thi Phuong, Communist Review, Hanoi, Vietnam

Abstract: *The writing studies the livelihood transformation of the Phu Xuyen District residents (Hanoi City) in the context that the building of new rural areas is based on the lively choice and job change, on the basis of effective calculation. The new-style rural building program has been conducted in Phu Xuyen district, Hanoi city in the context of stagnant local economic development, residents' deep attachment to agricultural production with low per capita income, and unsecured infrastructure. Therefore, they face several challenges, especially changes in production methods, land and environment, etc. By data collection methods combined with fieldwork, in-depth interviews with households in Phu Xuyen district have shown the difficulties in the process of building a new countryside. Accordingly, the problems arising in the process of the farmers' livelihood are under discussion when the process of building new rural areas carried out alongside the process of urbanizing the countryside is happening vigorously.*

Keywords: *livelihood transformation, livelihoods, new rural areas, Phu Xuyen District*

VOCATIONAL TRAINING FOR RURAL WORKFORCE IN VIETNAM NOWADAYS: A SOLUTION FOR SUSTAINABLE RURAL

*Ha Thi Bac, Faculty of Philosophy, University of Social Sciences and Humanities,
Vietnam National University, Hanoi, Vietnam*

*Le Van Hung, Faculty of Social Sciences, Vietnam National University of Agriculture,
Hanoi, Vietnam*

Abstract: *Nowadays, Vietnam has still been a backward agricultural country, the quality of the workforce is very poor, mainly untrained workers, and labor productivity is very low. Therefore, vocational training for the rural workforce must be identified as the breakthrough so that Vietnam can keep up with the requirements of the fourth industrial revolution, to meet the requirements to build modern agriculture and sustainable rural areas. By statistical method and document analysis, the article will focus on assessing the current situation of the workforce in rural areas, and vocational training for the rural workforce in order to recommend solutions to improve the quality of vocational training for the rural workforce toward sustainable rural construction and development.*

Keywords: *Vocational training, rural workforce, vocational training for rural workforce*

DEVELOPMENT OF CIRCULAR AGRICULTURE IN THE MEKONG DELTA: OPPORTUNITIES AND CHALLENGES

MSc. Pham Thi Tuyet Giang, Faculty of Social Sciences, Dong Thap University, Dong Thap, Vietnam

MSc. Nguyen Thai Hoa, Faculty of Political Theory, Dalat University, Da Lat, Vietnam

Abstract: *The Mekong Delta faces climate change, depletion of natural resources, environmental pollution, etc. These challenges have been, are, and will be serious threats to the sustainable development of the socio and economical of the Region, especially for agricultural production activities. Circular agriculture is an urgent trend to solve these problems, contributing to the prosperity and sustainable development of Vietnam's agriculture in general and agricultural production in the Mekong Delta. Building and developing circular agriculture will contribute to the rational use of natural resources, protect the environment, change the production-consumption structure, bring about high economic efficiency and ensure livelihoods for farmers in the Region. The article summarizes some expected benefits of circular agriculture and analyzes the shortcomings when developing this agricultural economic model in the Mekong Delta in recent years. From there, propose solutions to promote the development of circular agriculture in the Mekong Delta, contributing to the Region's green growth and development strategy.*

Keywords: *Circular agriculture, Mekong Delta, Mekong Delta: opportunities and challenges.*

HALONG BAY: CURRENT STATUS OF TOURISM, POTENTIAL AND DEVELOPMENT OPPORTUNITIES

Dr. Tran Trung Vy

Vice Principal, Ha Long University, Quang ninh, Vietnam

Abstract: *The article introduces Ha Long Bay and its tourism on the basis of analyzing the current tourism status of Ha Long Bay; outline the potentials and conditions for development and propose solutions to effectively and sustainably exploit tourism in Ha Long Bay. The strength of tourism development in Ha Long Bay is the beauty of the natural landscape and outstanding global value. Halong Bay tourism needs budget support for financial support from domestic and foreign human resource training projects and provincial funding to promote human resource training.*

Keywords: *Ha Long Bay; travel; Halong Bay tourism; actual situation.*

PROMOTING THE ROLE OF THE VIETNAM FARMERS IN NEW-STYLE RURAL BUILDINGS IN VIETNAM

MA. Le Hung Diep, Saigon University, Ho Chi Minh City, Vietnam

MA. Tran Ba Hung, University of Science, Society and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam

Abstract: *Currently, Vietnam is accelerating the industrialization and modernization of rural areas, especially the policy of building new-style rural areas. Successful new-style rural construction requires the mobilization of all social resources. The farmer plays the role of the subject of this process. Promoting the role of farmers in building new-style rural is an important task, a decisive factor for the success of this process, and a responsibility of the whole political system. The article focuses on analyzing the role of farmers in building a new-style rural, the problems posed in promoting this role today and proposing solutions to promote the role of farmers in building a new-style rural in the future.*

Keywords: *Farmers; New-style rural construction; Role*

THE DEVELOPMENT OF SUSTAINABLE TOURSIM BUSINESS AT DONG THAP'S SA DEC CULTURAL TOURISM VILLAGE

Nguyen Thai Hoa, Faculty of Policital Studies, Da Lat Univeristy, Lam Dong, Vietnam

Nguyen Vu Hoa Hong, Faculty of Chemistry and Environment, Da Lat Univeristy, Lam Dong, Vietnam

Abstract: *Sa Dec city is the center of economy, finance, education and culture, and tourism in the south of Dong Thap province. In 2020, the People's Committee of Dong Thap province built and put into operation the project "Sa Dec Culture and Tourism Village" in Dong Thap province. The project is divided into 2 phases: from 2020 - 2025 and 2026 - 2030, with the aims to exploit the development potential of Sa Dec Flower Village to serve tourism, contribute to socio-economic development, and improve the lives of local people. The article describes an overview of theoretical research on sustainable tourism business and enters into the study of sustainable tourism business at Sa Dec Cultural and Tourism Village. From there, solutions for sustainable tourism business development are suggested.*

Keywords: *Tourism, sustainable business, Culture tourism village, Sa Dec.*

ENHANCING THE UNDERSTANDING OF CIRCULAR ECONOMY-ORIENTED AGRICULTURAL PRACTICE IN VIETNAM

Dr. Le Quang Minh, Faculty of Leadership Studies and Public Policy Academy of Politics Region I, Hanoi

Abstract: *The definition of Circular Economy (CE) has evolved over time. It includes intervention options for reducing energy consumption, improving the efficiency of production, introducing recycling and reuse for materials management, including new business models geared at waste prevention. Circular economy is currently a popular concept promoted by several national governments and by many businesses around the world. However, the scientific and research content of the CE concept is superficial and unorganized. CE seems to be a collection of vague and separate ideas from several fields and semi scientific concepts. The aim of that paper is to show how CE can apply to Agricultural Practice in Vietnam. We first reviewed the literature with the Current Concept of Circular Economy, then we will present the characteristics of Agricultural Circular Economy in Vietnam with the Driving Force for Agricultural Circular Economy Development in Vietnam, then point out the Definition and Features of Vietnam's Agricultural Circular Economy. After that, three cases studies on Agricultural Circular Economy will be presented, the three case studies are the three typical models that can be successfully in practice. These case studies also give three suggestions when applying the circular economy model in the agricultural sector.*

Keywords: *Agricultu*

ral Circular Economy, Circular economy, Vietnam's Agricultural Circular Economy

LEVELS OF SATISFACTION OF PEOPLE IN THE NORTHERN COASTAL REGION WITH THE CURRENT AQUACULTURE AND SUSTAINABLE AQUACULTURE

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

Abstract: *The survey was conducted on 200 coastal farmers in Nam Dinh and Quang Ninh employing questionnaires and in-depth interviews as survey methods. Results show that the sampled farmers are relatively satisfied with their family's aquaculture practice, in which, people are most satisfied with the process and method of aquaculture; meanwhile, they are not satisfied with the way the state supports aquaculture practice. Aquaculture farmers with low levels of education have a higher level of satisfaction with the aquaculture processes and methods than highly educated ones. The current scale and conditions of aquaculture ponds/rafts, which are small-households in nature, as well as inadequate and limited water resources, breed sources and the discharge process of ponds/rafts, show challenges in aquaculture development these days. Nonetheless, many people remain quite satisfied and confident with their current aquaculture conditions. This is one of the factors preventing people from developing aquaculture in a modern and sustainable direction.*

Keywords: *Farmers; levels of satisfaction; Aquaculture.*

THE ROLE OF PUBLIC ENGAGEMENT IN DEVELOPING THE CIRCULAR ECONOMY IN VIETNAM

Dr. Ha Huy Ngoc, PhD student. Bui Nhat Huy, Vietnam Institute of Economics, Vietnam Academy of Social Sciences, Vietnam

Abstract: *The traditional model of linear economy based on the extraction of raw materials and discharging the products at the end of their life which damages the environment is being replaced by the circular economy (CE). The circular economy system has been called “the economy systems of the future” because it not only aims at environmental protection but also towards economic growth due to new job opportunities, employments, groups of industries are created. For those reasons, this circular economy model is a suitable model for Vietnam, especially when Vietnam is pursuing a fast and sustainable economic growth goals. Evidently, in order to apply and develop this CE system in the world, the public sector must have initial engagement to secure and create the basis for efficient circular system. So that, this article will systematize the theoretical bases on the development of the circular economy and the role of the public sector, thereby analyzing the current situation and offering solutions and a roadmap to improve the conditions for it to be applied in Vietnam including legal, institutional, and resource requirements.*

Keywords: *Circular economy, Public engagement, Public sector*

ENVIRONMENTAL PROTECTION ISSUES IN VIETNAM'S CURRENT INTERNATIONAL ECONOMIC INTEGRATION PROCESS

PhD Candidate. Tran Quoc Viet, Academy of Journalism and Communication, Hanoi, Vietnam

Abstract: *Since Vietnam became an official member of the World Trade Organization (WTO) (2007) until now, Vietnam has implemented guidelines and policies on strengthening international integration, especially economic integration. This helped Vietnam achieve great achievements in many aspects: politics, economy, society, culture, security - defense.... In addition to the process of international economic integration and in other fields, including international integration in the field of natural resources and environment, recently, it is also being promoted to meet the actual requirements and trends. The article focuses on presenting the current status of guidelines and policies of the Party and the State of Vietnam in regulations on environmental protection, a number of commitments related to the environment of Vietnam in the WTO and free trade agreements (FTAs), and raised the advantages and disadvantages for Vietnam related to environmental commitments in the process of international economic integration to make some recommendations to improve the effectiveness of environmental protection in the process of the international economic integration of Vietnam.*

Keywords: *Environmental protection, international economic integration, Vietnam.*

DEVELOPING AGRICULTURAL ECONOMY WITH ADAPTING TO CLIMATE CHANGE IN AN GIANG PROVINCE

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

Abstract: *An Giang is a province that has strengths in agricultural economic development. It is one of the provinces with the leading rice production in the country, the rate of agricultural development always increases every year. To achieve high results in agriculture, An Giang province has been building new models of agricultural economic growth with many positive changes. In particular, An Giang province always focuses on developing the agricultural economy with adapting to climate change, in order to improve economic efficiency. The content of the article, referring to agricultural economic development with adapting to climate change in An Giang province, is to point out the impacts of climate change on the province's agriculture. From there, it gives suggestions for the agricultural industry of An Giang province to develop higher and higher.*

Keywords: development, economy, agriculture, climate change

GREEN ECONOMY DEVELOPMENT - THE ROAD TO SUSTAINABLE DEVELOPMENT IN VIETNAM

*MA. Phi Thi Lan Phuong, MA. Nguyen Thi Mai Lan, Dr. Nguyen Hong Son
Dr. Nguyen Van Thuan, Faculty of Political Theory,
National Economics University, Hanoi, Vietnam*

Abstract: *The research has clarified the concept of green economy, sustainable development, and the relationship between the two concepts and analyzed the current situation of socio-economic development in Vietnam in recent years based on the criteria of development lasting. From there, study the inevitability, advantages, and challenges of Vietnam's transition to a green economy based on the Party and State's assessment of the green economy and sustainable development. On that basis, propose solutions and tools for green economic development in the process of planning, formulation, and implementation to achieve sustainable development goals in Vietnam*

Keywords: Green economy, sustainable development, green growth

SOLUTIONS TO REDUCE IMPACTS OF SALTWATER INTRUSION ON FRUIT FARMERS IN VINH LONG PROVINCE

**MBA. Truong Huynh Anh, MBA. Dang Thuy Linh, MBA. Nguyen Trung Tien
MBA. Truong Thi Hoang Oanh, Faculty of Administration, UEH University - Vinh Long
Campus, Vinh Long, Vietnam**

Abstract: *The study aims to summarize solutions to reduce the negative effects of saltwater intrusion on fruit farmers in Vinh Long province. The study conducted a survey of 250 fruit farmers in Vinh Long province affected by saltwater intrusion in 2020. The study used the method of interviewing farmers and relevant local authorities to assess the reality of the situation. saltwater intrusion in 2020 and investigate solutions that have been and are being implemented. Research results show that solutions to reduce the negative effects of saltwater intrusion are applied and highly appreciated by farmers, including water resource management, tree restoration, water storage, and from the local government. The method is the construction of irrigation works and timely information. Thereby, the topic has proposed solutions to improve the initiative of farmers as well as increase the coordination of local authorities in order to reduce the impact of saltwater intrusion on crop production.*

Keywords: *saltwater intrusion, farmers, fruit, Vinh Long*

BAC YEN TOURISM - POTENTIAL, CURRENT SITUATION AND DEVELOPMENT ORIENTATION

**MA. Tong Thi Quynh Huong, Dr. Pham Anh Tuan
Faculty of Social Sciences, Tay Bac University, Son La, Vietnam**

Abstract: *Bac Yen is a highland district of Son La province, this land is the residence of many ethnic minorities with diverse traditional cultures. The district has rich natural and humanistic tourism resources, many tourist attractions have been exploited early, attracting many tourists and bringing about high economic efficiency. However, the achievements of Bac Yen's tourism industry are still quite modest, not clearly showing the role of the industry in the economy. On the other hand, tourism development is sometimes not sustainable, there are many challenges to face. In this article, the authors briefly assess the potentials for tourism development in Bac Yen, clarify the achievements as well as some limitations, and give appropriate tourism development orientations of the district more reasonable.*

Keywords: *Bac Yen, routes - tourist attractions, tourism, travel resources.*

NEW VERSION OF ME LINH FLOWER VILLAGE MODEL CONCERNING INTERNATIONAL EXPERIENCES

Assoc. Prof. Dr. Nguyen Thuong Lang, Nguyen Vu Thuy Linh, Faculty of Environmental, Climate Change and Urban Studies, National Economics University, Hanoi, Vietnam

Abstract: *The article summarizes the flower business model from the experience of the world's leading flower exporting countries, featuring Dutch flower auction and farm models, Ecuadorian rose quality control, Colombian recirculating flower agriculture., Japanese flower value chain, Malaysian flower e-commerce, Israel smart flower watering system and Kenya flower copyright. Me Linh Flower Village (Hanoi) has a long history but is an old version with spontaneity, lack of investment in construction, so the flower value is not high. Based on reference to international experience, the new version of the Me Linh flower village model combines the characteristics of the flower village model of selected countries.*

Keywords: *International experience; Model of Me Linh flower village; Flower; Model*

THE STUDY ON AGRICULTURAL DEVELOPMENT OF PATHEIN TOWNSHIP (1996 TO 2006)

Dr. Ah Mar, Department of History, Taungoo University, Myanmar

Abstract: *Achieving balanced growth between regions within the country is important for the development of the country and efforts have been made for the promotion of regional development. The objective of the study is to examine the development of Pathein Township as a case study to show the development efforts of a region, which is one of the 24 special development Regions in Myanmar. The agricultural sector of Pathein Township has been improved because of modern techniques, loans from the government and construction of many water sluice gate and reservoirs and irrigation works, which has supported. Regional planning in developing countries is closely linked with Rural Development. Despite rapid urbanization, the mass of the population still has a rural way of life and earns its living in agriculture. In absolute terms the number of people dependent on agriculture continues to grow. In many developing countries where agricultural activities are predominant. Myanmar has been building up its economy by encouraging the development of agriculture as the base.*

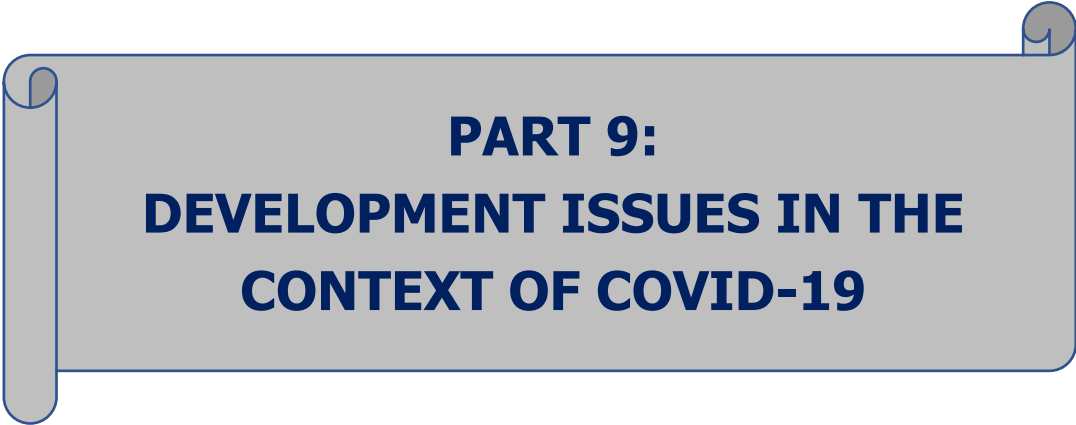
Keywords: *Agricultural, Pathein Township, Regional Development, Rural Development, Urbanization*

**USING DSPIR MODEL TO ANALYZE WETLAND
ECOSYSTEM SERVICES AT XUAN THUY NATIONAL PARK,
NAM DINH PROVINCE, VIETNAM**

*Dr. Ha Thi Thu Hue, Dr. Hoang Van Thang, Central Institute for Natural Resources
and Environmental Studies, Vietnam National University, Ha Noi (VNU-CRES)
MSc. Luong Quoc Hai, Management Board of Nam Xuan Lac Reserve of Species and
Habitat Conservation, Bac Kan, Viet Nam*

Abstract: *Wetland ecosystem services have a significant impact on people's lives in coastal areas. However, they are facing serious decline. This study analyzes the pressures on wetland ecosystem services in Xuan Thuy National Park (NP). 150 households were selected for interviews, 05 focus group discussions, 10 in-depth interviews were conducted in 5 buffer zone communes to collect both qualitative and quantitative data. The study used DSPIR model to evaluate the current status of ecosystem services in Xuan Thuy NP. The results show that the NP is facing challenges in conserving biodiversity by both human and natural impacts, six major pressures on ecosystem services, two of which are: infrastructure development; lagoon dredging operations need further clarification. Addressing these pressures requires the engagement of all stakeholders, especially managers.*

Key words: *DSPIR, Biodiversity conservation, Xuan Thuy National Park, Mangrove*



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

LIVELIHOOD CHOICE OF RETURNEES DUE TO COVID-19 PANDEMIC: CASE STUDY IN SON LA PROVINCE, VIETNAM

*Dr. Hoang Vu Quang, Dr. Nguyen Mai Huong, MSc. Dang Duc Chien
MSc. Hoang Minh Huy, Dr. Pham Duy Khanh, Institute of Policy and Strategy for
Agriculture and Rural Development, Hanoi*

Abstract: *This study aims exploring livelihood opportunities and factors impacting livelihood choice of the returnees to Son La province due to the Covid-19 pandemic in 2021. The survey of 300 returning migrant people show that most of the returnees had been engaged in agricultural activities before migrating to the cities. In the context of Covid-19 crisis in 2021, most of the returnees had to come back to their hometown because of their concerns over the Covid-19 infection, their suspended business or activities, downsized production scale, or reduced working hours. Upon their return, 85.5% returnees found job and most of them have been working on the household farmland. As soon as the pandemic under control, most of the returnees plan to migrate again to look for higher paid job and better life in the cities. While economic drivers encourage returnees to resume migration, the main reason making returnees to stay at their hometown is family concerns and responsibilities.*

Keywords: *Covid-19, Livelihood, Returnee, Migrant workers*

DETERMINANTS OF THE BEHAVIOR AND HABITS USING ONLINE SHOPPING IN VIETNAM DURING THE COVID-19 PANDEMIC

*Dr. Tran Phuoc Huy, Tran Thi Le, Duong Huong Ly, Nguyen Thi Phuong Thao
Pham Thuy Linh, National Economics University, Hanoi, Vietnam*

Abstract: *The COVID-19 pandemic has significantly changed the online shopping behavior of Vietnamese consumers. This study aims to explore the factors affecting online shopping behavior and habits in Vietnam during the COVID-19 pandemic. Through a questionnaire sent via Google Form in February 2022, the authors received 778 responses with 750 responses being valid. The research results show that both the fear of the COVID-19 pandemic and the perceived behavioral control have significant impacts on the online shopping intention and behavior of consumers in the context of the COVID-19 pandemic. Since then, the study suggests several recommendations to enhance the transition from traditional shopping to the online form, to support consumers to shop with confidence in the context of the pandemic and even in the "new normal condition".*

Keywords: *Theory of planned behavior, online shopping intention, online shopping behavior, shopping habits, COVID-19.*

A FRAMEWORK OF CONTROLLING ROLE STRESSORS AND ENHANCING JOB RETENTION BY MANAGING ORGANIZATIONAL CLIMATE IN THE COVID-19 PANDEMIC

*To Anh Tho, Tran Thi Siem, University of Finance - Marketing,
Ho Chi Minh City, Vietnam*

Abstract: *Role conflict and ambiguity are serious problems in organizations. The role stressors undermine employee job satisfaction and engagement, negatively affect employee well-being and, in turn, promote turnover intentions. By extending the Job Demands-Resources model, we argue that psychosocial safety climate and team climate regulate working circumstances by managing these stressors. This study was conducted to provide a broader view of the composition and relationships among organizational climate, role stressors, and job retention. However, the Covid 19 pandemic has recently had a substantial impact on the organizational environment, employees' mental health. As a result, considering their relationships among organizational climate, role stressors, and job retention cannot be separated from the influence of the Covid 19 pandemic. As shapers of organizational culture, especially in the Asia region, managers should be responsible for creating a safe and supportive climate to reduce negative stressors, thereby promoting employee retention, especially in the context of global crisis.*

Keywords: *Organizational climate, role stressors, job retention, covid 19*

MEANS OF COMMUNICATION PREVENT FAKE NEWS DURING COVID-19 PANDEMIC IN VIETNAM

*PhD Student. Nguyen Huu Dzung, Faculty of Communication,
Academy of Journalism and Communication, Hanoi*

Abstract: *Fake news is a painful problem for many countries worldwide, including Vietnam. The study was conducted to find out how the means of communication prevent fake news in Vietnam in the context of the COVID-19 pandemic showing no signs of stopping. The author used observation methods, in-depth interviews, and a sociological survey to conduct the research. Results show that in Vietnam, there is an extensive communication system. With which early and drastic involvement and coordination, communication has played an essential role in shaping the positive flow of information in social life in Vietnam. That has brought people progressive awareness, positive attitude, and right action during the epidemic. From there, the researcher proposes a communication model to prevent fake news. In which, the core role' social networks is emphasized as a key means of magnifying the influence of all information. At the same time, it affirms the decisive role of the official media as a reliable address to authenticate the information that the public is interested in. On that basis, the study recommends the combined use of social networks and official information channels in order to contribute to preventing fake news and cleaning up the information environment in social life.*

Keywords: *means of communication, prevent, fake news, COVID-19, Vietnam.*

RESEARCH ON FACTORS AFFECTING PHUBBING OF STUDENTS IN THE CONTEXT OF COVID-19

*Ha Dieu Linh, Trade Union University, Hanoi, Vietnam
Nguyen Thi Diu, Phung Thi Ngoc Mai, National Economics University, Hanoi, Vietnam*

Abstract: *This study proposes a structural model of the relationships among fear of COVID-19, FOMO and phubbing by two factors: communication disturbances and phone obsessions to explore how these factors affect each other. Students from universities in Vietnam were randomly selected to participate in the questionnaire study. In this research, Exploratory Factor Analysis was performed to test the validity of the constructs, and using AMOS with the Confirmatory Factor Analysis was used to test the significance of the proposed hypothesis model. Results about the relationships between fear of COVID-19, fear of missing out, communication disturbances and phone obsessions were revealed. Specifically, fear of COVID-19, fear of missing out were found to have a positive impact on phubbing by two factors: communication disturbances and phone obsessions. Fear of COVID-19 was found to be positively related to fear of missing out. The research reveals that fear of COVID-19 has the most impact on phubbing, followed by FOMO.*

Keywords: *Fear of COVID-19, Fear of missing out, Phubbing*

ANALYSIS OF FACTORS INFLUENCING MIGRANT LABORERS' RETURN INTENTION IN THE COVID-19 PANDEMIC BASED ON THE PPM THEORETICAL FRAMEWORK

*PhD. Hoang Thi Hue, Nguyen Thu Ha, Le Minh Anh, Le Linh Chi
Bui Thi Thuy Dung, Duong Thao Van, Faculty of Human Resources Economics and
Management, National Economics University, Hanoi, Vietnam*

Abstract: *By applying the push - pull - mooring model (PPM) and PLS-SEM, the study aims to examine the urban-returning intention of laborers in the Covid-19 pandemic with nearly 600 laborers who came back to their hometowns due to the impact of the pandemic nationwide. Our empirical results show that personal-family characteristics act as factors pushing laborers to leave their homeland; urban attractiveness acts as a pull factor, attracting laborer to return to work. The cognition of the “Responding to the Covid-19” solutions plays a moderating role in this model and acts as a mooring factor keeping laborers in their homeland. The results of the study can be served as a basis for policymakers in implementing measures to help attract and retain migrant laborers in the Covid-19 pandemic.*

Keywords: *Covid-19, migration, intention to return to urban areas.*

FACTORS AFFECTING THE BEHAVIOR OF MEDICAL WASTE LITTERING IN PUBLIC PLACES DURING THE COVID-19 PANDEMIC OF HANOI RESIDENTS

*MBA. Tran Trong Duc, MBA. Bui Thu Van, Tran Diem Quynh, Pham Hong Ngan
Dinh Diem Quynh, Vu Thao Van, National Economics University, Hanoi, Vietnam*

Abstract: *The topic explores and evaluates the factors affecting the behavior of citizens in Hanoi during the Covid-19 pandemic. Through systematic surveys and research, there are scientific and practical assessments that help people have a certain understanding of the harmful effects of discharging medical waste on the community in the current pandemic situation. As a result, we want to raise the awareness of protecting the community and the environment of people in Hanoi city. Thereby, the research team proposed solutions to limit this behavior of the people of Hanoi city. Specific objectives include: (1) Presenting the theoretical basis of the behavior of medical waste littering during the pandemic; (2) Proposing theoretical models, testing research hypotheses on factors affecting the behavior of medical waste littering in public places of Hanoi people; (3) Proposing orientations and solutions to limit the situation of people dumping medical waste in public places in Hanoi city.*

Keywords: *medical waste, environment, COVID-19, behavior, littering*

FACTORS AFFECTING THE DECISION TO PARTICIPATE IN LIFE INSURANCE OF VIETNAMESE PEOPLE IN THE CONTEXT OF BEING AFFECTED BY THE COVID-19 PANDEMIC

*Mai Thu Giang, Nguyen Thi Kieu Diem, Nguyen Thuy Linh, Nguyen Thi Hong Nhung
Faculty of Insurance, National Economics University, Hanoi, Vietnam*

Abstract: *This study focuses on understanding the factors affecting the decision to participate in life insurance for Vietnamese people in the context of being affected by the COVID-19 pandemic. In the context of the raging COVID-19 pandemic, the insurance market in general and the life insurance market, in particular, are facing many serious challenges. Because the COVID-19 pandemic has fundamentally changed people's perception of the role and value of life insurance and disrupted the people's supply chain of life insurance consumption. By the method of actual survey combined with the method of investigating secondary documents, the study analyzes: 1) Factors affecting consumers' perception and decision to participate in life insurance in the context of impacted by the COVID-19 pandemic; 2) Issues raised in promoting people's decision to participate in life insurance in the context of being affected by the COVID-19 pandemic. On that basis, the article proposes solutions to raise consumer awareness about the role and value of life insurance in the COVID-19 pandemic.*

Keywords: *Participating Decisions, Customers, Life Insurance, COVID-19*

THE EFFECT OF PERCEIVED SCARCITY OF ESSENTIAL GOODS ON CUSTOMERS' PANIC BUYING IN THE COVID-19 CONTEXT IN HANOI

*Nguyen Dinh Toan, Nguyen Thi Nhu Anh, Nguyen Linh Phuong
Phan Thi Diem, Nguyen Dieu Linh, Faculty of Marketing,
National Economics University, Hanoi, Viet Nam*

Abstract: *The study was conducted to investigate the impact of perceived scarcity of essential goods on customers' panic buying in the Covid-19 pandemic context in Hanoi. The study first reviewed previous research and developed hypotheses related to the research objectives. Structural equation modeling (SEM) was conducted to test the hypotheses with the survey data of 508 individuals living and working in Hanoi, Vietnam. The findings indicated that there are four factors affecting consumers' perceived scarcity of essential goods. Besides, the result also reveals that perceived scarcity of essential goods has an indirect effect on panic buying through anticipated regret and attitude to panic buying. The study's empirical analysis carries implications for Policymakers.*

Keywords: *Perceived scarcity, panic buying, COVID-19, essential goods*

AWARENESS OF HO CHI MINH CITY URBAN RESIDENTS ABOUT SOLUTIONS TO PREVENTION OF THE DISEASE OF COVID-19

*Dr. Nguyen Minh Nhut, Deputy Head of Culture - Society Department,
People 's Council Ho Chi Minh City, Vietnam*

Abstract: *The COVID-19 pandemic has affected people's health, physically and mentally. The epidemic has changed the way of working, lost jobs, financial deprivation and the living habits of residents were turned upside down. In addition, psychosocial stress, panic anxiety, depression, trauma due to infection, because a loved one is infected or lost due to COVID-19. Ho Chi Minh City has drastically prevented and controlled the COVID-19 epidemic and achieved many positive results such as: people's awareness of epidemic prevention and control has been improved; social security, the supply of necessities is guaranteed; partly help people feel secure, optimistic, confident in the city's epidemic prevention work. In that context, the author conducted a public opinion poll to find out people's opinions and assessments about epidemic control solutions in the city. From there, timely provide information, help city leaders implement epidemic prevention and control with good results.*

Keywords: *COVID-19, awareness, Ho Chi Minh City.*

THE IMPACT OF THE COVID-19 PANDEMIC ON THE MENTAL HEALTH OF THE GENERAL PUBLIC IN VIETNAM DURING LOCKDOWN

*PhD. Nguyen Dinh Toan, Nguyen Xuan Dung, Ngo Ngoc Emily
Mai Vinh Minh Faculty of Marketing, National Economics University, Hanoi, Vietnam*

Abstract: *This study aimed to examine aspects of mental health affected during COVID-19 lockdown, while also assessing differences in mental strength among demographic groups. The study used survey data sets collected through quantitative research with questionnaires answered by 1150 Vietnamese who have been or are going through a period of social distancing. The findings from the study indicate that the majority of the community have moderate to severe levels of depression, stress and procrastination, in which, women, young people from 15 to 24, students, and people with a history of mental disorders are more affected during social distancing. Based on the study's empirical analysis, a number of recommendations are proposed to help the government, health facilities and related organizations take timely measures to improve and enhance the mental health of the population.*

Keywords: *Mental health, depression, general anxiety disorders, stress, insomnia, eating disorders*

FROM THE "TRAVEL BUBBLE" TO FLEXIBLY AND SAFELY ADAPTIVE TOURISM TO COVID-19: INITIAL DISCOVERIES FROM THE PERSPECTIVES OF YOUNG VIETNAMESE PEOPLE

*Bui Thi Hoai Theu, Luong Hong Phuong, Nguyen Thi Phuong
Ngo Trang Nhung, Le Huy Huan, Faculty of Environmental, Climate Change
and Urban Studies, National Economics University, Hanoi, Vietnam*

Abstract: *This study aims to determine the factors affecting the intention and decision to participate in tourism activities, specifically to participate in the "travel bubble" tours of young people and the changes in awareness and participating behavior in tourism activities in the context of flexibly and safely adapting to the Covid-19 epidemic; thereby recommending solutions to promote visitor participation and restore activities in the tourism industry in the context of the "new normal". The study uses survey data collected through qualitative research with questionnaires, which were answered by 404 young Vietnamese people. The research results show that the majority of young Vietnamese have a great intention to participate in tourism even during the stressful time of the epidemic, in which the "travel bubble" is considered as an appropriate option with social context. In the new context of flexibly and safely adapting to the pandemic, young people's perceptions and behaviors about tourism activities tend to change in a more positive direction. Young people are sensitive to social changes and quickly catch up with tourism trends in the new era. In addition, based on the empirical analysis of the study, some recommendations are made to help the government, tourism enterprises, travel agencies, airlines and related organizations take timely measures to improve service quality, diversify forms of tourism organization to attract tourists and create a premise for restoring this important economic sector.*

Keywords: *adaptation, flexible, new normal, safe, Travel Bubble*

COMMUNITY RADIO STATIONS AND COMMUNITY COVID TEAMS COMMUNICATION DURING THE COVID-19 PANDEMIC IN VIETNAM

PhD Student. Nguyen Huu Dzung

Faculty of Communication, Academy of Journalism and Communication, Hanoi

Abstract: *The COVID-19 pandemic that occurred and rapidly spread globally has led to an overload of information about the disease for the public. The study was conducted with the aim of understanding the operation and role of commune radio stations and community COVID-19 teams in Vietnam during the COVID-19 pandemic. From there, draw lessons from experience and new knowledge in communication. Especially communication during the COVID-19 epidemic and communication on COVID-19 disease prevention and control. To conduct the research, the author used the method of observation and in-depth interview. By observation method, researchers directly observe the commune radio stations and their operation. At the same time, observe the activities of the community COVID teams in communication about the COVID-19 epidemic. Then, the researcher conducted in-depth interviews with a number of people, in different residential areas, in many different provinces to further clarify the observations and increase the generalizability of the study. Observational results show that, with regular and continuous activities of the commune radio stations and community COVID teams, people feel that the community is always with them, no one is left behind, contributing to people's peace of mind and trust in the victory in the COVID-19 pandemic.*

Keyword: *community, radio station, COVID team, communication, Vietnam*

A STUDY ON THE LOW TOUCH ECONOMY AMONG CONSUMERS IN HANOI DURING THE COVID-19 PANDEMIC

Dang Ngoc Bien, Luu Thi Thu Cuc, Nguyen Thi Thu Huong

Nguyen Minh Ngoc, Hoang Thi Thanh Thao, School of Banking and Finance,

National Economics University, Hanoi, Vietnam

Abstract

This study proposes a research model and factors affecting the decision to use Low Touch Economy's solutions. The study evaluates the risk perception, related legal issues and consumer readiness. The study's results indicate the safety, prevention of the COVID-19 pandemic and the replacement of the economy in the traditional form before and during the pandemic. Based on the study's results, some recommendations are made to improve and develop the Low Touch Economy in Vietnam.

Keywords: *E-commerce, e-logistics, e-payment, Low Touch Economy.*

IMPACT OF THE COVID-19 PANDEMIC ON TOURISM ACTIVITIES IN LY SON DISTRICT, QUANG NGAI PROVINCE

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

Dr. Ngo Minh Hiep, Le Loi High School, Pleiku, Gia Lai, Vietnam

Abstract: *Ly Son has a long history of formation, a rich and diverse ecosystem with many scenic spots, and valuable historical - cultural relics. Over the years, the Party committees and authorities of Quang Ngai province and Ly Son island district have enacted many policies to exploit the potential and advantages of the locality to serve tourism development well. As a result, tourism activities have progressed in the Ly Son island district from 2015-to 2020. Infrastructure and tourism services are getting better and better, the number of tourists is growing, and tourism revenue is increasing. There are significantly contributing to increasing state budget revenue, creating jobs, and improving people's living standards.*

In 2021, a large outbreak of the Covid-19 pandemic halted tourism service activities, causing heavy losses and damage to the tourism industry throughout the country, Quang Ngai, including the Ly Son district. Within the framework of the article, the author focuses on clarifying: The advantages of tourism development in Ly Son district Impact of the Covid-19 epidemic on tourism activities in Ly Son district, Quang Ngai province. From there, proposing some solutions to restore and develop tourism activities in Ly Son district in the coming time.

Keywords: *Impact, Covid-19 pandemic, tourism, Ly Son district, Quang Ngai province.*

THE IMPACT OF THE COVID-19 PANDEMIC ON THE INCOME OF INFORMAL WORKERS IN HA NOI

Assoc. Prof. Dr. Nguyen Ngoc Son, Dao Hai Yen, Dau Thuy Nhung

*Phan Thi Anh Dao, Faculty of Planning and Development, National Economics
University, Ha Noi, Vietnam*

*Pham Thi Thuy Trang, School of Banking and Finance, National Economics University,
Ha Noi, Vietnam*

*Tran Duy Long, School of Trade and International Economics, National Economics
University, Ha Noi, Vietnam*

Abstract: *The main content of the study is to quantitatively measure the impact of the Covid-19 pandemic on the income of informal workers in Ha Noi. The research results show that after 2 years of being affected by the Covid-19 pandemic, the income of informal workers decreased by 48.56 million VND/year, which means each month the employee's income decreased from 1 to 2 million. In addition, the study found that seniority (working experience) has a negative effect on the income of informal workers in Ha Noi. From studying the current situation and influencing factors, the research team finds out the cause of the problem and proposes recommendations for each group of stakeholders.*

Keywords: *Covid - 19, informal workers, income, Ha Noi.*

FDI IN VIETNAM IN THE CORONA AND POST CORONA PERIODS: TRENDS AND OPPORTUNITIES

*Dr. Phung Thanh Quang, School of Banking and Finance,
National Economics University, Hanoi, Vietnam
Nguyen Mai Phuong, Foreign Trade University, Hanoi, Vietnam*

Abstract: *The Covid 19 pandemic has entered its third year, the effects of the pandemic on the global socio-economic have also been recognized more and more clearly. For international investment activities, the covid 19 pandemic can be said to be a "shock" causing global FDI flows to drop sharply in 2020, when the pandemic broke out. Entering 2021, global FDI inflows have witnessed a strong recovery, with an increase of 77% compared to 2020 and an increase of 11.3% compared to before the pandemic (in 2019). With a highly open economy like Vietnam, FDI inflows have become one of the main growth drivers of the economy. The article will evaluate the current situation of global FDI inflows in the period of 2020-2021 as well as the status of Vietnam's FDI attraction in the same period. On that basis, the authors propose some recommendations to increase the FDI inflows in Vietnam in the upcoming time.*

Keywords: *FDI, covid 19, Vietnam, FDI, new normal*

FACTORS AFFECTING E-LEARNING OUTCOMES IN COVID-19 PANDEMIC OF ACCOUNTING AND AUDITING STUDENTS IN VIETNAM

*Dr. Doan Thanh Nga, School of Accounting and Auditing, National Economics
University, Hanoi, Vietnam
Nguyen Thuy Duong, Vu Huyen Linh, Pham Ngoc Quynh Mai, Nguyen Thanh Son
Nguyen Viet Thanh, Students at National Economics University, Hanoi, Vietnam*

Abstract: *Online learning has been making a huge contribution to the quality of university's education, significantly affecting student learning outcomes during the Covid-19 pandemic. The study was conducted to identify the factors affecting the learning outcomes of students majoring in Accounting & Auditing by means of online learning. Thereby providing solutions to enhance the quality of education with high efficiency, contributing positively to the decisions related to online teaching of educators and administrators. The authors used quantitative analysis, regression model analysis and other analytical tools using SPSS 23.0 software. The research sample was collected from 352 survey questionnaires conducted by students majoring in Accounting & Auditing in Vietnam. The results of the model show that the students' performance in online learning is affected by 07 factors in descending order, respectively (i) Course design, (ii) Impact of COVID-19, (iii) Competency of lecturers, (iv) Characteristics of learners, (v) Perceived Ease of Use, (vi) Perceived Usefulness and (vii) Course content.*

Keywords: *Covid-19 pandemic, E-learning, Learning outcomes*

THE MEANS OF COMMUNICATION AND THEIR ROLE IN THE PUBLIC HEALTHY COMMUNICATION DURING COVID-19 PANDEMIC IN VIETNAM

*PhD Student. Nguyen Huu Dzung, Faculty of Communication,
Academy of Journalism and Communication, Hanoi*

Abstract: *Since the COVID-19 pandemic broke out in China in 2019, it has quickly become a global pandemic, which threatened health and lives of billions of people around the world. In fact, the pandemic has claimed nearly 6 million lives worldwide and left long-term health issues for those who contracted this virus. Based on the situation, the paper was conducted with the aim of clarifying the roles and the way means of communication in Vietnam contributed to bringing about positive results with limited resources during this period. To conduct the research, the author has implemented the method of observation, in-depth interview and survey by online questionnaire. Research results showed that, during the COVID-19 pandemic, the means of communication in Vietnam has played the role as a bridge to provide necessary information to the public. Moreover, they have been combined into series of topics to create a spillover effect and have a strong impact on public consciousness in preventing and combating the pandemic.*

Keywords: *means of communication, health, public, the COVID-19 pandemic, Vietnam*

PAPERS' ABSTRACTS

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