



VINH UNIVERSITY
COLLEGE OF ECONOMICS



SUSTAINABLE ECONOMIC DEVELOPMENT
OF VIETNAM IN THE NEW CONTEXT

November 11th, 2023, Vinh, Vietnam

COEC 2023

BOOK OF ABSTRACTS

NGHỆ AN, THÁNG 11/2023



VINH UNIVERSITY
COLLEGE OF ECONOMICS



SUSTAINABLE ECONOMIC DEVELOPMENT
OF VIETNAM IN THE NEW CONTEXT

November 11th, 2023, Vinh, Vietnam

COEC 2023

BOOK OF ABSTRACTS

NGHỆ AN, THÁNG 11/2023



VINH UNIVERSITY
COLLEGE OF ECONOMICS



SUSTAINABLE ECONOMIC DEVELOPMENT OF VIETNAM IN THE NEW CONTEXT

November 11th, 2023, Vinh, Vietnam

CONTENT

❁ PROGRAM AT A GLANCE.....	11
❁ INTRODUCTION.....	15
❁ LIST OF SCIENTIFIC CONFERENCE ORGANIZING COMMITTEE	17
❁ LIST OF SCIENTIFIC CONFERENCE CONTENT COMMITTEE	19
❁ FACTORS AFFECTING THE LIQUIDITY OF LISTED FIRMS ON THE VIETNAMESE STOCK MARKET	21
Tran Hong Ngoc, Tran Thi Lan Phuong	
❁ RESEARCH ON FACTORS AFFECTING THE ENGAGEMENT OF GEN Z EMPLOYEES IN - RECOMMENDATIONS FOR STRENGTHENING HUMAN RESOURCES AS A COMPETITIVE ADVANTAGE FOR VIETNAMESE ENTERPRISES	22
Ho Thi Dieu Anh, Hoang Thi Thuy Van, Tran Quang Bach, Tran Thi Le Na, Nguyen Nu Hai Sao, Tran Dieu Linh, Do Thi Phi Hoai, Hoang Thi Cam Thuong	
❁ THE IMPACT OF ETHICAL LEADERSHIP ON EMPLOYEE COMMITMENT IN VIETNAMESE BUSINESSES IN THE NEW CONTEXT	23
Tran Thi Le Na, Luong Thu Ha, Ho Thi Dieu Anh, Do Phi Hoai, Hoang Thi Thuy Van, Hoang Thi Cam Thuong, Tran Van Hao, Trinh Dinh Tuan Anh.....	
❁ INVESTMENT CAPITAL AND ECONOMIC GROWTH OF NGHE AN PROVINCE IN 2015-2022 PERIOD	24
Tran Thi Hong Lam, Luong Thi Quynh Mai	
❁ SUSTAINABLE EXPORT DEVELOPMENT IN VIETNAM DURING THE RENEWAL PERIOD	25
Tran Thi Thanh Tam, Dinh Thi Yen Ly	
❁ THE IMPACT OF THE CORPORATE SOCIAL RESPONSIBILITY ON FIRM REPUTATION - EXPERIMENTAL EVIDENCE AT SMALL AND MEDIUM ENTERPRISES IN NGHE AN PROVINCE.....	26
Nguyen Thi Thanh Hoa, Pham Thi Kim Yen	
❁ ECONOMIC OPENESS AND INCOME INEQUALITY: THE CASE IN VIETNAM.....	27
Pham Xuan Bach, Phan The Cong, Nguyen Minh Quang.....	
❁ THE IMPACT OF INVESTMENT ENCOURAGEMENT POLICIES FOR TRADE DEVELOPMENT ON INVESTMENT INTENTIONS OF FIRMS: THE CASE OF NGHE AN.....	28
Luong Thi Thanh Nam, Thai Thi Kim Oanh, Tran Manh Dung, Luong Thi Thanh Vinh.....	

❁ ECONOMIC OPENESS AND INCOME INEQUALITY: THE CASE IN VIETNAM.....	29
Nguyen Huu Trinh, Thai Thi Kim Oanh, Nguyen Nam Anh, Nguyen Van Thinh	29
❁ THE IMPACT OF SOCIAL CAPITAL ON THE EFFECTIVENESS OF MOBILIZING EXTRA-BUDGET FINANCIAL RESOURCES FOR PUBLIC GENERAL EDUCATION IN HO CHI MINH CITY.....	30
Duong Tri Dung, Nguyen Thi Minh Phuong, Dinh Trung Thanh, Lê Hoai Nam, Tran Van Tu	30
❁ FACTORS AFFECTING E-COMMERCE APPLICATION AT SMALL AND MEDIUM ENTERPRISES THANH HOA PROVINCE.....	31
Le Thi Lan, Le Thi Thuy Linh.....	31
❁ ATTRACTING FOREIGN DIRECT INVESTMENT (FDI) INTO VIETNAM IN THE POST-COVID-19 CONTEXT	32
Luong Thi Quynh Mai, Tran Thi Hong Lam	32
❁ GREEN INVESTMENT FOR SUSTAINABLE DEVELOPMENT IN VIETNAM - CURRENT STITUATION AND RECOMMENDATIONS	33
Tran Kim Anh	33
❁ GREEN FINANCE CURRENT SITUATION AND DEVELOPMENT DIRECTIONS IN VIETNAM	34
Nguyen Thi Yen Hanh, Nguyen Thi Quynh, Huong Tran Kim Anh, Vu Ngoc Tu, Le Mai Trang	34
❁ DEVELOPING MARINE TOURISM: THEORY AND PRACTICE IN THANH HOA PROVINCE.....	35
Nguyen Thi Hai Yen, Tran Thi Hoang Mai, Nguyen Hoai Nam, Pham Nguyen Hong	35
❁ THE IMPACT OF PSYCHOLOGICAL CAPITAL ON THE CREATIVE CAPABILITY OF EMPLOYEES AT SMALL AND MEDIUM ENTERPRISES IN THE NORTH CENTRAL PROVINCES IN THE CONTEXT OF DIGITAL TRANSFORMATION.....	36
Tran Quang Bach, Ho Thi Dieu Anh, Nguyen Hoai Nam, Nguyen Thi Thanh Hoai, Hoang Thi Cam Thuong.....	36
❁ SUSTAINABILITY REPORTING QUALITY: CURRENT STATUS AND SOLUTION.....	37
Phan Thi Thanh Quyen.....	37
❁ BANKS' FINANCING POLICIES FOR ENVIRONMENTALLY FRIENDLY BUSINESSES: A LITERATURE REVIEW	38
Khuc The Anh.....	38
❁ ANALYSING PRODUCTION RISK AND EFFICIENCY FOR THE INTENSIVE WHITE-LEG SHRIMP AQUACULTURE IN NINH THUAN PROVINCE, VIETNAM	39
Le Kim Long, Nguyen Dang Duc	39
❁ JOB SATISFACTION AMONG UNIVERSITY LECTURERS IN DEVELOPING COUNTRIES: A STUDY IN THANH HOA PROVINCE, VIETNAM	40
Le Thi Thanh Thuy, Le Quang Hieu	40
❁ FACTORS AFFECTING STUDENT SATISFACTION: RESEARCH AT DRIVING TRAINING FACILITIES IN HO CHI MINH CITY	41
Nguyen Van Thang, Le Thi Nuong.....	41

❁ RELATIONSHIP BETWEEN SMEs' RESOURCES AND THEIR SUSTAINABLE GROWTH WITH MODERATING OF GOVERNMENT AND PRIVATE SUPPORTS, ENTREPRENEUR'S GENDER, IN LAO PDR.....	42
NOUANPASEUTH Souksavanh, SIPHOXAY Pakaiphone	42
❁ FACTORS AFFECTING STOCK INVESTMENT DECISIONS OF INDIVIDUAL INVESTORS IN NGHE AN PROVINCE	43
Banh Thi Thao, Hoang Thi Viet, Doan Thi Ngoc Han	43
❁ IMPACT OF PERCEIVED SAFETY ON CUSTOMERS' USE OF DIGITAL BANKING SERVICES AT COMMERCIAL BANKS: A CASE STUDY IN VIETNAM.....	44
Tran Quang Bach, Nguyen Thi Thu Cuc, Nguyen Thi Bich Thuy	44
❁ ENHANCING THE QUALITY OF FOREIGN DIRECT INVESTMENT INFLOWS TOWARDS SUSTAINABLE DEVELOPMENT - A CASE STUDY OF BAC NINH PROVINCE	45
Ngo Hai Thanh	45
❁ DOES THE ORGANIZATION COMMITMENTS AFFECT MORAL HAZARD BEHAVIOR IN VIETNAMESE COMMERCIAL BANKS?	46
Nguyen Khoa Duc Anh, Hoang Thanh Tung, Pham Duc Vinh	46
❁ IMPACT OF DIGITAL CONTENT MARKETING ON TOURIST VISITING INTENTION TO THANH HOA'S TOURIST DESTINATIONS: THE MEDIATING ROLE OF ELECTRONIC WORD OF MOUTH	47
Nguyen Thi Thanh Xuan, Le Thi Nuong, Ton Hoang Thanh Hue	47
❁ EFFECTS OF EDUCATION, RENEWABLE ENERGY ADOPTION, PUBLIC HEALTH EXPENDITURE, ENVIRONMENTAL PERFORMANCE AND NATURAL RESOURCE ABUNDANCE ON SUSTAINABLE ECONOMIC GROWTH	48
Le Van Dai, Nguyen Thi Thu Cuc, Nguyen Huu Trinh, Nguyen Thi Bich Thuy.....	48
❁ THE PRESENT STATE AND FACTORS AFFECTING INFORMATION DISCLOSURE ON SOCIAL RESPONSIBILITY AT FOOD PRODUCTION ENTERPRISES LISTED ON THE VIETNAM STOCK MARKET	49
Nguyen Thi Hien.....	49
❁ EFFECTS OF BRAND LOYALTY, IMAGE AND QUALITY ON BRAND EQUITY: A STUDY OF VIETCOMBANK.....	50
Do Khac Huong, Do Thi Phi Hoai	50
❁ FACTORS AFFECTING INDIVIDUAL CUSTOMERS' DECISION TO SAVINGS DEPOSIT: A CASE STUDY AT VIETNAM COOPERATIVE BANK, THANH HOA BRANCH.....	51
Do Thi Man	51
❁ RESPONSIBILITIES TO PERFORM HOUSEWORK TOWARDS GENDER EQUALITY IN THE NEW CONTEXT IN VIETNAM.....	52
Nghiem Thi Ngoc Bich, Pham Ngoc Toan	52
❁ SUSTAINABLE TOURISM DEVELOPMENT THE CASE OF SAM SON CITY, THANH HOA PROVINCE.....	53
Uong Thi Nga, Le Huy Chinh.....	53

☸ QUALITY OF AUDITING FINANCIAL STATEMENTS OF FAMILY-OWNED ENTERPRISES: RESEARCH FROM THE PERSPECTIVE OF INDEPENDENT AUDITORS	54
Pham Huy Hung, Do Duc Tai	54
☸ PROSPECTS FOR GREEN START-UP DEVELOPMENT IN VIETNAM	55
Le Vu Sao Mai.....	55
☸ RESEARCH ON THE LEGAL FRAMEWORK RELATED TO CIRCULAR ECONOMIC DEVELOPMENT IN VIETNAM	56
Le Nhu Quynh, Pham Thi Phuong Lien.....	56
☸ SUPPORTING INDUSTRY DEVELOPMENT FOR SUSTAINABLE DEVELOPMENT OF INDUSTRY: EXPERIENCE OF SELECTED COUNTRIES AND LESSONS FOR VIETNAM	57
Nguyen Thi Bich Lien.....	57
☸ HUMAN RESOURCES OF ETHNIC MINORITIES IN THE CENTRAL HIGHLANDS IN THE CONTEXT OF THE DIGITAL ECONOMY	58
Trieu Van Thinh	58
☸ THE INFLUENCE OF DIGITAL MARKETING ON THE BUSINESS PERFORMANCE OF FIRMS IN LAOS.....	59
Viengsavang Thipphavong, Xayphone Kongmanila	59
☸ DISCUSSION OF TRANSFER OF VIETNAM'S FINANCIAL STATEMENTS TO INTERNATIONAL FINANCIAL STANDARDS	60
Duong Thi Quynh Lien	60
☸ ASSESSING THE IMPACT OF FOREIGN DIRECT INVESTMENT ON THE DEVELOPMENT OF VIETNAM'S SUPPORTING INDUSTRY ENTERPRISES	61
Vu Thi Yen.....	61
☸ IMPACT OF ORGANIZATIONAL LEARNING ON ORGANIZATIONAL INNOVATION IN SMALL-AND MEDIUM-SIZED ENTERPRISES OF VIETNAM.....	62
Do Thi Hanh, Pham Thi Bich Ngoc	62
☸ SOLUTIONS OF ENVIRONMENTAL MANAGEMENT ACCOUNTING APPLICATION IN VIETNAMESE MANUFACTURING ENTERPRISES.....	63
Dao Thi Loan, Nguyen Thi Hanh Duyen	63
☸ THE IMPACT OF SOCIAL RESPONSIBILITY ON CUSTOMER LOYALTY IN VIETNAMESE COMMERCIAL BANKS.....	64
Nguyen Thi Thu Cuc, Dang Thanh Cuong.....	64
☸ PREDICTING CURRENCY CRISIS IN DEVELOPING COUNTRIES: AN APPLICATION OF EARLY WARNING SYSTEM IN SOUTH EAST ASIAN COUNTRIES	65
Nguyen The Lan	65
☸ ARE BUSY CEOS OVERPAID? EVIDENCE FROM U.S. TRAVEL AND LEISURE FIRMS	66
Trinh Dinh Tuan Anh, Thai Thi Kim Oanh, Banh Thi Thao	66

❁ MOTIVATION FACTORS ON KNOWLEDGE SHARING AMONG PUBLIC SECTOR INSTITUTIONS IN NGHE AN	67
Tran Dieu Linh	67
❁ AWARENESS OF INFORMATION TECHNOLOGY WITH FRAUD DETECTION IN THE PROCESS OF COLLECTING AUDIT EVIDENCE: PERCEPTION OF AUDITORS AT AUDITING FIRMS IN HANOI CITY	68
Nguyen Thi Que, Cao Hong Hanh, Ha Thi Tuyet, Nguyen Thi Ngoc Lan	68
❁ TRENDS AND PATTERNS IN TOURISTS' SUSTAINABLE BEHAVIOR RESEARCH: A BIBLIOMETRIC ANALYSIS	69
Cao Thi Thanh Van	69
❁ PROMOTE THE INNOVATIVE STARTUP ECOSYSTEM IN VIETNAM IN THE DIRECTION OF SUSTAINABLE DEVELOPMENT	70
Phan The Cong, Nguyen Ngoc Quynh, Le Thi Dung	70
❁ SOLUTIONS TO ATTRACT GREEN FDI INTO VIETNAM ASSOCIATED WITH GOALS SUSTAINABLE DEVELOPMENT	71
Tran Thi Thanh Thuy	71
❁ DEVELOPMENT OF TOURISM IN HAI PHONG CITY: SITUATION AND SOLUTIONS	72
Dao Quang Thang, Nguyen Tien Manh, Duong Dinh Linh, Nguyen Son Tung	72
❁ DEVELOPING KEY AGRICULTURAL PRODUCTS OF NGHE AN PROVINCE IN A NEW CONTEXT	73
Nguyen Nang Hung, Nguyen Thi Minh Phuong	73
❁ SUSTAINABLE DEVELOPMENT OF ECO-TOURISM IN NGHE AN PROVINCE	74
Tran Thi Hoang Mai, Nguyen Thi Thuy Quynh	74
❁ RENEWABLE ENERGY AND ECONOMIC GROWTH: INTERNATIONAL EXPERIENCE AND POLICY IMPLICATIONS FOR VIETNAM	75
Nguyen Thi Thu Ha, Lam Ba Hoa	75
❁ SOLUTIONS FOR SUSTAINABLE DEVELOPMENT OF HIGH-TECH AGRICULTURE IN VIETNAM	76
Pham Thi Ngoc Ly	76
❁ FACTORS AFFECTING SUSTAINABLE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN NGHE AN PROVINCE	77
Tran Thi Thanh Thuy	77
❁ THE IMPACT OF STRUCTURAL TRANSFORMATION ON LABOR PRODUCTIVITY GROWTH IN VIETNAM	78
Nguyen Van Quynh	78
❁ SOME RECOMMENDATIONS TO STRENGTHEN COOPERATION IN THE AGRICULTURAL SUPPLY CHAIN IN THE NORTH CENTRAL REGION	79
Tran Van Hao	79
❁ FACTOR AFFECTING THE DECISION ON GREEN CREDIT OF VIETNAMESE COMMERCIAL BANKS	80
Nguyen Thi Ngoc Diep, Le Phong Chau	80

❁ DEVELOPING THE ENTERPRISES IN HIGHER EDUCATION INSTITUTIONS IN VIETNAM.....	81
Hoang Thi Cam Thuong.....	81
❁ PROSPECTS FOR DEVELOPING E-LOGISTICS IN VIETNAM - SITUATION AND SOLUTIONS.....	82
Han Nhu Thien, Trinh Hong Vi.....	82
❁ GREEN LOGISTICS AND IMPACT ON THE BUSINESS ENVIRONMENT OF SMEs IN VIETNAM - SITUATION AND SOLUTIONS.....	83
Han Nhu Thien, Trinh Hong Vi.....	83
❁ UTILIZING HIGH-QUALITY HUMAN RESOURCES FOR SUSTAINABLE DEVELOPMENT IN NGHE AN PROVINCE	84
Nguyen Thi Thuy Quynh, Hoang Thi Viet	84
❁ UTILIZING HIGH-QUALITY HUMAN RESOURCES FOR SUSTAINABLE DEVELOPMENT IN NGHE AN PROVINCE	85
Nguyen Thi Thuy Vinh.....	85
❁ STUDY ON STUDENTS' INTENTION TO CONTINUE USING NON-BANKING FINANCIAL MANAGEMENT APPLICATIONS IN HANOI	86
Le Hoang Anh, Trinh Ngoc Thang	86
❁ DEVELOPMENT OF ECOLOGICAL AGRICULTURE ASSOCIATED WITH CIRCULAR ECONOMY AND FOOD SAFETY IN VIETNAM.....	87
Truong Cong Giap, Nguyen Thi Minh Phuong, Nguyen Thi Hai Yen	87
❁ ENHANCING INCLUSIVE FINANCIAL ACCESS FOR WOMEN - INTERNATIONAL EXPERIENCE AND LESSONS FOR VIETNAM	88
Nguyen Thi Phuong Thao.....	88
❁ IMPACT OF NATIVE ADVERTISING ON PERCEIVED BRAND INTEGRITY: AN EXPERIMENTAL STUDY ON FACEBOOK	89
Doan Hoang Minh, Nguyen Thi Thuy Trang, Ngo Thu Thao, Pham Thanh Ngan, Chu Thuy Quynh, Ong Thi Hien.....	89
❁ DIGITAL BANKING DEVELOPMENT IN VIETNAM: CURRENT SITUATION AND SOLUTIONS	90
Tran Thi Luu Tam, Ngo Thi Hong Nhung	90
❁ FINTECH IN VIETNAM: DEVELOPMENT TRENDS AND RECOMMENDATIONS	91
Ngo Thi Hong Nhung, Tran Thi Luu Tam	91
❁ FACTORS AFFECTING PERSONAL FINANCIAL MANAGEMENT BEHAVIORS	92
Nguyen Thi Hoai Phuong, Pham Tram Anh, Dam Phuong Ngoc, Mai Tra My, Cao Nguyen Hieu Hang.....	92
❁ POLICY TO PROMOTE VIETNAM'S MANUFACTURING INDUSTRY TO PARTICIPATE IN THE GLOBAL VALUE CHAIN.....	93
Vu Thi Thanh Huyen	93
❁ IMPROVE THE SOCIAL RESPONSIBILITY OF BUSINESSES IN VIETNAM NOW	94
Mai Phu Hop	94

❁ FACTORS AFFECTING CONSUMER LOAN SERVICE QUALITY AT VIETNAM COMMERCIAL BANKS.....	95
Trinh Thi Hang, Nguyen Thi Yen.....	95
❁ THE SOLUTIONS TO PROMOTE DIGITAL TRANSFORMATION FOR SMALL AND MEDIUM BUSINESS IN KON TUM PROVINCE	96
Phan Thi Thanh Truc, Pham Thi Mai Quyen, Dao Thi Ly Sa	96
❁ LENDING BASED ON AGRICULTURAL VALUE CHAINS IN VIETNAMESE COMMERCIAL BANKS: CURRENT SITUATION AND SOLUTIONS.....	97
Hoang Thi Thanh Huyen	97
❁ FINTECH, CROWD CAPITAL MOBILIZATION FOR SMALL AND MEDIUM ENTERPRISES IN VIETNAM EXPERIENCE FROM SINGAPORE.....	98
Nguyen Thi Anh Giang	98
❁ IMPACT OF FINTECH ON COMMERCIAL BANKS IN VIETNAM.....	99
Nguyen Dinh Tien	99
❁ ARTIFICIAL INTELLIGENCE (AI) TECHNOLOGY AND ITS APPLICATIONS - INDISPENSABLE IN TEACHING AND LEARNING AT UNIVERSITIES	100
Nguyen Thi Bich Thuy.....	100
❁ THE IMPACT OF AUDIT QUALITY ON FIRM PERFORMANCE OF NON-FINANCIAL COMPANIES LISTED ON THE VIETNAMESE STOCK MARKET	101
Ngo Thi Khanh Linh	101
❁ EFFECTIVELY APPLYING GREEN ACCOUNTING IN VIETNAMESE ENTERPRISES IN THE CONTEXT OF GLOBALIZATION	102
Nguyen Thi Dieu Thuy, Phan Thi Nhat Linh.....	102
❁ APPLYING NEW TECHNOLOGY TO ACCOUNTING INFORMATION SYSTEMS: CHALLENGES AND SOLUTIONS.....	103
Phan Thi Nhat Linh, Nguyen Thi Dieu Thuy.....	103
❁ ACCOUNTING RESOURCES TRAINNING IN DIGITAL CONVERSION.....	104
Nguyen Anh Tu.....	104
❁ ENVIRONMENTAL MANAGEMENT ACCOUNTING - CONCEPTS AND TECHNICAL METHODS	105
Nguyen Thi Mai Le	105
❁ TRAINING ORIENTATION IN ENHANCING MANAGEMENT ACCOUNTING PROFESSIONAL COMPETENCIES IN THE ERA OF DIGITAL TECHNOLOGY	106
Nguyen Thi Hanh Duyen, Dao Thi Loan.....	106
❁ IMPROVE THE QUALITY OF AUDIT HUMAN RESOURCES TRAINING IN THE CONTEXT OF DIGITAL TRANSFORMATION	107
Duong Thi Quynh Lien	107
❁ APPLYING ENVIRONMENTAL ACCOUNTING AT MANUFACTURING ENTERPRISES IN NGHE AN PROVINCE.....	108
Ho My Hanh, Dang Thuy Anh, Nguyen Thi Thanh Hoa.....	108

❁ DEVELOPING CUA LO COASTAL TOURISM COMMENSURATELY WITH ITS POTENTIAL	109
Dang Thuy Anh, Ho My Hanh	109
❁ DIGITAL ACCOUNTING: PLATFORM AND FUTURE TRENDS	110
Nguyen Hoang Dung.....	110
❁ EXPERIENCE IN MOBILIZING INVESTMENT CAPITAL FOR TOURISM DEVELOPMENT IN SOME LOCAL LOCALITY AND LESSONS FOR NGHE AN PROVINCE.....	111
Nguyen Thanh Huyen	111
❁ INSTITUTIONAL QUALITY, FISCAL DECENTRALIZATION AND GROWTH LOCAL: MULTI- DIMENSIONAL ANALYSIS IN VIETNAM	112
Bui Van Hien, Do Thi Phi Hoai.....	112
❁ DIGITAL TRANSFORMATION OF THE ACCOUNTING IN VIETNAM - CHANLLENGES AND SOLUTIONS.....	113
Truong Thi Hoai.....	113
❁ DEVELOPING SUSTAINABLE AGRICULTURE IN NGHE AN PROVINCE DURING THE INTEGRATION PROCESS	114
Nguyen Mai Huong, Nguyen Thi Tieng	114
❁ POTENTIAL AND SOLUTIONS FOR SUSTAINABLE DEVELOPMENT OF THE MARINE ECONOMICS OF NGHE AN DURING THE INTEGRATION PROCESS	115
Nguyen Thi Tieng, Nguyen Mai Huong	115
❁ SITUATION OF DIGITAL TECHNOLOGY APPLICATION IN ACCOUNTING AT ENTERPRISES IN VIETNAM.....	116
Pham Thi Thuy Hang	116



VINH UNIVERSITY
COLLEGE OF ECONOMICS



SUSTAINABLE ECONOMIC DEVELOPMENT OF VIETNAM IN THE NEW CONTEXT

November 11th, 2023, Vinh, Vietnam

PROGRAM AT A GLANCE

November 11th, 2023, Vinh, Vietnam (GMT+7)

07:30-08:00	Registration	Main Hall 8th floor
08:00-08:15	Welcome and Opening Remarks Leaders of Vinh University (Vietnam)	8th floor
08:15-08:45	Keynote Address Economic and Cultural Office in Vietnam (TECO)	8th floor
08:45-09:05	Vietnam's digital economy: Current status and potentials for further development Prof. Dr. Tran Tho Dat <i>National Economics University (NEU)</i>	8th floor
09:05-09:25	Solutions to promote the export of Vietnamese fruits and vegetables to the Japanese market Dr. Dinh Cao Khue <i>Chairman of the Board of Directors, Chief Executive Officer; Dong Giao Food Export Joint Stock Company</i>	8th floor
09:25-09:35	Tea Break	Main Hall 8th floor
Section 1 - Economics		8th floor
<p>Chairman: Prof. Dr. Le Quoc Hoi <i>(National Economics University)</i></p> <p>Secretary: MA. Luong Thi Quynh Mai</p>		
09:40-10:00	ECONOMIC OPENESS AND INCOME INEQUALITY: THE CASE IN VIETNAM Authors: Pham Xuan Bach ¹, Phan The Cong ², Nguyen Minh Quang ³ ¹ Faculty of Business Administration, Dai Nam University;	COEC23_21

	^{2,3} Faculty of Economics, Thuongmai University	
10:00-10:20	PREDICTING CURRENCY CRISIS IN DEVELOPING COUNTRIES: AN APPLICATION OF EARLY WARNING SYSTEM IN SOUTH EAST ASIAN COUNTRIES Authors: Nguyen The Lan Vinh University	COEC23_60
10:20-10:40	RELATIONSHIP BETWEEN SMES' RESOURCES AND THEIR SUSTAINABLE GROWTH WITH MODERATING OF GOVERNMENT AND PRIVATE SUPPORTS, ENTREPRENEUR'S GENDER, IN LAO PDR Authors: NOUANPASEUTH Souksavanh ¹ , SIPHOXAY Pakaiphone ² ¹ Student of PhD in Business Administration, National University of Lao ² Faculty of Economics and Business Management, NUOL	COEC23_36
10:40-11:00	THE IMPACT OF PSYCHOLOGICAL CAPITAL ON THE CREATIVE CAPABILITY OF EMPLOYEES AT SMALL AND MEDIUM ENTERPRISES IN THE NORTH CENTRAL PROVINCES IN THE CONTEXT OF DIGITAL TRANSFORMATION Authors: Tran Quang Bach ¹ , Ho Thi Dieu Anh ² , Nguyen Hoai Nam ³ , Nguyen Thi Thanh Hoai ⁴ , Hoang Thi Cam Thuong ⁵ ^{1,2,4,5} College of Economics, Vinh University, Vietnam ³ Office of the People's Committee of Thanh Hoa province	COEC23_30
11:00-11:20	PROMOTE THE INNOVATIVE STARTUP ECOSYSTEM IN VIETNAM IN THE DIRECTION OF SUSTAINABLE DEVELOPMENT Authors: Phan The Cong, Nguyen Ngoc Quynh, Le Thi Dung Thuong Mai University	COEC23_65
11:20-11:40	EFFECTS OF EDUCATION, RENEWABLE ENERGY ADOPTION, PUBLIC HEALTH EXPENDITURE, ENVIRONMENTAL PERFORMANCE AND NATURAL RESOURCE ABUNDANCE ON SUSTAINABLE ECONOMIC GROWTH Authors: Le Van Dai ¹ , Nguyen Thi Thu Cuc ² , Nguyen Huu Trinh ³ , Nguyen Thi Bich Thuy ⁴	COEC23_42

	¹ Vietnam National University Ho Chi Minh City ^{2,4} Vinh University, Vietnam ³ Ho Chi Minh City University of Industry and Trade	
Section 2 - Accounting, Business Administration, Banking and Finance		6th floor
Chairman: Prof. Dr. Vo Xuan Vinh <i>(University of Economics Ho Chi Minh City)</i> Secretary: MA. Nguyen Thanh Hoai		
09:40-10:00	ARE BUSY CEOS OVERPAID? EVIDENCE FROM U.S. TRAVEL AND LEISURE FIRMS Authors: Trinh Dinh Tuan Anh, Thai Thi Kim Oanh, Banh Thi Thao <i>Vinh University</i>	COEC23_61
10:00-10:20	SUSTAINABILITY REPORTING QUALITY: CURRENT STATUS AND SOLUTION Authors: Phan Thi Thanh Quyen <i>Danang University Branch in Kon Tum</i>	COEC23_31
10:20-10:40	FACTORS AFFECTING STOCK INVESTMENT DECISIONS OF INDIVIDUAL INVESTORS IN NGHE AN PROVINCE Authors: Banh Thi Thao, Hoang Thi Viet, Doan Thi Ngoc Han <i>Vinh University</i>	COEC23_37
10:40-11:00	THE INFLUENCE OF DIGITAL MARKETING ON THE BUSINESS PERFORMANCE OF FIRMS IN LAOS Authors: Viengsavang Thipphavong, Xayphone Kongmanila <i>National University of Laos</i>	COEC23_54
11:00-11:20	FACTORS AFFECTING E-COMMERCE APPLICATION AT SMALL AND MEDIUM ENTERPRISES THANH HOA PROVINCE Authors: Le Thi Lan, Le Thi Thuy Linh <i>Hong Duc University</i>	COEC23_25
11:20-11:40	BANKS' FINANCING POLICIES FOR ENVIRONMENTALLY FRIENDLY BUSINESSES: A LITERATURE REVIEW Authors: Khuc The Anh <i>National Economics University</i>	COEC23_32
11:40-12:00	Closing Remarks	8th floor



VINH UNIVERSITY COLLEGE OF ECONOMICS



SUSTAINABLE ECONOMIC DEVELOPMENT OF VIETNAM IN THE NEW CONTEXT

November 11th, 2023, Vinh, Vietnam

INTRODUCTION

After the COVID-19 pandemic, along with the aftermath of Russia's military campaign in Ukraine, the world is confronted with significant challenges related to economic crises, climate change, environmental pollution, and other issues affecting the quality of human life. These challenges demand that nations aim for sustainable development coupled with innovation in the new context. Additionally, the Fourth Industrial Revolution is bringing about comprehensive changes in the economic, social, and environmental aspects of countries. Therefore, to leverage achievements and create new development incentives, the economies of countries need positive and adaptive changes to promote economic development. It can be asserted that technology and innovation are increasingly playing a crucial role in Vietnam's economic development, contributing to affirm Vietnam's position on the international stage. The Resolution of the 13th National Party Congress emphasized the role of promoting innovation, technology application, especially the achievements of the Fourth Industrial Revolution, to create strong driving force for sustainable development of the country.

Within the framework of activities celebrating the 20th anniversary of the establishment of the College of Economics, which have been approved by the Vinh University's President through Official Letter No. 498/DHV - HCTH dated April 26, 2023, Vinh University issued a plan to organize the International scientific conference titled "**Sustainable economic development of Vietnam in the new context**". This conference aims to create a highly - quality and highly - connected professional forum for professors, scientists, economists, lecturers, research student..., in the field of Economics researchers, both from within and outside the country in the field of economics. This is an opportunity to affirm the reputation

and position in scientific research of the College of Economics, and Vinh University as a whole.

The Conference Proceedings is a selective collection of research contributions from professors, scientists, lecturers, research student... from universities across the country. The Editorial Board would like to express our sincere gratitude to all the authors and group of authors for their valuable contributions to the Conference. Despite the utmost efforts put forth by the Editorial Board in the reviewing and editing process of the Proceedings, we acknowledge that some imperfections may exist. We earnestly welcome constructive feedback from the scientific community and esteemed readers.

EDITORIAL BOARD



SUSTAINABLE EXPORT DEVELOPMENT IN VIETNAM DURING THE RENEWAL PERIOD

Tran Thi Thanh Tam¹, Dinh Thi Yen Ly²

ABSTRACT

The research objective of this article is to analyze the current status of sustainable exports in Vietnam during the period from 2013 to 2022, the achievements, and the remaining constraints using qualitative research methods. The study suggests 8 strategic solutions for the development of sustainable exports in Vietnam during the period of economic reforms, including: Enhancing the institutional system for the market-oriented economy, transitionning of the economic growth and restructuring model; building a high-quality workforce, promoting research activities and application of scientific and technological advances; Investing in science, technology and innovation, Developing the national enterprise system; Fostering investment in infrastructure, Expanding production, and ensuring a sustainable supply for exports; Intensifying the benefits from engaging in international economic integration

Keywords: export development, sustainable exports, Vietnam

¹ Corresponding author: Tran Thi Thanh Tam; Email address: tranthanhtamktqt47@gmail.com;
College of Economics, Vinh University, Vietnam

² College of Economics, Vinh University, Vietnam

VINH UNIVERSITY
COLLEGE OF ECONOMICS

 182 Leduan Str, Vinh city, Nghean pro

 0837.933.686

 eco@vinhuni.edu.vn

 <https://eco.vinhuni.edu.vn>