

## MụC LỤC

	BÁO CÁO ĐỂ DÂN HỘI THÁO	13
	OPENING REMARKS	15
*	CUSTOMER ENGAGEMENT BEHAVIOR THROUGH DIGITAL MARKETING TOOLS AFFECTS BUSINESS PERFORMANCE: A STUDY IN HANOI, VIETNAM	17
	Tran Thi Thanh Xuan	
	Nguyen Thi Anh Nguyet	
	Ha Minh Phuong	
*	IMPACT OF ORGANIZATIONAL FACTOR ON SUSTAINABLE SUPPLY CHAIN MANAGEMENT AND FIRM PERFORMANCE IN DIGITAL ERA: SMES IN VIETNAM	37
	Hoang Thi Huong	
	Dinh Hoang Minh	
	Nguyen Thi Hong Tam	
	Hoang Van Hoanh	
*	MEASURING DIGITAL TRANSFORMATION READINESS AND ITS IMPACT ON BUSINESS PERFORMANCE: EVIDENCE FROM VIETNAMESE SMES	57
	Vu Thi Hau	
*	GREEN PRODUCTION: EXPERIENCES FROM GLOBAL TEXTILE ENTERPRISES	78
	Quoc Phong Nguyen	
*	LIFELONG LEARNING COMPETENCY AND SOFT SKILLS: CORE ELEMENTS OF A WORKFORCE ADAPTABLE TO THE DIGITAL ECONOMY	93
	Nguyen Thi Thuy Huong	
	Nguyen Thi Nhan	
<b>*</b>	CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE OF COMMERCIAL BANKS IN VIETNAM: DOES GREEN CREDIT MATTER?	107
	Ngo My Tran	
	Phan Thai Sang	
	Tat Duyen Thu	

132	ENHANCING INDUSTRIAL LABOR PRODUCTIVITY IN VIETNAM AMID DIGITAL TRANSFORMATION  Vu Thi Duyen  Chu Thị Que  Vu Thanh Binh  Pham Thi Thu	*
155		*
	Doan Ba Toai	
176	EXPORT AND IMPORT LED GROWTH: EVIDENCE FROM A TIME SERIES ANALYSIS CASE OF VIETNAM  Trieu Thi My An  Doan Ba Toai  Nguyen Thi Nhan	*
197	PERSPECTIVE PERSPECTIVE	*
	Duyen My Nguyen	
206	THE IMPACT OF DIGITAL LEADERSHIP AND STAKEHOLDER ENGAGEMENT ON SUSTAINABLE INNOVATION: THE MEDIATING ROLES OF INNOVATION CAPABILITY AND CO-CREATION	*
	Le Thanh Ha	
	Pham Thi Toan Nguy Thi Sao Chi	
	Dinh Van Quang	
223		<b>*</b>
	Lai Manh Quan	
	Trinh Xuan Tien	
	Pham Van Cuong	
227	Hoang Minh Tien	
233	EVALUATING FACTORS AFFECTING THE FINANCIAL MANAGEMENT EFFICIENCY OF PUBLIC SERVICE UNITS IN THE CULTURAL SECTOR IN HANOI	*
	Nguyen Van Nam Vu Xuan Dung	
250	ŭ	*
	Nguyen Quy Binh	

<b>*</b>	FRAMEWORK OF POLICIES AND LEGAL REGULATIONS ON THE PROTECTION OF CUSTOMER RIGHTS IN DIGITAL TECHNOLOGY PLATFORMS AT COMMERCIAL BANKS	265
	Cao Dinh Lanh	
	Nguyen Son Ha	
	Trinh Tuan Anh	
<b>*</b>	THE COST—BENEFIT EFFECTIVENESS OF FOREIGN LANGUAGE LEARNING INVESTMENT AMONG STUDENTS AT THANH DONG UNIVERSITY: AN ECONOMIC PERSPECTIVE	284
	Nguyen Van Thang	
	Nguyen Thi Nhan	
*	IMPACT OF EXPORT PROMOTION PROGRAMS ON EXPORT PERFORMANCE: CASE OF VIETNAM	299
	Nguyen Thi Nhan	
<b>*</b>	RESEARCH ON FACTORS AFFECTING STUDENTS' DECISION TO CHOOSE PRIVATE UNIVERSITIES IN HANOI	318
	Trinh Xuan Tien	
<b>.</b>	DIGITAL FINANCIAL INCLUSION AND THE RISK OF FINANCIAL CRISES: UNVEILING INSTITUTIONAL THRESHOLDS IN THE DIGITAL ERA	332
	Nguyen Thi Bach Tuyet	
	Le Quoc Dinh	
<b>*</b>	REMOTE SENSING BASED MONITORING OF COASTAL MORPHOLOGICAL CHANGES IN HOANG THANH COMMUNE, THANH HOA PROVINCE: LINKING TO COASTAL ECONOMIC DEVELOPMENT	351
	To Thi Phuong	
	Tran Minh Canh	
	Pham Thi Nguyet	
	Nguyen Thi Thanh Thao	
<b>*</b>	TRENDS AND CHALLENGES OF GENERATIVE AI IN OPTIMIZING CUSTOMER EXPERIENCE ON E-COMMERCE PLATFORMS	367
	Le Quang Minh	
<b>*</b>	TRADE UNCERTAINTY: IMPACTS OF TRUMP TARIFF RISK ON TECHNOLOGY AND ENERGY STOCK MARKETS  Linh Tu Ho	389
	Christopher Gan	
**	GOVERNANCE AND CAPACITY GAPS AND ESG READINESS IN VIETNAMESE FIRMS	125
<b>*</b>		435
	Lai Nam Tuan	
*	SOLUTIONS FOR STRENGTHENING SCIENTIFIC AND TECHNOLOGICAL RESOURCES TO BUILD HANOI WORTHY OF BEING VIETNAM'S CAPITAL IN THE NEW ERA	455
	Pham Quang Chinh	
	Pham Thi Thanh Binh	

*	FACTORS AFFECTING THE DIGITAL TRANSFORMATION READINESS OF SMALL AND MEDIUM-SIZED TOURISM ENTERPRISES IN KHANH HOA PROVINCE	476
	Le Tran Tuan	
	Mai Xuan Phuong	
<b>*</b>	THE IMPACTS OF CO2 EMISSIONS ON BANKS' CREDIT RISK —EMPIRICAL EVIDENCE FROM SOUTHEAST ASIA COUNTRIES	502
	Vu Thi Kim Oanh	
	Ta Viet Cuong	
*	THE IMPACT OF AUGMENTED REALITY ON SHOPPING EXPERIENCE AND PURCHASE INTENTION OF GENERATION Z CUSTOMERS ON SHOPEE: EVIDENCE FROM MAKEUP COSMETICS IN CANTHO CITY	515
	Luu Tien Thuan	
	Le Ngoc Yen Thanh	
	Nguyen Thu Nha Trang	
*	THE IMPACT OF DIGITAL MARKETING ON BUSINESS PERFORMANCE IN COMMERCIAL AND SERVICE ENTERPRISES	534
	Nguyen Ngoc Minh	
*	CONDITIONS AND BREAKTHROUGH SOLUTIONS FOR DEVELOPING A CONCENTRATED DIGITAL TECHNOLOGY PARK IN THE RED RIVER DELTA	554
	Nguyen Phuong Bac	
*	ARTIFICIAL INTELLIGENCE IN ACCOUNTING EDUCATION: CURRENT PRACTICES AND FUTURE	566
	DIRECTIONS AT THE THAI NGUYEN UNIVERSITY OF ECONOMICS AND BUSINESS ADMINISTRATION  Tran Thi Nhung	
<b>.</b>	THE ROLE OF THE METAVERSE IN THE DEVELOPMENT OF CREATIVE TOURISM	584
***	Duong Thi Hong Nhung	304
<b>.</b>	ENVIRONMENTAL LAW IN TOURISM ACTIVITIES — THE CASE OF HANOI	۲02
***	Pham Minh Dat	593
	Nguyen Ngoc Minh	
<b>.</b>		610
***	GOVERNING DIGITAL BANKING IN VIETNAM: LEGAL FRAMEWORK, GAPS, AND REFORMS	010
	Nguyen Thi Ngoc Diem Tang Thi Nhung	
.♦.		(22
*	IDENTIFYING FACTORS AFFECTING THE INTENTION TO APPLY ARTIFICIAL INTELLIGENCE IN ACCOUNTING WORK AT VIETNAMESE ENTERPRISES	623
	Nguyen Thi Quynh	
	Vu Thi Ly	
	Hoang Thi Bich Ngoc	

*	CURRENT SITUATION AND STRATEGIC SOLUTIONS FOR ENHANCING THE INNOVATION CAPACITY OF ENTERPRISES LOCATED IN THE WESTERN AREA OF HAI PHONG	641
	Dang Thi Lan Anh	
	Pham Thi Thu Trang	
<b>*</b>	CUSTOMER LOYALTY IN VIETNAMESE FASHION E-COMMERCE: DUAL MEDIATION OF TRUST AND HEDONIC ENJOYMENT VIA WEBSITE DESIGN	661
	Khuc Dai Long	
*	ANALYSIS OF FACTORS AFFECTING THE DEVELOPMENT OF HIGH-QUALITY HUMAN RESOURCES IN SMALL AND MEDIUM-SIZED ENTERPRISES IN THE DIGITAL TRANSFORMATION ERA	697
	Nguyen Thi Lien Nhu Van Hanh	
<b>*</b>	DIGITAL BANCASSURANCE DEVELOPMENT — INTERNATIONAL TRENDS AND IMPLICATIONS FOR VIETNAM	719
	Nguyen Bich Ngoc Le Thi Kim Nhung	
*	DEVELOPING DIGITAL COMPETENCE OF LECTURERS AT PRIVATE UNIVERSITIES IN HANOI	741
	Loan Nguyen Thi Hong Thang Duong Van	
*	NAVIGATING PRECAUTION AND AGENCY UNDER GEOPOLITICAL UNCERTAINTY: INSIGHTS FROM VIETNAMESE LISTED FIRMS	758
	Tran Nam Quoc	
*	VIETNAM'S TOURISM INDUSTRY: CURRENT SITUATION, CHALLENGES AND SUSTAINABLE DEVELOPMENT PROSPECTS	779
	Tran Dinh Tuan	
	Tran Nhat Quang	
<b>*</b>	ENHANCING EMPLOYEE PERFORMANCE THROUGH TECHNOLOGY AND AI: A SYSTEMATIC LITERATURE REVIEW	795
	Tran Thao Nguyen	
	Luu Tien Thuan	
*	PROMOTING SUSTAINABLE AGRICULTURAL DEVELOPMENT IN THAI NGUYEN PROVINCE	823
	Tran Thi Anh Nguyet	
<b>*</b>	DIGITAL EXPERIENCE AND PASSENGER SATISFACTION IN THE AIRLINE INDUSTRY: AN EXTENDED UTAUT PERSPECTIVE	839
	Duong Kien Van	
	9	

*	DIGITAL TRANSFORMATION AND ITS IMPACT ON VIETNAM'S ECONOMY DURING GLOBAL INSTABILITY	855
	Nguyen Thị Thanh Sam	
	Pham Thi Thu	
	Vu Thi Lien	
*	THE IMPACT OF SOCIAL MEDIA ON THE PURCHASE INTENTION OF GEN Z IN HANOI	865
	Nguyen Hoai Nam	
	Nguyen Thi Hong Phuc	
*	IDENTIFICATION AND EVALUATION OF FACTORS AFFECTING THE CHOICE OF CORE LOGISTICS SYSTEM OPTIONS AMONG VIETNAMESE LOGISTICS SERVICE PROVIDERS: AN AHP APPROACH	884
	Nguyen Thi Dung	
	Nguyen Thanh Van	
*	NARROWING THE DIGITAL DIVIDE THROUGH REGIONAL COOPERATION: A QUASI-EXPERIMENTAL ANALYSIS OF ASEAN COUNTRIES	905
	Amogh Ghimire	
	Sajjad Ali	
	Keshav Ghimire	
<b>*</b>	DIGITAL TRANSFORMATION: A KEY LEVER FOR DEVELOPMENT GREEN ECONOMY	931
	Nguyen Thi Hoai Thu	
<b>*</b>	DIGITAL TRANSFORMATION IN VIETNAMESE ENTERPRISES: STATUS QUO AND STRATEGIC SOLUTIONS FOR ACCELERATION	941
	Nguyen Huu Tinh	
<b>.</b>	DISCUSSION ON THE PILOT IMPLEMENTATION OF THE DIGITAL ASSET MARKET IN VIETNAM	956
	Dam Quang Vinh	
	Bui Thi Hoang Lan	
*	DIGITAL TRANSFORMATION AND CONSUMER BEHAVIOR: DETERMINANTS OF PURCHASING DECISIONS	973
	FOR VIETNAM'S HIGH-QUALITY AGRICULTURAL PRODUCTS IN NORTHERN VIETNAM	
	Quynh Anh Do	
<b>*</b>	PROMOTING PRIVATE ENTERPRISES' CONTRIBUTION TO ECONOMIC GROWTH	998
	Ha Ngoc Anh	
<b>*</b>	GREEN HUMAN RESOURCE MANAGEMENT PRACTICES AND COMPETITIVE ADVANTAGE IN THE DIGITAL ERA: EVIDENCE FROM VIETNAMESE SMES	1011
	Pham Van Phi	
	Do Quynh Anh	

*	THE IMPACT OF FINANCIAL TECHNOLOGY ON GREEN HEALTH TOURISM CONSUMPTION BEHAVIOR: A CASE STUDY OF INTERNATIONAL TOURISTS IN VIETNAM	1037
	Bui Ngoc Tuan	
*	THE DIGITAL TRANSFORMATION READINESS OF SMALL AND MEDIUM-SIZED ENTERPRISES: EMPIRICAL EVIDENCE FROM HAI PHONG CITY	1050
	Ca Ngoc Chung	
*	FACTORS AFFECTING ADOPTION OF ROBOTIC PROCESS AUTOMATION IN MANAGEMENT ACCOUNTING IN VIETNAMESE SMALL AND MEDIUM-SIZED ENTERPRISES	1067
	Nguyen Thi Thu Trang	
*	THE IMPACT OF FINTECH ON CHANGING CONSUMER BEHAVIOR: A CASE STUDY IN VIETNAM	1079
	Bui Thi Ngoc Anh	
*	THE ROLE OF CHINA'S GREEN FINANCE AND POLICIES IN PROMOTING GREEN ECONOMIC DEVELOPMENT Shuyuan Huang	1093
*	FACTORS PROMOTING THE APPLICATION OF FINANCIAL TECHNOLOGY AT COMMERCIAL BANKS IN THE NORTHERN REGION	1112
	Nokena Asanda Nlcole	
*	EXPERIENCE IN APPLYING FINANCIAL TECHNOLOGY TO THE STOCK MARKET IN DEVELOPED COUNTRIES AROUND THE WORLD AND LESSONS FOR VIETNAM	1130
	Bui Xuan Bien	
*	RESEARCH ON THE READINESS TO APPLY ROBOTIC PROCESS AUTOMATION IN ACCOUNTING AT SMALL AND MEDIUM PRIVATE ENTERPRISES	1150
	Do Thi Tue Minh	
*	IMPACT OF EXPERIENTIAL LEARNING ON PROFESSIONAL SKILLS AND ENTREPRENEURIAL INTENTIONS OF TOURISM AND TRAVEL MANAGEMENT STUDENTS	1172
	Nguyen Thi Bich Ngoc	
*	CORRUPTION AND ECONOMIC GROWTH: THE CASE OF VIETNAM	1183
	Nguyen Huynh Bao Khanh	
*	FINANCIAL MANAGEMENT AND INVESTMENT IN THE IRRIGATION SECTOR IN VIETNAM: A POST-COVID-19 ANALYSIS	1194
	Nguyen Duc Duong	
*	THE IMPACT OF E-COMMERCE ON CONSUMER BEHAVIOR AND TRADITIONAL BUSINESS STRUCTURES IN VIETNAM	1208
	Le Hung Son	
	Tran Viet Tuan	

*	THE IMPACT OF DIGITAL TRANSFORMATION INVESTMENT AND SUSTAINABILITY STANDARDS ON THE OPERATIONAL EFFICIENCY OF BANKS IN VIETNAM	1221
	Hien Le Thi	
<b>*</b>	ASSESSING THE IMPACT OF SUPPORT POLICIES ON THE DEVELOPMENT OF HIGH-TECH AGRICULTURE IN THE RED RIVER DELTA	1234
	Yisheng Jiang	
*	ASSESSING THE QUALITY OF ACCOUNTING INFORMATION ON FINANCIAL STATEMENTS OF LISTED ENTERPRISES IN THE DIGITAL AGE	1249
	Nguyen Thi Le	
*	RESEARCH ON FACTORS AFFECTING THE MOBILE PAYMENT SERVICE USAGE BEHAVIOR OF GENERATION Z IN THE CONTEXT OF DIGITAL TRANSFORMATION	1265
	Nhu Van Hanh	
<b>*</b>	THE TREND OF COOPERATION BETWEEN COMMERCIAL BANKS AND FINTECH COMPANIES IN VIETNAM IN THE 4.0 INDUSTRIAL REVOLUTION	1280
	Nguyen Viet Dung	
	Le Ngoc Anh	
*	LAW ON HUMAN RIGHTS IN BUSINESS ACTIVITIES: SUSTAINABLE DEVELOPMENT TRENDS AND REFERENCE VALUES FOR VIETNAM	1289
	Nguyen Manh Tuan	
*	CRYPTOCURRENCY ADOPTION OF INDIVIDUAL CONSUMERS: A CASE STUDY OF VIETNAM	1303
	Nam Danh Nguyen	
*	FINANCIAL RISK-TAKING: A CASE STUDY OF GENERATION Z INVESTORS	1319
	Uong Thi Ngoc Lan	
*	ORGANIZATIONAL ARTIFICIAL INTELLIGENCE SKILLS READINESS IN PRIVATE ENTERPRISES IN THE DIGITAL TRANSFORMATION PERIOD	1337
	Nguyen Thi Ngoc Mai	
	Do Thi Tue Minh	
<b>*</b>	DEVELOPING DIGITAL BANKING SERVICES: INTERNATIONAL EXPERIENCE AND LESSONS FOR VIETNAM	1350
<b>*</b>	Bui Thanh Tung CLASSIFICATION OF DIGITAL CURRENCY FORMS AND THE STRATEGIC ROLE OF CBDC IN VIETNAM'S	1360
	FINANCIAL DIGITAL TRANSFORMATION	
	Le Chi Thanh,	
	Vu Thanh Binh	