

PROCEEDINGS:

The 10th International Conference On Emerging Challenges:

STRATEGIC ADAPTATION IN THE WORLD OF UNCERTAINTIES

04 - 05 NOVEMBER, 2022 **HO CHI MINH CITY, VIETNAM**



THANH NIEN PUBLISHING HOUSE



UNIVERSITY OF ECONOMICS HO CHI MINH CITY



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ASSOCIATION OF
VIETNAMESE SCIENTISTS
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THE 10th

INTERNATIONAL CONFERENCE ON EMERGING CHALLENGES: STRATEGIC ADAPTATION IN THE WORLD OF UNCERTAINTIES

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**UNIVERSITY OF ECONOMICS HO CHI MINH CITY
COLLEGE OF BUSINESS**

Proceedings

**The 10th International Conference on Emerging Challenges:
STRATEGIC ADAPTATION IN THE WORLD OF UNCERTAINTIES**

The Organizing Committee of The 10th International Conference on Emerging Challenges: Strategic Adaptation in the World of Uncertainties would like to acknowledge all supporters and organizers of this conference, especially University of Economics Ho Chi Minh City, Smart Train, ICAEW, CPA Australia and ACCA.

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The 10th International Conference on Emerging Challenges: STRATEGIC ADAPTATION IN THE WORLD OF UNCERTAINTIES

*4th and 5th November 2022
Ho Chi Minh City, Vietnam*

ORGANIZERS

University of Economics Ho Chi Minh City, Ho Chi Minh City, Vietnam
Hanoi University of Science and Technology – School of Economics and Management, Hanoi, Vietnam
University of Economics and Business - Vietnam National University, Hanoi, Vietnam
National Economics University – Faculty of Business and Management, Hanoi, Vietnam
The University of Danang – University of Economics, Da Nang City, Vietnam
International School - Vietnam National University, Hanoi, Vietnam
Foreign Trade University, Hanoi, Vietnam
University of Hertfordshire, UK
AVSE Global, France
PPM School of Management, Indonesia

KEYNOTE SPEAKERS

Prof. Andrew Crane - Professor of Business and Society and Director of the Centre for Business, Organisations and Society in the School of Management at the University of Bath, UK

Prof. Reeb, David M. – Holding the Mr. and Mrs. Lin Jo Yan Professorship, with appointments in both accounting and finance, Singapore, Head of Department, Accounting, Business School, National University of Singapore, Singapore

Prof. Ian Phau - John Curtin Distinguished Professor, Marketing Discipline Lead and the Director of the Luxury Branding Research Cluster, School of Management and Marketing, Curtin University

ROUND TABLE DISCUSSION:

Strategic Role of Digitalization in the Uncertain Globe

Moderator

Mr. Thanh Tran (Raymond)

Account Manager in BStar Solutions, a member of Sovico Group

Mr. Thanh Tran (Raymond) is an expert in digital transformation with more than 10 years of experience working in different positions in Banking & Fintech industry as well as other domains such as hospitality, retail, medical, and real estate. Mr. Thanh has experienced many positions in digital product development at banks such as Sacombank, OCB, Timo Digital Bank as well as participating in digital transformation consulting for small and medium enterprises in Vietnam. Currently, he is working as an Account Manager in BStar Solutions, a member of Sovico Group.

Panelists

Professor Hong T. M. Bui

Professor in Business Education, Birmingham City Business School

Professor Hong T. M. Bui has a broad social science background, including economics, education, communication, management, and various methodologies in both qualitative and quantitative. Her research focuses on the learning organization, organizational studies and interdisciplinary approach to innovation and sustainability. Hong served as an associate editor for The Learning Organization and now for the Applied Psychology: An International Review. The Public Administration Review journal in 2014 reviewed Hong as a "talented researcher" and "leading scholar". She has an extensive network with researchers, practitioners and policymakers in various disciplines working on grand challenges such as sustainable cities, new energy, innovation, climate change, healthcare in the UK and many developing countries worldwide. Hong is passionate about developing business education to transform society toward innovation and sustainability. Forbes Vietnam named her in its list of 20 Inspiring Women 2021.

Ms. Thanh Huynh

Business Development Manager, ICAEW

Ms. Thanh Huynh has nearly 10 years of experience in International Trade and Business Development, with B2B focus in different range of business sectors. She used to work as a Trade Advisor at Business Centre of the British Chamber of Commerce (Britcham) helping UK companies to get entrance to Vietnamese market. She has also been an independent consultant facilitating trade missions as well as B2B matchings. She is now working for the Institute of Chartered Accountants in England and Wales (ICAEW), with main responsibility to expand the network of the Institute's Authorised Training Employers (ATE). Thanh Huynh holds a Master of Science in Finance and Management at Keele University, United Kingdom.

Mr. Alexander Wung, ACA

Assurance Director, PwC

Alexander has been with PwC network for more than 10 years providing auditing and assurance services specialising in consumer, industrial, products and services. He was previously attached with PwC Malaysia for 8 years before serving the Vietnam office in May 2018. Alexander has served on the financial audits of large conglomerates and public listed entities in Malaysia with operational presence globally. He specialises in the agriculture, garment manufacturing, industrial manufacturing and trading, and food processing services industry audits. He carries with him in depth experiences on IFRS accounting and Capital Markets and Accounting Advisory Services having been involved with IPO exercises in Malaysia and Hong Kong, and other cross border corporate exercises in Malaysia, Singapore, Papua New Guinea and Vietnam. Alexander holds a Bachelor of Commerce (Economics & Finance) from the University of Manchester, United Kingdom. He is also a fellow member of the Institute of Chartered Accountants in England and Wales ("ICAEW") and an ICAEW Business and Finance Professional.

Fintech Academy

FinTech Academy (FTA) spearheads talent development programmes ranging from financial literacy awareness to deep dive FinTech engineering courses. We collaborate with educational institutions in Singapore as well as professional associations and bodies. We work closely with polytechnics and universities. FinTech Academy is committed to providing learners with reliable and efficient professional development services. We will continue to curate innovative education programmes by integrating learning, industry and our growing community. FinTech Academy offers applied courses and co-branded events for growth sectors of the economy with a blend of various learning concepts that integrates work and study. We also offer specialised accredited programmes in partnership with world-class universities abroad too.

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PREFACE

The development of current science and technology, the Fourth Industrial Revolution, the Covid-19 pandemic, climate change, the trend of globalization and integration, individualism and the Russia-Ukraine conflict indicate that the current world is an uncertain world, which poses a significant impact not only on the sustainable development goals but also on the entire global economy including the field of governance, accounting, auditing, finance and others in Vietnam as well as other countries around the world. In particular, the Covid-19 pandemic and strategic competition among major countries are creating landmark changes in the world situation with many unpredictable factors, multi-dimensional impacts on the security, economic and development aspects of countries, from which, arise many advantages, opportunities but also difficulties and challenges intertwined.

As the speech delivered by Prime Minister Pham Minh Chinh said: *“In a world full of volatility, strategic competition and many choices, Vietnam does not choose sides but chooses fairness, justice and righteousness on the basis of the principles of international law, Charter of the United Nations; equality, all win-win”*.

The instability of the world and the business environment requires corporations to adjust their business strategies to be able to adapt and survive in the long term such as sustainable development tasks, attracting the participation of businesses with the community and stakeholders, ensure sustainable consumption and production models, build risk-resilient infrastructure, promote green growth, technological innovation, digital transformation and supply chain diversification. These significant changes have led to the emergence of several academic as well as practical problems in strategic management, risk management, finance, accounting, auditing, and technology. The ICECH 2022 conference is a significantly useful place for participants to have the opportunity to exchange and share knowledge on new theoretical problems and practical solutions, providing an opportunity for researchers to publish research results, universities, and research institutions to transmit new and up-to-date knowledge, is a forum for students and research candidates to discover gaps and future research directions in an ever-changing and uncertain environment.

The 2022 Conference consists of papers in across five sections themes: Management - Supply Chain and Operation Management - Innovation Management, Finance – Banking, Accounting and Auditing, Information System and Economics - Law and Policy. All the papers published in the Proceedings will make a significant contribution to emerging debates in the field of international business transformation to develop sustainable firms and economies.

To create the success of the conference, the organizing committee has received great contributions of domestic and foreign authors with approximately over 200 papers. After a rigorous peer review and evaluation process, about 130 articles have been selected for public in the proceeding and, 70 articles will be presented in five parallel sections. The 2022 Conference has support from prestige international and domestic journals, including Asia Pacific Journal of Marketing and Logistics (SSCI, IF = 3.979), VNU Journal of Science: Economics and Business, Journal of Economic Studies (The University of Danang – University of Economics), Journal of Asian Business and Economic Studies (JABES) (Scopus; ESCI-WoS), Journal of Vietnam's Socio-Economic Development, Journal of Risk Finance (ESCI, Scopus Q3), Pacific Asia Journal of the Association for Information System (ESCI), Journal of Management and Business Review (JMBR), and Journal of International Economics and Management (JIEM).

On behalf of the organizing committee, we would like to take this opportunity to thank all the authors around the world for their contributions and interest in our event and, to all the paper referees for their time and expertise regarding paper review. Especially, many thanks to keynote speaker Prof. Andrew Crane from University of Bath, UK; Prof. Reeb, David M from National University of Singapore; Prof. Ian Phau from Curtin University, Australia for delivering plenary talks at the conference. Besides, I would like to express my sincere appreciation to our great partners: Smart Train, ICAEW, ACCA and CPA Australia for their great support. I really would like to express great appreciation to all the program committee members and conference secretariat staff for their efforts and outstanding work.

I strongly believe that every participant would have a wonderful and fruitful time at the conference. And I expect all of you to continue to support and contribute papers to future ICECH conferences.

4th November 2022

Prof. Dr. Su Dinh Thanh

President

University of Economics Ho Chi Minh City (UEH)

Foreword

INTRODUCTION ON UNIVERSITY OF ECONOMICS HO CHI MINH CITY

Website: <http://ueh.edu.vn>

As one of the leading key national universities in Vietnam, the University of Economics Ho Chi Minh City is home to more than 30,000 students across all levels and disciplines, the largest culmination of the student body across the country. Together with Vietnam's transformation and development, UEH's 45 storied years are further expanded with its groups of highly qualified lecturers from various prestigious local and international institutions. With their impressive background and expertise in academic research, UEH has made a tremendous contribution to the scientific research community through countless international publications on key research topics at the state and local levels, applied studies in practice, and a wide research network of more than 125 partners worldwide. In particular, the university has successfully produced many graduate classes in Economics and Management, all of which have held important roles in various government offices and agencies, higher education institutions, along local and international corporations.

UEH is proud to be a Key National University, a leader in smart campuses using green models. With multidisciplinary nationwide campuses, cutting-edge research facilities, and an extensive academic & professional network, the opportunities here are limitless. Over the years, the University of Economics Ho Chi Minh City (UEH) has accumulated countless accolades from various reputed organizations across the world for its outstanding performance in teaching, research, and social contribution. Most notable, UEH is proud to be an awardee for the following achievement:

- Top 5 National Universities with the most prestigious international publications (Ministry of Education and Training)
- #298 Best Universities in Asia in Research Performance, Innovation & Societal Impact (Scimago Institutions Rankings)
- Top 551+ Best University in Asia (QS World University Ranking, Asia 2022)
- Top 1 Best Universities in Viet Nam and Top 1 University in Economics & Business (Webometrics)
- Top 1000 Best Business Schools and Top 100 Best MBA Programs in the world (Eduniversal)
- Top 25 Performing Universities in income from continuous professional development (Multirank)

In keeping with UEH long-standing history and achievements in training and research, University of Economics Ho Chi Minh City will conduct a university-wide restructuring to become a multi-disciplinary university in Economics, Business, Management, Law, Design and Technology, as an effective and immediate response to current and future market needs, along with internationalization trends and context. The multidisciplinary development of UEH will promote its advantages in training, research and social service in the current context when most major research projects are multidisciplinary. It will facilitate the university to participate in the rankings, and international cooperation activities with worldwide universities.

Prof. Dr. Su Dinh Thanh

President

University of Economics Ho Chi Minh City (UEH)

Foreword

INTRODUCTION ON SCHOOL OF ECONOMICS AND MANAGEMENT, HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Website: <http://hust.edu.vn>; <http://sem.hust.edu.vn>

Since its establishment in 1965, the School of Economics and Management (SEM) has produced managers and leaders for enterprises and industries. Today, SEM provides a broad spectrum of academic programs from bachelor's degree to master's degree, and to doctoral degree. SEM offers a creative diversified outlet for students who want to build a successful career, including full-time and part-time programs. Since 1992, SEM has launched several new programs, including dual enrolment for bachelor's degree.

Through 50 years of development, SEM now boasts 74 faculties and staff. Its people commit to international education, ethical and sustainable business practices; along with our technology, and innovation SEM draws top-notch undergraduate and graduate students, as well as business leaders, seeking a competitive edge through our executive education programs.

Not just only having precious resource – high-qualified and committed faculties, SEM is enthusiastic in partnering with many domestic and international training – research institutions from France, Germany, Australia, Finland, Holland, Japan, Taiwan, Indonesia, and so on. These meaningful partnerships provide opportunities to improve our training facilities, to build exchange programs for students and faculties in improving knowledge, professional expertise, and touching differentiated training styles. SEM's strategy focus:

- To diversify training and education programs, with the focus in postgraduate programs. Incorporate theoretical knowledge and practical experiences via training programs for enterprises and short courses.
- To do effective and efficient consultancy for enterprises.
- To develop international cooperation to improve education programs and teaching styles.

From 2012, the School of Economics and Management, Hanoi University of Science and Technology has organized each year the International Conference on Emerging Challenges (ICECH). This event has attracted increasing interest among the economics and management research community. The conference has created a great occasion for academics and professionals to share their research findings, experiences and knowledge which are expected to contribute to the sustainable development of the Asia Pacific region.

We're looking forward to an excellent meeting with great scientists from different countries around the world and sharing new and exciting results in economics and management, which will be held in Ho Chi Minh city, from November 4-5, 2022.

Assoc. Prof. Dr. Pham Thi Thanh Hong

Vice Dean

School of Economics and Management

HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Foreword

INTRODUCTION ON UNIVERSITY OF ECONOMICS AND BUSINESS, VIETNAM NATIONAL UNIVERSITY, HANOI

Website: <http://ueb.vnu.edu.vn>

VNU University of Economics and Business (VNU-UEB), a member of Vietnam National University, Hanoi, was established under Decision No. 290/QĐ-TTg dated 6th March 2007 by the Prime Minister of the Socialist Republic of Vietnam. During its development process from the Faculty of Political Economy in 1974, VNU-UEB has made constant efforts to improve the quality of training, scientific research and other services in order to become a research-oriented university and excel at training high-quality human resource in the fields of economics, management and business administration. VNU-UEB has been known as a dynamic university with a strategic vision and strong determination towards international standards.

The university is in a period of significant development, from the academic year 2022-2023, the school's scale reaches about 11000 learners, of which 10,000 undergraduates and 1000 master and PhD students. The existing courses has been standardized, new programs opened and the quality of honors training programs as well as other postgraduate and international joint training programs are strengthened. Currently, VNU-UEB is offering 8 majors for bachelor programs, 11 majors for master programs and 5 majors for PhD programs; in which 2 bachelor and 2 master programs are joint training programs with foreign universities. VNU-UEB has constantly improved training quality and conducted assessment on 2 programs in accordance with ASEAN University Network's criteria. The undergraduate programs have also been assessed based on the standards of the Ministry of Education & Training and toward the AACSB accreditation in the near future.

The University has continuously reaffirmed its leading position in scientific research. Research products of the VNU-UEB have positively contributed to the development of economics science with its high-quality, world-class scientific research products published in leading international journals. Additionally, with the orientation of scientific research in line with practice, many projects with high applicability implemented by VNU-UEB have been transferred to governmental agencies, localities, and businesses. Scientific research activities at the VNU-UEB are developed in two main directions: (i) research for improving training quality; (ii) research for policy and business consultancy which concentrates on 3 areas: macroeconomic; sustainable development; industries, sectors, and businesses development.

With the strategy of internationalizing education, VNU-UEB has been promoting international exchange in the field of training and research in order to become regional and global hub of knowledge. Recently, students of UEB have had the opportunity to interact with international peers and scholars in short-term training courses, joint programs or international conferences and seminars. Through these activities, UEB expects to innovate teaching methods and enhance international cooperation to keep pace with new trends and challenges in the context of the Industrial Revolution 4.0 to create the best learning environment for students.

With all the achievements during its development, VNU-UEB consecutively holds the leading position in VNU and is the key contributor to the rank 50-550th of VNU in the QS world rankings in the field of Business and Management Studies. In 2021, the University received the Certificate of Merit from the Prime Minister for special achievements in the field of training and education.

Assoc. Prof. Dr. Nguyen Anh Thu

Vice Rector

VNU UNIVERSITY OF ECONOMICS AND BUSINESS

Foreword

INTRODUCTION ON THE UNIVERSITY OF DANANG UNIVERSITY OF ECONOMICS

Website: <http://due.udn.vn>

University of Economics (DUE), located in Danang city, is a member of the University of Danang – one of the three regional universities in Vietnam. With over 47 years of experience in educating and training, the DUE has played an important role in providing a labour force specializing in business, management and economics, partly contributing to Vietnam's economic development. We offer a wide range of under-graduate and post-graduate programs, including 04 doctoral programs, 06 master programs, and 31 under-graduate programs. By 2021, 8 undergraduate programs are successfully accredited by the AUN. High qualified teaching and research staff, including professors, senior and experienced lecturers together with learner-centered curriculums are the reflection of our aim to ceaselessly raise teaching standard. The University currently has about 14,000 students for both full-time and part-time courses.

The DUE is envisioned as a leading research university in Vietnam, significantly contributing to the prosperity of ASEAN community and human knowledge. As a research-oriented university, we create an innovative academic environment to accelerate knowledge discovery, application, transfer of scientific knowledge of business, economics, and management; ensure a successful foundation and lifelong learning capacity for learners; nurture and develop talents; tackle the socio-economic challenges; and serve the prosperous development of the community. Our values are usefulness, respecting individual, creativity, collaboration, integrity, and sympathy.

The DUE has cooperated with a number of companies to not only provide our students with opportunities for internship courses, but also equip them with necessary skills and capabilities to work within the context of global integration. Through our work placement programs, the promotion of student entrepreneurship and a focus on employability, we expect that more than 90% of graduates secure employment or enter further study within 12 months of graduation. Until 2019, after graduation surveys shows that 95.2% of our students obtain jobs 6 months after graduating.

We work with many partners around the world on a wide range of international activities including joint teaching and research, consultancy, joint degree programs (2+2, 3+1), exchange programs, internships, summer school courses. Through our strong international links with over 60 partners in 23 countries and territories, we provide knowledge to community members for their specific business purposes, and simultaneously fostering the team of lecturers, academic researchers in order to contribute to national education, academic research and economic development. Our students can take advantage of opportunities to study abroad through the transfer programs, student exchange programs and international projects. Our aim is to provide students with internationalized experience, enhancing their employability through the training courses and opportunities for placement and exchange programs.

Annually, the DUE has about 8 to 10 key research projects carried out at state, ministerial, provincial levels, and university-level projects. Additionally, the DUE collaborates with its international partner network to organize academic conferences, seminars, workshops on business, management and economic matters. These assist the University in improving teaching materials and training quality. Research activities also bring more accessibility to business environment, practices and legal aspects. The DUE has the Journal of Economic Studies (JES) which is the forum to discuss challenges of economic integration, mainly focuses on theoretical, empirical, and experimental economic aspects, providing deeply economic analysis and policy recommendations for Vietnam and beyond.

47 years of vigorous growth witnesses our university achieving a variety of historical milestones. The DUE has become not only a nationally prestigious multidisciplinary higher educational institution, but also a leading research center for business management consultancy and business & economic knowledge transfer in Vietnam.

Assoc. Prof. Dr. Vo Thi Thuy Anh

Vice Rector

University of Economics - THE UNIVERSITY OF DANANG

Foreword

INTRODUCTION ON THE ASSOCIATION OF VIETNAMESE SCIENTISTS AND EXPERTS

Website: <http://www.avseglobal.org>

Founded in May 2011, the Association of Vietnamese Scientists and Experts (AVSE Global) is a Paris-headquartered organization of Vietnamese scientists and experts with a global reach, pioneering in strategic advisory, top executive education programs, and science and policy forums, bringing innovative solutions for the sustainable development of Vietnam, through connecting collective intellectual strengths of Vietnamese talented experts and intellectuals worldwide with strong aspirations to contribute to the country's progress.

Our mission is to connect Vietnamese talented experts and intellectuals worldwide to pioneer positively impactful programs for a sustainable and prosperous future of Vietnam, through:

- Developing a network and database of Vietnamese scientists and experts, clarifying their expertise so that AVSE's partners can connect and cooperate in case necessary.
- Connecting individuals, groups or organizations of Vietnamese scientist and experts all over the world to share and exchange knowledge and experiences.
- Organizing scientific activities, conferences, workshops, trainings, exchanging activities, vocational activities and job seeking activities.
- Playing the role as a bridge linking Vietnamese scientists and experts with the world, cooperating, and exchanging with international friends.
- Gathering and strengthening individuals' strength to make contribution to the development of Vietnamese science, technique, economy, and society.
- AVSE Global has developed a wide network of more than 3000 members and collaborators in more than 20 countries. It also maintains a database of 10000 connected experts.

Prof. Dr. Nguyen Duc Khuong

Chairman of AVSE Global

Foreword

INTRODUCTION ON INTERNATIONAL SCHOOL, VIETNAM NATIONAL UNIVERSITY, HANOI

Website: <http://www.is.vnu.edu.vn>

International School, Vietnam National University, Hanoi (VNU-IS) is a member of Vietnam National University, Hanoi (VNU). International School formerly known as Vietnam – Russia International School, was established in July 2002. Vietnam – Russia International School was founded following the first official visit to Vietnam in 2001 of the President of Russia, Vladimir Putin. In 2002, Vietnam – Russia International School implemented and recruited the first cohort for the Bachelor of Accounting, Analysing and Auditing program - the first joint training program with a degree awarded by VNU.

Since its inception, VNU-IS has rapidly developed in many aspects. Starting with a single training program in Russian, VNU-IS successfully developed sixteen undergraduate programs, eight graduate programs with various training models (i.e., joint training, double degree, dual degree), and witnessed the number of foreign lecturers taking up from 25% - 70% per training program. VNU-IS is also the pioneer in conducting training programs totally in English at both undergraduate and graduate levels.

Presently, VNU-IS has over 140 lecturers, with more than 50% of them holding doctorate degrees (100% of lecturers graduated abroad). Annually, VNU-IS publishes over 100 papers and scientific reports, with about 1/3 published in international scientific journals such as ISI/Scopus.

With the strategic goal of becoming a prestigious international education hub in Vietnam, VNU-IS has established relationships with nearly 40 universities and research institutes across the globe. VNU-IS also cooperates with partner universities: Keuka College and Troy University [USA]; University of East London [UK]; Nantes University, Aix-Marseille University [French Republic]; Deakin University [Australia], Moscow Power Engineering Institute [Russian Federation]; HELP University [Malaysia]; Lunghwa University of Science and Technology [Taiwan], et al. in delivering joint training programs. These training programs cover a wide range of fields, such as economics, business administration, finance, management, engineering, information technology, data science, tourism, hospitality, and others.

VNU-IS allows students to obtain degrees from prestigious regional and international universities. More importantly, the extensive studies and extracurricular activities at VNU-IS help students to get familiar with the global environment, encourages them to think creatively, ignites their passion for discovery, and facilitates the development of vital soft skills. VNU-IS also provides students with a vast array of tangible services such as integration training programs, seminars, career talks, academic playgrounds; field trips, enterprise visits, internships; and soft skills training, psychology workshops, and one-to-one mental health counselling, just to name a few. VNU-IS is proud to be the crucible for students to mature and break the boundaries to **STUDY AND CREATE WITH THE WORLD**.

With its 2035 Vision, VNU-IS is in a position to be both a pioneering educational and research institution with interdisciplinary and multidisciplinary training to meet the ever-changing social needs and international standards, and an international hub for innovation. The 2035 Vision is bringing together scientists from different fields to solve complex scientific, technical, and social issues in the region and worldwide. Combining these two foci—a pioneering educational and research institution and being an international hub for innovation—enables VNU-IS to create an ideal environment for academic freedom, multiculturalism, and the intersection of diverse fields and disciplines.

Assoc. Prof. Dr. Le Trung Thanh

Rector

International School, Vietnam National University, Hanoi

Foreword

INTRODUCTION ON SEKOLAH TINGGI MANAJEMEN PPM (PPM SCHOOL OF MANAGEMENT)

Website: <https://ppmschool.ac.id/>

Founded upon the ideas of religious leaders and scientists, financially supported by international donor organizations and religious organizations, noble values stream down, protecting the firmly stuck roots, flowing up, reinforcing the branches, strengthening the twigs, and spreading the leaves, PPM School of Management is the first Management and Business Higher Education in Indonesia, established on July 3, 1967. In 1969, based on the Department of Education and Culture's recommendation, the institute's name was changed to PPM School of Management from Management College. It got accredited by the Department of Education and Culture. Since its foundation, this educational institution has been oriented to get acknowledgment from the business world that it will benefit from its graduates.

Our vision is becoming an excellent Management Institute in Indonesia and well-known in Southeast Asia with missions to promote higher education with high quality based on the proven latest concept (conceptual-based action) by producing graduates that possess the complex competencies, and soft competencies needed for its graduates. Hence, they are able to implement their knowledge and the latest management practices that bring added values for organizational and social life, to promoting research activities that will benefit the development of science by producing the latest researches that give benefits to the development of science, especially in terms of management and business, as well as responsible management practices and ethical business practices, and to promote professional and sustainable community service through cooperation between the institution and external organizations.

There are two-degree education programs offered, namely Bachelor Study Program (national accredited "A" by BAN-PT) and Master Study Program (national accredited "A" by BAN-PT). The Bachelor's degree program has two programs: the Bachelor of Business Management (SMB) program and the Bachelor of Business Accounting (SAB). The Master's degree program is a Master of Management (MM) that is designed to three different levels of classes, there are (1) MM Wijawiyata Management, (2) MM Young Executive, and (3) MM Executive. The explanation of each program can be seen on our official website page. In addition, PPM SoM has offered international experiences in the form of international classes since 2021 and international program in partnership with partner universities abroad since 2009. PPM SoM carefully designs its curriculum and teaching method based on the experiences of management research, management consultancy, executive assessment, and executive coaching. Through those activities, the school has funded its entire operational activities and hardly got any financial support from individuals or companies. PPM SoM could even spare the fund to support student candidates for a better and higher quality of education.

Since 2007, PPM School of Management (organized by the Research Center and Case Clearing House) has held national-level conferences and has begun to hold international conferences, namely the Asia Pacific Management Research Conference (APMRC) since 2017. Until today, PPM School of Management has held four Asia Pacific Management Research Conference (APMRC). Besides that, PPM School of Management has also obtained several accreditations both from within and outside the country which has made PPM School of Management one of the best management school in Indonesia to this day.

Dr. Pepey Riawati Kurnia, M.M., CPM, CAC, CODP

Acting Dean

PPM School of Management

Foreword

INTRODUCTION ON FACULTY OF BUSINESS MANAGEMENT NATIONAL ECONOMICS UNIVERSITY

Website: <http://fbm.neu.edu.vn>

Founded in 1956, National Economics University is one of the leading universities in Economics, Public Management and Business Administration in Vietnam.

NEU places a high priority on the quality of teaching and the employment preparation for students in an increasingly competitive, international environment.

NEU is now chairing a network of more than 40 universities in Vietnam in economics and business administration. The university has become an important hub for academic exchange domestically and internationally. NEU is a prestigious research and consultation center with its extended academic publications and consulting works to the government of Vietnam on policy making and to the business community on business development.

NEU is not only a recognized institution providing high-quality human resource to Vietnam's society but also a faithful partner of the government, non-governmental organizations and reputed research institutes and universities all around the world.

Founded in 1956, Faculty of Business Management (FBM) is one of the oldest faculty of National Economics University, Vietnam. Throughout the establishment and development, FBM is the home of many successful entrepreneurs, excellent leaders and managers in different fields from corporate and business management to state management.

With 52 faculty members and staff, most of them have obtained Master degree and PhD from the top universities in the world, FBM annually offers training to 2,000 full-time students at Bachelor, Master, and PhD levels of business management.

Besides providing training programs, FBM also actively organizes/co-organizes and participates in a number of national and international scientific conferences, research projects and consulting projects. Our academic staff have published thousands of high-quality scientific papers in which hundreds of them have been published in high-ranking international journals. With our achievement, we have been awarded Third Class Labor Medal (two times), Certificate of Merit from the Prime Minister (two times).

Another focus of FBM is building partnership; we have been establishing a vast network of industrial and academic partners, both domestic and international ones. Our partners include JICA, JETRO, Saint Mary University, Tokyo University, Dongseo University, Middlesex University, Pro-Sports, to name a few.

Assoc. Prof. Dr. Ha Son Tung

Dean

Faculty of Business Management

NATIONAL ECONOMICS UNIVERSITY

Foreword

INTRODUCTION ON UNIVERSITY OF HERTFORDSHIRE

Website: <http://www.herts.ac.uk>

The University of Hertfordshire is a campus-based institution, located just outside of Greater London, UK, in the Historic industrial town of Hatfield. The University typically has a UK based cohort of 24000 students with a further 4000 students studying a degree awarded by the University at one of our international partners. Strategically the University positions itself as “Internationally Business Facing”, fostering partnerships with businesses, the public sector, policymakers, and charities. The latest strategic plan is based around the mission statement, “Transforming lives”; ensuring whatever your background, wherever you are from, we will drive your potential, powering you to succeed.

The University incorporates an Applied learning pedagogical approach, that builds on the University’s heritage in vocational teaching, as former Technical college; that was noted for excellence in Aerospace Engineering. The research agenda seeks to provide solutions to; major societal challenges, supports industrial innovation, enriches lives and informs our teaching.

The University has excellent progression rates to employment with 96.5% of students in employment or further study six months after graduating. The teaching expertise has recently been awarded the top Gold ranking in the Government’s Teaching Excellence Framework (TEF) 2018. It is one of the top 200 universities in the world under 50 years old, according to the new Times Higher Education under 50 rankings 2021.

Working in collaboration with other businesses and organisations, we utilise our creative and enterprising approach to research in order to address the four Grand Challenges identified by the Government; artificial intelligence and data, clean growth, an ageing society and the future of mobility. Our response to the UK Government’s Industrial Strategy demonstrates how we have turned the ideas and innovations of our research community into the products and services for industry. For example, we have developed research excellence in the following multidisciplinary areas: AI and robotics, Astronomy and machine learning, Pharmaceutical and healthcare technologies, Food security and agritech.

As an enterprising and agile institution, passionate about supporting the growth of our local economy, we align our research, innovation and teaching activities to meet the demands of business and society. Our extensive engagement with businesses reflects our institutional history and the entrepreneurial approach we apply to our commercial endeavours and interactions with industry. Nationally and internationally, our research and development, knowledge transfer work and targeted consultancy are empowering companies across sectors to achieve their goals and drive productivity. Fundamental to this is the originality and quality of our ideas, which through a collaborative, multidisciplinary approach tackle the key global challenges of our time. As a result, we were delighted to be recognised by Research England as a University Enterprise Zone, following the opening of our campus to new entrepreneurs, start-up businesses and spin-outs – stimulating active “communities of practice” to make knowledge, facilities and equipment accessible to boost enterprise and support business growth.

In line with our primary mission statement our target “communities” are strongly focussed on businesses within our local, regional and international eco-system. Through the Enterprise Zone we are strengthening the Hertfordshire ecosystem, supporting business start-ups, business resilience and growth within our locality. For example, our response to major socio-economic and political shocks to the local economy – leveraging our resources and expertise to support key economic actors to respond to rapid change and business critical issues. E.g. Volunteer Business Support Scheme and Covid-19 response programmes in research and business support.

The University has an experienced regional office team based in Hanoi, led by Mr. Hoang Ngoc Tu, and enjoys a good reputation for supporting Vietnamese students with Scholarships and expert guidance.

James Perrin

Head of International Partnerships
UNIVERSITY OF HERTFORDSHIRE

Foreword

INTRODUCTION ON FOREIGN TRADE UNIVERSITY

Website: <http://english.ftu.edu.vn>

Foreign Trade University (FTU) has its main campus located in Hanoi and two other campuses located in Ho Chi Minh City and Quang Ninh Province. The University has conducted education and research in a wide range of areas including Economics, Business, Management, Finance and Banking, Accounting and Auditing, Law and Business languages with 32 different undergraduate programs, nine master programs, two doctoral programs, in-service programs, distance learning programs and international joint programs with prestigious partners. After more than 60 years of establishment and development, with the educational philosophy towards promoting liberalization, practicality, nurturing integrity, accountability and innovation competence of learners, FTU is proud of five outstanding strengths including Innovation, Initiatives, Internalization, Inspiration, Inclusion and Diversity.

FTU has been pioneer in many initiatives to become common home of diversities, nurturing and promoting all potentials of students and lecturers in their journey to great ocean. In addition to standard programs, advanced programs, high-quality programs and international profession-oriented programs are offered. The University has a partner network of almost 200 universities and educational institutions from more than 30 countries around the globe: creating more than 20 joint programs with prestigious partner universities. Student exchange programs have created a multicultural, highly internationalized environment at FTU. Higher education internationalization is identified as a key towards sustainable education in which Vietnamese degrees and credits are recognized worldwide and Vietnamese universities become destinations for international students.

With the motto "The best first" and taking "Innovation" as the driving force for development, FTU has determined to provide the best education to new generations of students - the nucleus of innovation with innovation spirit, know-how and willingness to innovate so that the spirit and ability of innovation could be spread to the community and society. Student start-up activities, start-up competitions are important components in the innovation and education ecosystem. Pioneering in educating global citizens with competitive ability, critical thinking, competent skills and adaptability, FTU is proud to have the highest employment rate of graduates in Vietnam.

In pursuit of research excellence and changes for a prosperous nation and a better world, researchers at FTU actively carry out innovative multidisciplinary research with a strong foundation in economics and business. Four main research directions of FTU include reform of socio-economic institutions for sustainable development, green economy and social responsibility, innovation and knowledge transfer to businesses, and restructuring and reform of corporate governance. In collaboration with international and local networks, organizations, universities, and businesses, FTU researchers also strive to turn ideas into impact. FTU's research is translated into policy recommendations, management models and tools transferred to enterprises, and solutions for community development. Research and knowledge transfer activities are carried out through research projects, programs, conferences, contests, and publications.

Assoc. Prof. Dr. Dao Ngoc Tien

Vice Rector

Foreign Trade University, Vietnam

TABLE OF CONTENTS

PREFACE	9
Foreword INTRODUCTION ON UNIVERSITY OF ECONOMICS HO CHI MINH CITY.....	10
Foreword INTRODUCTION ON SCHOOL OF ECONOMICS AND MANAGEMENT, HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY	11
Foreword INTRODUCTION ON UNIVERSITY OF ECONOMICS AND BUSINESS, VIETNAM NATIONAL UNIVERSITY, HANOI.....	12
Foreword INTRODUCTION ON THE UNIVERSITY OF DANANG UNIVERSITY OF ECONOMICS.....	13
Foreword INTRODUCTION ON THE ASSOCIATION OF VIETNAMESE SCIENTISTS AND EXPERTS	14
Foreword INTRODUCTION ON INTERNATIONAL SCHOOL, VIETNAM NATIONAL UNIVERSITY, HANOI.....	15
Foreword INTRODUCTION ON SEKOLAH TINGGI MANAJEMEN PPM (PPM SCHOOL OF MANAGEMENT).....	16
Foreword INTRODUCTION ON FACULTY OF BUSINESS MANAGEMENT NATIONAL ECONOMICS UNIVERSITY.....	17
Foreword INTRODUCTION ON UNIVERSITY OF HERTFORDSHIRE	18
Foreword INTRODUCTION ON FOREIGN TRADE UNIVERSITY	19
MANAGEMENT SUPPLY CHAIN AND OPERATION MANAGEMENT INNOVATION MANAGEMENT	
IDENTIFYING THE CFO SKILLS TO ACHIEVE BUSINESS RECOVERY IN THE COVID-19 POSTCRISIS PERIOD: A DELPHI STUDY	32
<i>Hiep Thien Trinh</i>	
SOCIAL MEDIA MARKETING IN VIETNAM	33
<i>Tang Thi Thanh Thuy and Phung Ngoc Ai Huong</i>	
STRATEGIC PLANNING METHOD FOR VIETNAMESE BUSINESS ASSOCIATIONS	43
<i>Nguyen Dang Minh and Pham Tien Dung</i>	
FACTORS AFFECTING THE DIGITAL TRANSFORMATION OF EXPORT COFFEE SUPPLY CHAINS IN THE CENTRAL HIGHLANDS PROVINCES	44
<i>Tran Luc Thanh and Nguyen Xuan Minh</i>	
THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE AND CUSTOMER EXPERIENCE WITH AI – POWERED SERVICES	59
<i>Nguyen Minh Khoi, Nguyen Thanh Ngan, Vo Hoang Nghi, Tran Trieu Khang, Dao Trung Duc, Le Thi Hong Minh</i>	
THE IMPACT OF CREDIT RISK MANAGEMENT ON BANK PERFORMANCE: A CASE STUDY OF COMMERCIAL BANKS IN VIETNAM	60
<i>Dang Thi My Dung, Zahra Salimi, Phan Thi Nhat Phuong, Ngo Thi Huyen Trang, Pham Nguyen Khanh Thuong and Vu Thi My Hao</i>	
INVESTIGATING THE DEVELOPMENT OF ENTREPRENEURIAL BEHAVIOR AMONG NASCENT DIGITAL ENTREPRENEURS.....	61
<i>Susetyo Darmanto, Adi Ekopriyono and Djoko Darmawan</i>	
THE ROLE OF RESOURCES AND CAPABILITIES IN AIRLINE COMPETITIVENESS AND COMPETITIVE POSITION: THE CASE OF VIETJET AIR	62
<i>Hoang Thi Kim Thoa</i>	

FACTORS AFFECTING CONSUMERS' INTENTION TO USE LOGISTICS TECHNOLOGIES IN LAST-MILE DELIVERY IN HO CHI MINH CITY.....	63
<i>Nguyen K.T, Tran N.N.T., Le T.T., Trinh N.P.T., Su N.B.C., Nguyen H.D.</i>	
THE EFFECTS OF ENTREPRENEURIAL LEADERSHIP AND INTELLECTUAL CAPITAL TO PROCESS INNOVATION - RESEARCH FROM GENERATING ELECTRICITY ENTERPRISES IN VIETNAM.....	74
<i>Vu Hong Tuan and Doan Thi Thu Trang</i>	
COMPLETING THE MOTIVATION MECHANISM FOR EMPLOYEES IN HUMAN RESOURCES MANAGEMENT AT JOINT STOCK COMMERCIAL BANK FOR FOREIGN TRADE OF VIETNAM....	75
<i>Ho Van Tuan and Banh Thi Hong Lan</i>	
FINANCIAL ACCESS OBSTACLES IMPACT ON FIRM INNOVATION IN VIETNAM.....	85
<i>Nguyen Thi Hong Thu, Do Ngoc Bich, Nguyen Hue Minh and Le Thi Hong Minh</i>	
IMPACT OF CORPORATE GOVERNANCE ON FIRM VALUE: EMPIRICAL EVIDENCE FROM VIETNAM.....	89
<i>Giang Tra Thi Dang, Anh Nguyen Huu, Thao Phuong Nguyen</i>	
THE IMPACTS OF ORGANIZATIONAL CULTURE ON THE ORGANIZATIONAL COMMITMENT – A RESEARCH IN SOUTHWEST VIETNAM	90
<i>Liem Thanh Nguyen, Minh Hoang Dang and Thu Duyen Tat</i>	
INNOVATIVE HUMAN RESOURCE MANAGEMENT PRACTICES: HOW DO TOURISM AND HOSPITALITY BUSINESS ENTERPRISES RECOVER POST COVID-19	102
<i>Diep Ngoc Su</i>	
IMPACT OF EMOTIONAL INTELLIGENCE ON EMPLOYEES' JOB PERFORMANCE: A CASE STUDY OF FPT TELECOM JOINT STOCK COMPANY.....	103
<i>Duong Thi Hoai Nhung and Nguyen Thuy Trang</i>	
A MULTI-GROUP ANALYSIS OF THE IMPACT OF LEAN MANUFACTURING PRACTICES ON OPERATIONAL PERFORMANCE: DOES THE NATIONAL CULTURE MATTER?.....	104
<i>Le Nguyen Hoang</i>	
IMPORTS OF INTERMEDIATE INPUTS AND PRODUCT INNOVATION IN ASEAN COUNTRIES	105
<i>Nguyễn Văn Dũng, Đinh Thị Thu Oanh, Nguyễn Kim Thảo, Ngô Thị Hải Xuân, Trương Thị Minh Lý</i>	
THE IMPACT OF TIKTOK UGC VIDEOS ON ONLINE PURCHASE INTENTION IN HO CHI MINH CITY	106
<i>Nguyen Hue Minh, Liu Sy Hai, Nguyen Anh Phi, Le Bui Thao Duyen and Le Thi Quynh Giang</i>	
A SEQUENTIAL MODEL OF EVENT STRENGTH'S INFLUENCE ON EMPLOYEE WORKPLACE PSYCHOLOGICAL NEEDS, EMOTIONAL EXHAUSTION, AND COUNTERPRODUCTIVE BEHAVIORS: EVIDENCE FROM THE COVID-19 PANDEMIC EVENT.....	107
<i>Thi Thuy Le and Angelina Nhat Hanh Le</i>	
PSYCHOLOGICAL CONTRACT FULFILLMENT LIKING PERCEIVED CORPORATION SOCIAL RESPONSIBILITY AND JOB SATISFACTION: THE MODERATING ROLE OF ATTACHMENT STYLES.....	108
<i>Dang Thi Phuoc Toan and Do Thi Thanh Vinh</i>	
FACTORS AFFECTING VIETNAMESE YOUTH'S INTENTION TO USE CHATBOTS IN ONLINE SHOPPING	120
<i>Dang Thi Kim THOA, Nguyen Phuong ANH, Vu Minh ANH and Nguyen Minh THANH</i>	
THE QUEUEING MODEL ON THE PARKING AREA: A CASE STUDY IN HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY	121
<i>Nguyen Thi Mai and Duong Manh Cuong</i>	

THE IMPACT OF APP EXPERIENCE, LIVESTREAM AND PERSONAL COACH ON CUSTOMER SATISFACTION: A CASE STUDY FROM AN ENGLISH CENTRE.....	122
<i>Nguyen Tien Dung and Do Ha Anh</i>	
THE ROLE OF EMPATHETIC LEADERSHIP IN EMPLOYEES' FORMING RETURN TO WORK AFTER THE COVID-19 PANDEMIC: THE CASE OF THE DANANG – QUANGNAM HOSPITALITY INDUSTRY	123
<i>Truong Duy Nhat Phuong, Nguyen Thi Hong Gam, Do Thi Thu Uyen and Dang Mai Xuan</i>	
BENEFITS AND SUCCESS FACTORS OF APPLYING AGILE MODEL TO SOFTWARE DEVELOPMENT IN VIETNAM: CASE OF FPT SOFTWARE.....	124
<i>Trang Nguyen Thi Quynh and Huong Tran Thi</i>	
APPLYING GENETIC ALGORITHM FOR LINE BALANCING PROBLEM IN GARMENT MANUFACTURE.....	131
<i>Nguyen Thi Xuan Hoa, Vu Hai Anh and Nguyen Quang Anh</i>	
MANAGEMENT ENTRENCHMENT, AGENCY COST, FINANCIAL SLACK, AND CARBON EMISSION DISCLOSURE ON FIRM PERFORMANCE AT ENERGY SECTOR IN INDONESIA AND MALAYSIA FOR 2018 – 2021	132
<i>Nikita Lee and Martdian Ratna Sari</i>	
VALUE CREATION GOALS AND SOCIAL ENTREPRENEURS' PROCESS INNOVATION: ROLE OF DIGITAL TECHNOLOGY EXPLOITATION.....	134
<i>Thy Thien Ngoc Tran</i>	
BUSINESS LEADERS'MINDSET AND FIRMS' CAPABILITIES CHANGE TOWARDS THE ADOPTION OF TECHNOLOGY AND INNOVATION THROUGH GOVERNMENT SPONSORED ENTREPREURIAL TRAINING PROGRAMS: THE CASE OF HERTFORDSHIRE, UK.....	135
<i>Christopher Brown, Nguyen Thi Thu Thuy, Nguyen Thuc Huong Giang</i>	
THE IMPACT OF BOARD DIRECTOR CHARACTERISTICS ON THE QUALITY OF INFORMATION DISCLOSURE.....	136
<i>Tzu-Ching Weng, Chin-Hung Kuo</i>	
EXPLORING MARKETING OPTIONS FOR SMALLHOLDER FARMERS IN TRANSITIONAL CONTEXT OF THE VIETNAMESE SHRIMP SECTOR.....	153
<i>Quang Ta Minh, Paul T.M. Ingenbleek, Tru Le Cong and Hans C.M. van Trijp.....</i>	
THE ROLE OF ORGANIZATIONAL CAPABILITY, MARKET ORIENTATION, AND IT ADOPTION ON BUSINESS PERFORMANCE OF CREATIVE INDUSTRIAL ENTERPRISES IN SEMARANG, INDONESIA.....	154
<i>Hikmah, Andalan Tri Ratnawati and Susetyo Darmanto</i>	
EWOM AND BOOKING BEHAVIOR ON ONLINE TRAVEL AGENCIES	155
<i>Hoang Thi Phuong Thao and Tran Dieu Hang</i>	
FACTORS AFFECTING IMPULSE BUYING BEHAVIOR OF VIETNAM CONSUMERS DURING COVID-19 PANDEMIC.....	156
<i>Dang Thi Kim Thoa, Nguyen Ngoc Diep</i>	
VIETNAM SEAFOOD ADAPTATION TO UNCERTAINTIES AND CSR APPLICATION FOR SUSTAINABLE DEVELOPMENT	157
<i>Nguyen Phuoc Vinh An</i>	
THE EFFECTS OF PERCEIVED CORPORATE SOCIAL RESPONSIBILITY ON COMMITMENT IN GIG ECONOMY: THE MEDIATING ROLE OF EMPOWERMENT AND TRUST	158
<i>Chung Tu Bao Nhu and Huynh Thi Thuy Giang</i>	

IMPACT OF PLACE ATTACHMENT ON STUDENTS' INTENTION TO RETURN TO THE PLACE OF ORIGIN.....	159
<i>Thuy Thu Nguyen</i>	
DIGITAL DIVIDE WITHIN ELDERLY PEOPLE IN VIETNAM: EVIDENCE FROM A SOCIOLOGICAL SURVEY	160
<i>Tran Thi Bich Ngoc, Nguyen Thi Xuan Hoa, Duong Manh Cuong, Do Duy Hoan</i>	
CUSTOMER ATTITUDE TOWARDS CORPORATE SOCIAL RESPONSIBILITY OF VIETNAMESE COMPANIES.....	161
IDENTIFICATION OF MARKET VOLATILITY WITH SOLID VAR AUTOREGRESION VALIDITY - A CASE OF INDONESIA CRYPTOCURRENCIES OR GOLD FOR HEDGING STRATEGY	173
<i>Ossi Ferli, Vera Mita Nia, Irvan Novikri</i>	
THE EFFECT OF ORGANIZATIONAL COMMITMENT AND WORK-LIFE BALANCE ON INTENTION TO TRANSFER WITH ORGANIZATIONAL CITIZENSHIP BEHAVIOR AS MEDIATION ON MILENIAL WORKERS IN DKI JAKARTA	174
<i>Dhinar Pasuria Silalahi, Arif Prabowor, and Riza Aryanto</i>	
CIRCULAR ECONOMY: DRIVERS AND BARRIERS TO DEVELOPMENT – EXPERIENCE FROM OTHER COUNTRIES TO VIETNAM	175
<i>Trinh Thu Thuy</i>	
CORPORATE SOCIAL RESPONSIBILITY AND CLIMATE CHANGE MITIGATION BY BANKS IN SINGAPORE	176
<i>Huong Ha</i>	
LIFELONG LEARNING INTENTION OF VIETNAMESE ADULTS IN THE INDUSTRY 4.0: BUSINESS SECTOR PERSPECTIVE.....	177
<i>Pham Tra Lam, Dau Thi Kim Thoa, Tran Thi Phuong Thanh and Tran Anh Hoa</i>	
PROCESS DIGITALIZATION IN VIETNAMESE SMALL AND MEDIUM ENTERPRISES: BARRIERS AND SOLUTIONS.....	178
<i>Huong Tran Thi, Chi Pham Mai, Yen Nguyen Thi</i>	
HUMAN RIGHTS AND BUSINESS: A LESSON FROM VIETNAM	185
<i>Nguyen Thi Thuy Hang, Nguyen Thanh Huong, Nguyen Thi Thanh Dan</i>	
AN EVALUATION OF VIETNAM AIRLINES' GROUND HANDLING SERVICE NETWORK USING ENTROPY-TOPSIS METHOD	186
<i>Yen Pham Thi Hong</i>	
WHEN, WHAT CONDITIONS TRUST ENHANCE SUPPLY CHAIN RESPONSIVENESS IN VOLATILE SUPPLY NETWORKS?	187
<i>Teck-Yong Eng, Lin-Chih Wu</i>	
THE INTEGRATION OF LEAN, AGILE, RESILIENCE AND GREEN (LARG) MODEL IN ENHANCING THE SEAPORT PERFORMANCE: A PROBE IN DANANG SEAPORT.....	188
<i>Loan Pham Thi Beand Thinh Mai Pham Quoc</i>	
A STUDY OF FACTOR INFLUENCING THE ORGANIZATIONAL COMMITMENT OF GENERATION Z AT IT SECTOR IN VIETNAM.....	189
<i>Nguyen Ngoc Thang and Vu Thao Anh</i>	
SOLUTIONS TO A SUSTAINABLE SUPPLY CHAIN OF STRIPED CATFISH FILLETS IN MEKONG DELTA – CASE OF VINH HOAN CORP.....	190
<i>Nguyen Hoang Thao Nhi and Truong Hong-Ngoc</i>	

THE INFLUENCE OF CAREER DEVELOPMENT, LEADERSHIP, REWARDS AND MEDIATION OF EMPLOYEE ENGAGEMENT ON ORGANIZATIONAL COMMITMENT TO MILLENNIAL EMPLOYEES IN DKI JAKARTA	200
<i>Nadia Gusti Pratiwi and Eva Hotnaidah Saragih</i>	
DIGITAL TRANSFORMATION ROADMAP FOR VIETNAMESE SMALL AND MEDIUM ENTERPRISES	201
<i>Nguyen Thanh Tuyen and Nguyen Danh Nguyen</i>	
THE PROFILE AND PURCHASE INTENTION OF GREEN CONSUMERS IN INDONESIA	203
<i>Rike Penta Sitio Livia Narda Pepey Riawati Kurnia</i>	
KNOWLEDGE MANAGEMENT AND INNOVATIVE LEARNING ENVIRONMENTS IN HIGHER EDUCATION.....	209
<i>Nguyen Ngoc Thang</i>	
ACCRUAL- BASED EARNINGS MANAGEMENT AND FIRM PERFORMANCE: EVIDENCE FROM VIETNAM.....	216
<i>Hien Thu BUI and Chi Ngoc Van PHAN</i>	
EXAMINING THE IMPACTS OF MANAGEMENT EXPERIENCE, MANAGEMENT PRACTICE ON FIRMS' INNOVATION ACTIVITIES ACROSS ASEAN COUNTRIES	225
<i>Do Ngoc Bich, Nguyen Van Dung, Le Thi Hong Minh, Do Thi Hai Ninh and Pham Thi Truc Ly</i>	
SUPPLY CHAIN INNOVATION AND FINANCIAL PERFORMANCE: EVIDENCE FROM ASEAN MANUFACTURING FIRMS.....	232
<i>Nguyen Hue Minh, Nguyen Van Dung, Trinh Huynh Quang Canh and Hoang Thu Hang</i>	
FRUIT SUPPLY CHAIN DISRUPTION AND RECOVERY STRATEGIES IN VIETNAM: LESSONS FROM ASIAN COUNTRIES	233
<i>Thu-Hang Hoang, Du Tam Nhu, Nghiem Tra My, Pham Thi Huong Giang, Tran Thi Nhu Quynh and Le Ngoc Tuong Vi</i>	
INVESTIGATING CUSTOMERS' ATTITUDE TOWARD FIRMS' CSR ACTIVITIES	235
<i>Nguyen Thi Kim Ngan</i>	
MOBILE PAYMENT BUSINESS MODELS IN CHINA AND LESSONS FOR VIETNAM.....	244
<i>Tang Thi Thanh Thuy, Nguyen Khanh Huyen</i>	
STRATEGIC MARKETING INNOVATION OF SMES IN VIETNAM IN THE DIGITAL AGE: IMPACT OF DYNAMIC CAPABILITIES AND ENVIRONMENTAL DYNAMISM.....	253
<i>Dinh Tien Minh, Tran Nguyen Bao Chau, Huynh Nguyen Hoai Thu, Duong Huynh Hai Phuong, Pham Duy Minh, Nguyen Nhat Hoang Phi</i>	
A FRAMEWORK FOR MANAGING ORGANIZATIONAL CHANGE IN THE CONTEXT OF DIGITAL TRANSFORMATION	259
<i>Pham Minh Hoang and Pham Thi Thanh Hong</i>	
ANTECEDENTS OF BRAND LOYALTY FOR MOBILE DEVICES: A PERSPECTIVE FROM THE CULTURE OF VIETNAM.....	260
<i>Manh Phan Dinh and Le Tran Thi Huynh</i>	
INFLUENCE OF INNOVATION ON FIRM PERFORMANCE - EMPIRICAL EVIDENCE FROM PHARMACEUTICAL FIRMS	261
<i>Nguyen Thi Hanh and Pham Thi Mai Huong</i>	
FDI SATISFACTION IN EMERGING ECONOMIES: EXPLORING THE ROLE OF STATE-LED TRANSBORDER INDUSTRIALIZATION SERVICES.....	262
<i>Bui Thi Thanh, Lobel Trong Thuy Tran and John Baker</i>	

CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN HOSPITALITY INDUSTRY: CASE STUDY OF FOUR-AND-FIVE-STAR HOTELS IN VIETNAM	263
<i>Quang Long To and Phuong Mai Nguyen</i>	
THE IMPACT OF AI CHATBOT ON CUSTOMER TRUST: AN EMPIRICAL INVESTIGATION IN THE HOTEL INDUSTRY	273
<i>Le Thai Phong</i>	
APPLICATION OF GEODEMOGRAPHIC SEGMENTATION MODEL IN BRANCH SELECTION FOR MAJOR BANKS IN HO CHI MINH CITY, VIET NAM	274
<i>Le Thu Hang, Nguyen Quynh Chi</i>	
TIMETABLING MODEL FOR THE INTERNATIONAL TRAINING PROGRAMS, HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY.....	292
<i>Nguyen Thu Uyen, Nguyen Thi Thao Nguyen, Tran Manh Dung, Dang Vu Tung</i>	
DETERMINANTS OF E-ENTREPRENEURIAL INTENTION: AN EMPIRICAL STUDY IN VIETNAM	300
<i>Viet Quoc Cao, Hai Phuoc To</i>	
IMPACT OF CORPORATE CULTURE ON EMPLOYEES' COMMITMENT TO THE ORGANIZATION IN SOME COMPANIES IN THE FIELD OF LOGISTICS - SURVEY IN HANOI CITY	301
<i>Tran Minh Thu and Nguyen Nhat Linh</i>	
THE INFLUENCE OF CULTURE ON THE RELATIONSHIP BETWEEN THE INCENTIVE SYSTEM AND EMPLOYEE'S SATISFACTION IN VIETNAMESE ENTERPRISES	315
<i>Nguyen Thi Hong Tham</i>	
APPLICATION OF SHIFT-SHARE ANALYSIS TO STUDY THE CONTAINER MARKET CONCENTRATION IN SOUTHSIDE OF VIETNAM	323
<i>Tran Thi Anh Tam</i>	
EVALUATING THE EFFECT OF TRAINING ON PERFORMANCE OF TOP MANAGEMENT TRAINING COURSE – THE CASE OF KEELJUKU BUSINESS TRAINING COURSE.....	331
<i>Hoang Thi Thuy Duong and Pham Thi My Dung</i>	
DO LEARNING CLIMATE AND SELF-AWARENESS FACILITATE KNOWLEDGE SHARING BEHAVIOR AMONG ACADEMICS IN UNIVERSITY? A PERSPECTIVE OF CONSERVATION OF RESOURCES THEORY	332
<i>Nguyen Thanh Phi Van</i>	
TIKTOK ADVERTISING: UNRAVELING THE DYNAMIC NEXUS BETWEEN VIRTUAL EXPERIENCE AND ADVERTISING EVALUATION FROM A HUMAN-COMPUTER INTERACTION PERSPECTIVE.....	345
<i>Truong Thi Hoang Oanh, Vo Thanh Truc, Nguyen Trung Tien, Xuan Huong Ho, and Angelina Nhat Hanh Le</i>	
FINANCIAL DISTRESS, REAL EARNINGS MANAGEMENT, AND ACCRUAL EARNINGS MANAGEMENT ON ESG DISCLOSURE: CONSTRUCTION COMPANIES IN INDONESIA IN 2018-2021	346
<i>Paulina Millennia Natalia Wijaya and Martdian Ratna Sari</i>	
THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON RISK- TAKING AND FIRM VALUE OF INDONESIAN MINING FIRMS FOR THE PERIOD 2018 – 2020	354
<i>Angelia Virgini Tasiam, Pricilia Fedora Faustine, and Nora Sri Hendriyani</i>	

FINANCE AND BANKING	351
THE PROSPECT THEORY AND THE IDIOSYNCRATIC RISK-RETURN LINKAGE: A QUANTILE REGRESSION APPROACH FOR VIETNAM'S STOCK MARKET	359
<i>Ho Hoang Gia Bao, Thi Thu Hong Dinh, Thi Hai Ly Tran</i>	
THE EFFICIENCY OF TAX AND CUSTOMS MANAGEMENT IN CROSS-BORDER E-COMMERCE IN VIETNAM	360
<i>Kien Tran Trung and Thanh Tran Ngoc</i>	
THE EFFECTS OF FIRMS' FUNDAMENTAL FACTORS ON STOCK PRICES: EVIDENCE FROM VIETNAM.....	370
<i>Hien Thu Bui and Son Thai Hoang</i>	
THE NEXUS BETWEEN ASIAN EMERGING STOCK MARKETS AND PRECIOUS METALS UNDER IMPACTS OF COVID-19 OUTBREAK.....	380
<i>Le Van and Nguyen Khac Quoc Bao</i>	
THE IMPACT OF FAMILY AND STATE OWNERSHIP ON CORPORATE DEFAULT RISK: EMPIRICAL EVIDENCES FROM VIETNAM	381
<i>An Le Mac and Quang Viet Vu</i>	
ESG TRANSPARENCY AND FIRM VALUE – EVIDENCE FROM G7 COUNTRIES.....	382
<i>Thi Phuong Vy Le, Hung Long Nguyen, Duc Hung Nguyen</i>	
INVESTMENT UNDER UNCERTAINTY AND FINANCIAL CONSTRAINTS – FIRM-LEVEL EVIDENCE FROM EMERGING COUNTRIES.....	393
<i>Nguyen Ngoc Thuy Vy, Nguyen Thi Lien Hoa</i>	
THEORETICAL FRAMEWORK FOR THE INFLUENCE OF CRUCIAL FACTORS ON GREEN BANKING STRATEGY IMPLEMENTATION	394
<i>Anh Nguyen</i>	
DOES R&D ALWAYS SUPPORT SUSTAINABLE GROWTH? EVIDENCE FROM AN EMERGING ECONOMY	395
<i>Van Vu Thi Thuy, Thuy Do Thi Thu, Le Dao Thi Nhat</i>	
FINTECH AND BANK CREDIT RISK: EMPIRICAL EVIDENCE FROM A FRONTIER COUNTRY ...	396
<i>Phan Ngoc Tung Quyen, Le Ngoc Quynh Anh, Nguyen Thi Thanh Hang, and Vu Viet Quang</i>	
THE EFFECT OF GLOBAL FACTORS ON HERDING BEHAVIOR IN THE VIETNAMESE COMMODITY MARKET	397
<i>Phan Tran Trung Dzung and Kieu Thi Thao</i>	
HOW FINANCIAL LITERACY AFFECTS ON THE FINANCIAL BEHAVIOR, CONFIDENCE AND FINANCIAL PERCEPTION OF UNIVERSITY STUDENTS	398
<i>Quan Minh Phan, Ly Nguyen Tra Tran, Chau Yen Long Nguyen, Phuong Duong Xuan Dang, Huy Thai Quang Nguyen, Nhung Thi Hong Nguyen</i>	
DO LARGE BANKS TEND TO LEND MORE TO LARGE FIRMS? EVIDENCE FROM VIETNAMESE BANKING CONSOLIDATION WAVE.....	399
<i>Duong Tan Khoa</i>	
OVERVIEW OF DETERMINANT OF BANK CAPITAL STRUCTURE AND CAPITAL ADEQUACY RATIO (CAR) CASE OF VIETNAMESE COMMERCIAL BANKS	400
<i>Nguyen Van DINH, Bui Tran Huy KHANH</i>	

THE EFFECT OF WORD-OF-MOUTH ON THE ADOPTION BEHAVIOR OF MOBILE BANKING IN VIETNAM.....	402
<i>Phan Chung Thuy, Nguyen Thi Ngoc Loan, Nguyen Thi My Linh, Vu Xuan An</i>	
INVESTORS' PERCEPTION ABOUT INFORMATION DISCLOSURE OF COMPANY PERFORMANCE: CASE OF VIETNAM STOCK EXCHANGE	403
<i>Ngo Thu Giang and Dao Nguyen Thuy Giang</i>	
DETERMINANTS OF GOLD DEMAND: EMPIRICAL EVIDENCE IN DEVELOPING COUNTRIES....	404
<i>Ngoc Vu and Yen Hoang</i>	
CORPORATE GOVERNANCE AND THE ACCURACY OF ANALYSTS' EARNINGS FORECAST IN VIETNAM.....	405
<i>Hanh Minh Thai, Ha Thi Thu Trang, Pham Ngoc Son and Mai Thi Anh</i>	
CORPORATE REPUTATION, INFORMATION ASYMMETRY, AND THE COST OF EQUITY IN AN EMERGING MARKET: EVIDENCE FROM VIETNAM	406
<i>Nguyen Thi Hoa Hong and Le Thi Thanh Tam</i>	
THE IMPACT OF STATE OWNERSHIP ON THE MARKET VALUE OF LISTED FIRMS IN VIETNAM.....	407
<i>Nguyễn Thị Uyên Uyên, Hồ Thu Hoài, and Hồ Minh Hằng</i>	
ACCOUNTING AND AUDITING.....	408
BOARD CHARACTERISTICS AND EARNINGS QUALITY OF LISTED COMPANIES IN VIETNAM	409
<i>Nguyen Hong Nga, Lam Thi Truc Linh, Nguyen Ngoc Tho and Tran Ngoc Hoa</i>	
THE APPLICATION OF ANALYTICAL PROCEDURES IN A FINANCIAL STATEMENT AUDIT: AN EMPIRICAL STUDY IN VIETNAM.....	419
<i>Nguyen Thi Thu Hien, Pham Thi Ngoc Bich, and Nguyen Hoang To Loan</i>	
FINANCIAL REPORTING QUALITY AND INVESTMENT EFFICIENCY: THE MODERATING ROLE OF FEMALE CEO	420
<i>Nguyen Thi Kim Cuc and Nguyen Thi Kim Loan</i>	
INTERNATIONAL EXPERIENCES OF ADOPTING TASK FORCE ON CLIMATE- RELATED FINANCIAL DISCLOSURES (TCFD) AND SUGGESTIONS FOR VIETNAM.....	421
<i>Nguyen Thi Phuong Dung</i>	
THE AUDIT COMMITTEE'S FORECASTED IMPACT ON THE TIMELINESS OF FINANCIAL STATEMENTS IN THE CURRENT UNPREDICTABLE BUSINESS ENVIRONMENT – EVIDENCE IN VIETNAMESE LISTED JOINT STOCK COMPANIES	434
<i>Huynh Loi, Le Doan Minh Duc, Tran Thi Hue Anh, Phung Quoc Viet</i>	
A STUDY ON DEMAND - SIDE FACTORS AFFECTING INTERNAL AUDIT EFFECTIVENESS IN PRIVATE COMPANIES IN VIETNAM	435
<i>Pham Thi Bich Thu</i>	
FACTORS AFFECTING THE AUDIT DELAY IN SERVICES, PRODUCTION AND REAL ESTATE COMPANIES IN THE COVID-19 PANDEMIC IN VIETNAM	436
<i>Dinh Ngoc Tu and Nguyen Thi Thanh Thao</i>	
EFFECT OF INSTITUTIONAL OWNERSHIP ON FINANCIAL PERFORMANCE WITH ESG SCORES AS MEDIATOR VARIABLES.....	437
<i>Benediktus Tandya Pinasthika and Nora Sri Hendriyeni</i>	

THE ROLE OF DIGITAL TRANSFORMATION AND DIGITAL LEADERSHIP IN ADVANCING CLOUD-BASED ACCOUNTING EFFECTIVENESS, DECISION-MAKING QUALITY AND FIRM PERFORMANCE.....	452
<i>Tu Thanh Hoai, Nguyen Phong Nguyen, Tran Anh Hoa</i>	
MOTIVATING ACCOUNTING INFORMATION SYSTEMS SECURITY POLICY COMPLIANCE: INSIGHT FROM THE PROTECTION MOTIVATION THEORY AND THE THEORY OF REASONED ACTION	453
<i>Nguyen Quoc Trung, Nguyen Phuoc Bao An, Phan Thi Bao Quyen and Nguyen Huu Binh</i>	
INTERNAL AUDIT MODEL FOR VIETNAMESE PUBLIC HIGHER EDUCATION INSTITUTIONS ...	454
<i>Nguyen Thuc Huong Giang, Nguyen Thi Phuong Dung, Thai Minh Hanh</i>	
ACCOUNTANTS' SKILLS AT THE TIME OF BLOCKCHAIN TECHNOLOGY: A RESEARCH AGENDA.....	464
<i>Trang Cam Hoang and Nguyen Thi Nhu Hao</i>	
FINANCIAL REPORTING QUALITY AND SUSTAINABLE DEVELOPMENT INFORMATION: EVIDENCE FROM VIETNAMESE LISTED FIRMS	465
<i>Trần Thị Thanh Hải and Nguyễn Thị Thu Nguyệt</i>	
DOES CORPORATE SUSTAINABILITY PERFORMANCE ENHANCE THE SPEED OF LEVERAGE ADJUSTMENT? EVIDENCE FROM SOUTH EAST ASIA	466
<i>Johnson Ferry Febrian, Alike Faustina Tanzil and Nora Sri Hendriyeni</i>	
EFFECTS OF FACTORS TO THE IMPLEMENTATION OF MANAGEMENT ACCOUNTING, IMPACTING BUSINESS PERFORMANCE IN SMALL AND MEDIUM ENTERPRISES IN MEKONG DELTA	467
<i>Long Duc Huynh and Ngoc Nguyen Bich</i>	
OVERVIEW OF THE METHODOLOGY IN RESEARCH ON THE APPLICATION OF THE PBB MODEL	477
<i>Le Thi Cam Hong</i>	
FACTORS AFFECTING THE APPLICATION OF INTEGRATED REPORTING IN ENTERPRISE - CASE STUDY IN VIETNAM	484
<i>Bui Van Duong and Tran Thi Thanh Thanh</i>	
TAXATION ON TRANSPORTATION ENERGY: INFLUENCE ON CARBON EMISSIONS REDUCTION.....	494
<i>Teresa Arumsukma Imantoko and Nora Sri Hendriyeni</i>	
THE CONTINGENCY FACTORS, INTEGRATED PERFORMANCE MEASURES AND ORGANIZATIONAL PERFORMANCE – EVIDENCES FROM VIETNAMESE MANUFACTURING ENTERPRISES	495
<i>Hoang Oanh Le, Anh Hoa Tran and Dinh Truc Le</i>	
IMPACT OF IFRS APPLICATION ON FIRM PERFORMANCE THROUGH DISCLOSURE QUALITY.....	496
<i>Nguyen Minh Nha, Bui Van Duong and Tran Thi Thanh Hai</i>	
CORPORATE SOCIAL RESPONSIBILITY ACCOUNTING DISCLOSURE AND FIRM PERFORMANCE: EVIDENCE FROM VIETNAM	497
<i>Cao Thi Cam Van and Nguyen Huynh Nhan</i>	

INFORMATION SYSTEMS	498
ACCOUNTING INFORMATION SYSTEMS AND ORGANISATION PERFORMANCE: THE CASE OF VIETNAM	499
<i>Pham Tra Lam, Dau Thi Kim Thoa and Nguyen Phuoc Bao An</i>	
BIG DATA ANALYTICS AS AN ENABLER FOR SUSTAINABLE DECISION MAKING IN THE TIMES OF UNCERTAINTY: UNVEILING THE IMPACT OF CYBERSECURITY RISK MANAGEMENT, EFFECTIVENESS OF ACCOUNTING INFORMATION SYSTEM AND MORAL INTELLIGENCE	500
<i>Pham Quang Huy and Vu Kien Phuc</i>	
INFORMATION TECHNOLOGY CONTINUANCE IN THE EXTERNAL AUDIT PROFESSION: EVIDENCE FROM VIETNAM.....	501
<i>Nguyen Xuan Hung and Nguyen Thi Hoang Yen</i>	
A CASE STUDY IN VIETNAM USING THE IMO MODEL TO EXPLORE UNDERGRADATE STUDENTS' VIRTUAL TEAMWORK.....	502
<i>Do Thi Hai Ninh, Dieu Anh Truong and My Tran Truong</i>	
STUDY ON THE INTENTION AND BEHAVIOR COMPLYING WITH ACCOUNTING INFORMATION SYSTEM SECURITY POLICY: THE CASE OF VIETNAM	511
<i>Nguyen Quoc Trung and Nguyen Huu Binh</i>	
WHO INFLUENCES INFORMATION SYSTEMS SECURITY POLICY COMPLIANCE BEHAVIOR? A ROLE OF WORKING EXPERIENCE, AND GENDER	512
<i>Phan Thi Bao Quyen, Nguyen Phuoc Bao An</i>	
HYBRID IT GOVERNANCE MECHANISMS THAT INFLUENCE DIGITAL TRANSFORMATION AND ORGANIZATIONAL PERFORMANCE IN BANK RAKYAT INDONESIA (BRI)	513
<i>Rahmat Mulyana, Lazar Rusu and Erik Perjons</i>	
HOW DOES TECHNOLOGY INNOVATION INFLUENCES EDUCATION: A CASE OF APPLYING GAMIFICATION TO TEACHING IN BUSINESS SCHOOL	514
<i>Do Thi Hai Ninh, Phan Thi Bao Quyen</i>	
UNDERSTANDING CONTINUANCE INTENTION IN PROFESSIONAL NETWORKING SITE: THE ROLE OF PERCEIVED VALUES AND SOCIABILITY	515
<i>Trang Nguyen and Tai Xuan Mai</i>	
ECONOMICS LAW AND POLICIES OTHERS.....	516
BUILDING THE ECONOMIC EFFICIENCY ASSESSMENT MODEL OF THE GRID-TIED ROOFTOP SOLAR POWER WITH STORAGE PROJECT.....	517
<i>Do Van Dat, Nguyen Hoang Lan and Banh Thi Hong Lan</i>	
THE NON-DISCRIMINATION PRINCIPLE IN INTERNATIONAL TRADE - THE EXCLUSION OF IMPORTING COUNTRIES AND THE CASE STUDY OF RUSSIA FEDERATION	518
<i>Duong Anh Son and Tran Vang Phu</i>	
LOCAL ECONOMIC ZONES FOR ECONOMIC DEVELOPMENT.....	525
<i>Nigel Culkin, Richard Simmons and Virginia Davies</i>	
GREEN INNOVATION IN AGRICULTURE DEVELOPMENT: THE ROLE OF SOCIAL NETWORKS	526
<i>Nguyen Thi Khanh Chi</i>	
HOST RESIDENTS' SUPPORT AND PERCEPTIONS TOWARD MAJOR SPORT EVENTS' IMPACTS ON SUSTAINABLE DEVELOPMENT POSTCOVID19: CASESTUDY OF SEAGAMES 31.....	527
<i>Nguyen Quynh Hoa, Chris (Ning) Chen and Pham Mai Chi</i>	

MONETARY POLICY, GOVERNMENT INTERVENTION, AND CORPORATE INVESTMENT ADJUSTMENT: EMPIRICAL EVIDENCE FROM A TRANSITION ECONOMY	528
<i>Duc Nam Phung and Thi Diem Kieu Nguyen</i>	
PROPOSING A RESEARCH MODEL ON THE INFLUENCE OF SOCIAL MEDIA NETWORK USAGE ON COLLABORATIVE LEARNING - CASE STUDY AT HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY.....	539
<i>Nguyen Thị Bích Nguyệt, Nguyen Thi Thu Thủy and Banh Thi Hong Lan</i>	
THE IMPACT OF THE COVID-19 ON THE EXPORTS OF TEXTILE AND GARMENT BUSINESS IN VIETNAM.....	549
<i>Do Hong Quan</i>	
SHORT FOOD SUPPLY CHAINS IN VIETNAM SITUATION AND SOLUTIONS	555
<i>Phan Thanh Hoa, Le Minh Anh, Le Khanh Linh, Nguyen Tien Minh, Do Thi Phuong Mai and Nguyen Anh Quan</i>	
POLITICAL CONNECTION, BEHAVIOR AND PERFORMANCE AT FIRM LEVEL: AN EMPIRICAL RESEARCH FROM A TRANSITION ECONOMY.....	564
<i>Katsuyuki Kubo, Phan Huu Viet, Thanh Thi Phuong Nguyen</i>	
THE IMPACT OF THE COVID-19 PANDEMIC ON HIGHER EDUCATION IN VIETNAM	565
<i>Ho Thi Ha</i>	
HUMAN RESOURCE DEVELOPMENT TO ENSURE LIVELIHOOD FOR THE KHMER IN THE SOUTHWEST REGION OF VIETNAM	570
<i>Nguyen Thi Bach Tuyet</i>	
PERSONAL DATA AND LEGAL RISKS FROM DIGITAL CONVERTER PROCESS IN E-COMMERCE VIET NAM	574
<i>Nguyen Van Lam</i>	
BUDDHISM ECONOMICS AS AN ANTI-CONSUMERISM SOLUTION IN THE WORLD OF UNCERTAINTIES.....	581
<i>Ngo Ho Anh Khoi, Nguyen Dinh Thuy Huong, Tran Thi Thuy and Duong Thai Luc</i>	
FACTORS AFFECTING STOCK INVESTMENT DECISIONS OF GEN Z IN THE COVID-19 PANDEMIC: A STUDY IN VIETNAM	590
<i>Do Huong Giang and Le Ngoc Khanh Huyen</i>	
THE INFORMAL ECONOMY IN SOUTHEAST ASIAN COUNTRIES: CAUSES AND RECOMMENDATIONS	591
<i>Na Le, Thi Thu Ha Do, Van Kien Pham, Phuong Le</i>	
FINANCIAL TRANSPARENCY IN GOVERNMENT AND INDUSTRY: DETERMINANTS AND IMPLICATIONS IN INDONESIA	600
<i>Ghaniya Nazeera Shafanur, Nora Sri Hendriyeni</i>	
THE EFFECT OF BIG DATA ANALYTICS CAPABILITY ON SUPPLY CHAIN PERFORMANCE AND MODERATING EFFECTS OF PARTNERSHIPS	601
<i>Edward Salim and Erlinda Nusron Yunus</i>	
THE EFFECT OF LOGISTICS SERVICE QUALITY ON CUSTOMER SATISFACTION WITH DEMOGRAPHIC FACTORS AS A MODERATING VARIABLE	602
<i>Gusti Ayu Made Hanny Dian Savitri, Alain Widjanarko and Erlinda Nusron Yunus</i>	

THE PROFILE AND PURCHASE INTENTION OF GREEN CONSUMERS IN INDONESIA

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Research purpose:

This study aims to investigate the difference of consumer demographic profile such as gender, age, expenditure on the consumers' purchase intention in food and beverage industry, especially green restaurants.

Research motivation:

In today's world, consumers perceive companies to be more than profit centers, and many restaurants are doing go-green initiatives. In addition, they view them as socially responsible institutions. In order to meet market demand, the company needs to pay attention to consumer buying behavior or purchase intentions. Green products are more likely to be purchased by individuals concerned about the environment.

Research design, approach, and method:

This type of research is quantitative and is carried out through primary data collection. The target population of this study is the final consumer who has transacted in the food and beverage industry (restaurants, cafes, and other places to eat) with a green concept. The sample size in this study was 423 samples. The first analysis is a statistical description of the collected questionnaire data, such as the average. The second test is Kruskal Wallis H, a non-parametric test used to test whether or not there are significant differences between 3 or more independent sample groups.

Main findings:

This study's results indicate significant differences in perceptions between age groups/generations and spending intention to buy at green restaurants in Jabodetabek. However, gender did not differ in purchasing intentions at green restaurants.

Practical/managerial implications:

Business actors in the food and beverages industry are advised to ensure the compatibility between target consumers based on demographics and the strategies they implement to obtain excellent or positive perceptions.

Keywords: *demographic, green restaurant, purchase intention*

1. INTRODUCTION

The food and beverage industry is any place of business that provides services and serves food or beverages as finished products to be sold to consumers, such as restaurants, cafes, and others. In 2019, the food and beverage industry continued to increase and is projected to grow at 9.86%. However, the food and beverage industry is the industry most affected and experienced a significant decline in revenue due to the COVID-19 pandemic in 2020 (Santia, 2020)). Kumparan News (2020) also said that a pandemic is an event that will remind humans of the environment, be it the natural, economic, or social environment, and will

change the way we view and live in that environment.

Environmental issues have received wide attention in recent years. One of the party that have this kind of concern is the society. Nowadays, citizen's awareness towards environmental sustainability is increasing. Awareness of environmental sustainability can be seen from changes in behavior that are more environmentally friendly, such as bike to work, recycling behavior and also responsible consumption (Sitio et al., 2021). One of the activities launched by many business actors and will be increasingly trending in society after the COVID-19 pandemic is go-green activities, such as reducing the use of plastic straws and the growth of restaurants that go

green (ABC Australia, 2018).

Consumers who consume green products or services are part of an environmentally friendly movement. Previous empirical studies have shown that consumers choose green products more often nowadays (Apaydin & Szczepaniak, 2017). In today's world, consumers perceive companies as more than profit centers. They also see them as institutions that are concerned about social issues (Sreen et al., 2018). It means that the company must begin to pay attention to the pattern of buying behavior or purchase intention from consumers to meet market demand. It has been shown that individuals who are concerned about the environment are more likely to purchase green products (Sarumathi, 2014; Sreen et al., 2018).

This study aims to investigate the difference of consumer demographic profile such as gender, age, expenditure on the consumers' purchase intention in food and beverage industry, especially green restaurants.

2. LITERATURE REVIEW

2.1. Green Food

Green food is an activity that includes sustainable food, namely by using food ingredients that support the environment for the long term in the future, such as organic materials or materials that are easily obtained, as well as providing unique information on the menu (Leonardo et al., 2014). Some activities included green food activities ((Budiantoro et al., 2015; Chen et al., 2009; Martin, 2007; Patel, 2007)

a. Purchase and use organic materials for some of the preparation needs.

b. Purchase and use local materials for some of the preparation needs.

c. Make menu changes using local or seasonal ingredients.

d. Provide information on menus with unique characteristics such as low fat and vegetarian.

2.2. Purchase intention

Purchase intention is a form of consumer behavior who wishes to buy or choose a product based on experience, use and desire for a product (Kotler et al., 2016). According to Kinnear & Taylor (2002) buying interest is a stage that shows the consumer's tendency to act before the buying decision is actually implemented. Schiffman & Kanuk (2008)) suggest that buying interest is a thought that arises because of feelings of interest and wanting to have an expected product or service.

According to Ferdinand (2006) there are 4 indicators for buying interest, namely as follows.

1. Transactional interest

A person's desire or inclination to buy a product.

2. Referral interest

A person's desire or tendency to refer a product to others.

3. Preferential interest

Desires or tendencies that describe the behavior of someone who has a major preference for the product. This preference can only be overridden if something happens to the product of its preference.

4. exploratory interest

The desire or behavioral tendency of someone who is always looking for information about the product he is interested in

2.3. Linkage between demographic characteristics and purchase intention

It has been shown that consumers' green purchasing behaviors and expressed intentions are influenced by demographic characteristics, such as age, gender, education, and income (Apaydin & Szczepaniak, 2017). Moreover, Apaydin & Szczepaniak (2017) mention that green-conscious consumers are more likely to be a female gender than man, belong to younger age group, more educated and have a higher income level.

3. METHODOLOGY

3.1. Type of research

This type of research is quantitative and is carried out through primary. Primary data was obtained through a survey by distributing questionnaires to predetermined respondents, and data collection was only carried out once for one group of respondents (single cross-sectional design).

3.2. Data collection

The survey method used is an electronic questionnaire through Google Forms. In this study, the questionnaire is structured, meaning respondents are given several alternative answers. Two scales will be used in this questionnaire, namely the nominal scale and the interval scale. The interval scale used in this study to measure each variable is the Likert scale (Laibahas, 2018; Septiana, 2015; Tuhumury, 2013). The Likert scale in this study consisted of 5 response categories which indicated the level of approval of the questions in the questionnaire.

3.3. Population and Samples

The target population of this study is the final consumer who has transacted in the food and beverage industry (restaurants, cafes, and other places to eat) with a green concept. The affordable population of this study is the final consumer who has transacted in the food and beverage industry (restaurants, cafes, and other places to eat) with a green concept, is domiciled in Greater Jakarta, and has an income equal to or above the UMR (Regional Minimum Wage). According to Putra (2020), specifically for the DKI Jakarta area, 4,836,977 people work and have a minimum wage above the average.

Non-probability sampling technique - convenience sampling. The sample size in this study was 423 samples, which included 384 samples based on the Krejcie & Morgan rules/formula and added with a buffer of 10%. According to **SEKARAN & BOUGIE (2013)** for a population above 1,000,000, the number of samples required is 384 samples. Questionnaires were distributed via email or instant messaging to research colleagues. Respondents will go through a screening process with the following criteria.

1. Have transacted at a place to eat or drink with a green concept.
2. Domiciled in Greater Jakarta.
3. Have income equal to or above the minimum wage.

3.4. Data analysis technique

The first analysis used is a statistical description of the collected questionnaire data, such as the average,. Then, descriptive statistical analysis can be used to find out about the description of the respondent's profile and the tendency of respondents' responses to each of the variables asked in the questionnaire, which is presented in the form of tables or graphs.

The second test is Kruskal Wallis H, a non-parametric test used to test whether or not there are significant differences between 3 or more independent sample groups. In carrying out this test, it is not necessary to test for normality or homogeneity as a prerequisite (Jayadiputra & Kuntardjo, 2013) Kruskal Wallis H test can be done using SPSS software. If the value of asymp. sig. (2-tailed) less than 0.05, it can be concluded that there is a significant difference between the two sample groups

4. RESULTS AND DISCUSSION

4.1. Profil Respondents

1. Gender

At this stage, descriptive statistical analysis was carried out on the profiles of 425 respondents who had been obtained. When viewed by gender, the number of female respondents was more than that of male respondents. For example, the results in Figure 1 show that female respondents have a percentage of 61% or as many as 259 respondents, while the percentage of male respondents is 39% or 166 respondents.

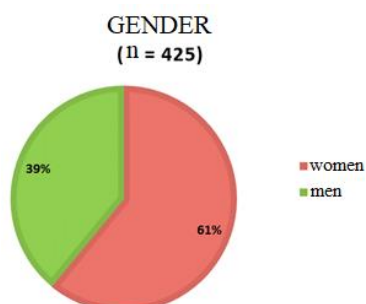


Fig. 1. Respondent's profile by gender

2. Age

The grouping of respondents based on age can be divided into eight categories, namely under 20 years old, 20-24 years old, 25-29 years old, 30-34 years old, 35-39 years old, 40-44 years old, 45-49 years old years and over 49 years of age. Based on Figure 2, it can be seen that 43% of respondents aged 25-29 years, 18% of respondents aged 20-24 years, 16% of respondents aged 30-34 years, and the remaining 24% are in other age categories.

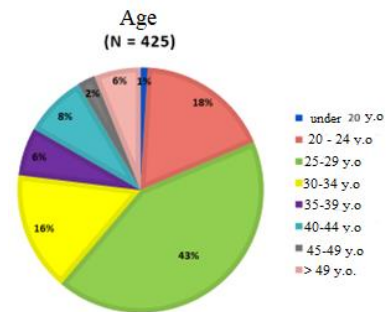


Fig. 2. Respondent's profile by gender

Then when analyzed further by generation, as seen in Figure 4.3, the following results are obtained (Oblinger & Oblinger, 2005).

- i. Age categories under 20 years old and 20-24 years are Gen Z, with a percentage of 19% of respondents or 79 respondents.
- ii. The categories of age 25-29 years, ages 30-34 years, and ages 35-39 years are Gen Y (Millennials), with the percentage of respondents being 65% or as many as 275 respondents.
- iii. The categories of age 40-44 years, 45-49 years, and over 49 years are Gen X. Because there is no maximum age limit, there is a possibility that ages above 55 years can also be respondents included in the Baby Boomers Generation, with the percentage of respondents by 17% or as many as 71 respondents.

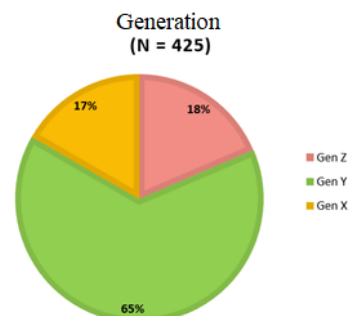


Fig. 3. Respondent's profile by gender

5. EXPENDITURE

The grouping of respondents based on the average monthly expenditure for consumption is divided into six categories below Rp. 3,000,000, Rp. 3,000,000 to Rp.

6,000,000, Rp. 6,000,001 to Rp. 12,000,000, Rp. 12,000,001 to Rp. 18,000. 000, Rp. 18,000,0001 to Rp. 24,000,000, and Rp. 24,000,001 to Rp. 30,000,000. Based on Figure 4.5, it can be seen that the largest group of respondents, namely 38% with a total of 163 respondents, has an average monthly expenditure of Rp. 3,000,000 to Rp. 6,000,000. Then in the second rank is the respondents with expenditures below Rp. 3,000,000 as many as 109 respondents (26%). In the third rank are the respondents with an expenditure of Rp 6,000,001 to Rp 12,000,000, as many as 103 respondents (24%).

Average monthly spending on consumption

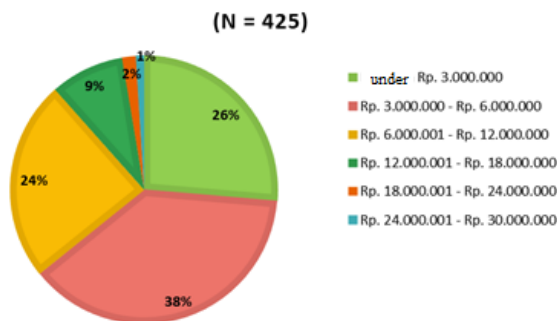


Fig. 4. Respondent's profile by gender

5.1. Analysis of purchase intention variables based on gender

On the aspect of gender, respondents were divided into 2 groups of categories, namely men and women. Figure 1 shows the average score of the buying interest variable based on gender. When compared with the scale range category, it can be said that both male and female respondents have a high buying interest in restaurants in Greater Jakarta that have communicated green activities.



Fig. 5. Analysis of Purchase Intention in the Food and Beverages Industry – Gender

Furthermore, an analysis was carried out using the Mann Whitney U test to find out whether there was a significant difference between the buying interest of male respondents and female respondents' buying interest in restaurants that had communicated green activities. Table 1 is the result of the Mann Whitney U test and obtained a significance value greater than 0.05, which is 0.227. This explains that there is no significant difference between the buying interest of male

respondents and the buying interest of female respondents towards restaurants in Greater Jakarta that have communicated green activities that have been carried out.

Table 1. Mann-Whitney U Test Results (Gender with Purchase Intention)

Grouping Variable	Mean Rank	Variable List	Mann-Whitney U	Assymp. Sig. (2-tailed)
Men	204.03	Purchase intention	20008.50	0.227
Women	218.75			

5.2. Analysis of purchase intention variables based on generation

After analyzing buying interest variables based on gender groups, an analysis of buying interest variables based on generation groups was also carried out. Figure 2 shows the average value of the buying interest variable score by generation group. When compared to the category of scale range, it can be said that all generations have a high buying interest in restaurants in Greater Jakarta that have communicated green activities.

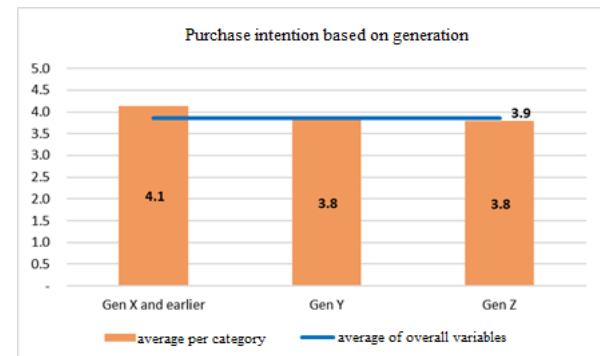


Fig. 6. Analysis of Purchase Intention in the Food and Beverages Industry – Generation

Furthermore, an analysis was carried out using the Kruskal Wallis test to determine whether there was a significant difference in purchase intention between one generation group and another for restaurants that communicated green activities. Table 2 is the result of the Kruskal Wallis test, and the significance value is smaller than 0.05, which is 0.002. Therefore, there is a significant difference in the buying interest of generation Z, generation Y, and generation X.

Table 2 also shows the average rank of each group so that the enormous mean rank value can sort the group with the highest buying interest. Based on the table, it can be said that generation X and earlier have the highest buying interest in restaurants that have communicated green activities in Jabodetabek. After generation X, it is followed by generation Y in the second order and generation Z in the last order.

Table 2. Mann-Whitney U Test Results (Gender with Purchase Intention)

Grouping Variable	Mean Rank	Variable List	Chi-square	Assymp. Sig. (2-tailed)
Gen Z	195.91	Purchase intention	12.761	0.002
Gen Y	205.88			
Gen X and earlier	259.60			

The results of this study indicate that generation X has the highest buying interest in restaurants that have communicated green activities, followed by generation Y and the last generation Z.

This study's results align with the results of research presented Royne et al. (2016) that as consumers age, consumers will have a higher buying interest in environmentally friendly places to eat. The results of this study indicate that generation X has the highest buying interest in restaurants that have communicated green activities, followed by generation Y and the last generation Z.

This study's results align with the results of research presented by Royne et al (2016) that as consumers age, consumers will have a higher buying interest in environmentally friendly places to eat.

5.3. Analysis of purchase intention variables based on expenditure

Respondents are grouped into six categories in the average expenditure for consumption per month. This analysis aims to see whether there are differences in purchase intentions between the six categories of restaurants that have communicated green activities that have been carried out. Figure 3 shows the average value of the purchase intention variable score based on expenditure groups for consumption per month. When compared with the categories of scale ranges, it can be said that respondents with all expenditure ranges agree to have purchase intentions at restaurants in Jabodetabek that have communicated green activities.

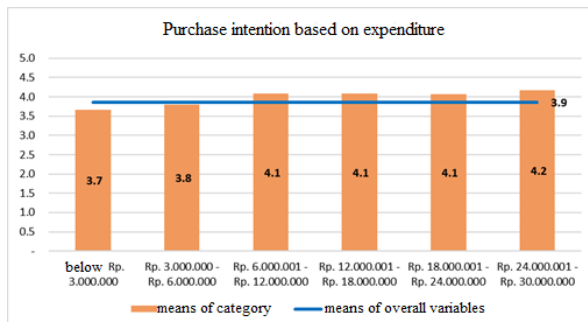


Fig. 7. Analysis of Purchase Intention in the Food and Beverages Industry – Expenditure

Furthermore, an analysis was carried out using the Kruskal Wallis test to determine whether there was a significant difference in buying interest between one group of respondents based on expenditure and other groups for restaurants that had communicated green activities. Table 3 shows Kruskal Wallis test results obtained a significance value smaller than 0.05, equal to 0.00. This test explains a significant difference in buying interest between respondents with a certain level of expenditure with other groups. Table 3 also shows the mean rank of each group of respondents based on expenditure so that the group with the highest buying interest can be sorted by the value of the largest mean rank. Based on the table, it can be concluded that the

respondent group with an expenditure of Rp 12,000,000 to Rp 18,000,000 has the highest purchase intention of restaurants that have communicated green activities in Jabodetabek. Then, followed by other groups of respondents in sequence, namely the group of respondents with an expenditure of Rp. 24,000,001 to Rp. 30,000,000, a group of respondents with an expenditure of Rp. 6,000,001 to Rp. 12,000,000, a group of respondents with an expenditure of Rp. 18,000,001 to Rp. 24,000. .000, the group of respondents with expenses of Rp. 3,000,000 to Rp. 6,000,000, and the respondents with expenditures of less than Rp. 3,000,000.

Table 3. Mann-Whitney U Test Results (Expenditure with Purchase Intention)

Grouping Variable	Mean Rank	Variable List	Chi-square	Asymp. Sig. (2-tailed)
below Rp. 3,000,000	169.58	Purchase intention	32.323	0.000
Rp. 3,000,000 - Rp. 6,000,000	203.24			
Rp. 6,000,001 - Rp. 12,000,000	252.34			
Rp. 12,000,001 - Rp. 18,000,000	260.37			
Rp. 18,000,001 - Rp. 24,000,000	250.93			
Rp. 24,000,001 - Rp. 30,000,000	252.50			

In addition to generational groups, consumer buying interest in restaurants that have communicated green is also determined by the level of expenditure per month. The different test results from this study prove significant differences in buying interest between consumers with a certain level of spending. Consumers with a higher level of spending have a higher buying interest in restaurants that communicate green activities. This study's results align with the results of previous research submitted by Porong & Santoso (2019) that consumers with higher spending levels will also have a higher buying interest.

6. CONCLUSION

This study's results indicate significant differences in perceptions between age groups/generations and spending intention to buy at green restaurants in Jabodetabek. However, gender did not differ in purchasing intentions at green restaurants. Based on these results, business actors in the food and beverages industry are advised to ensure the compatibility between target consumers based on demographics and the strategies they implement to obtain excellent or positive perceptions.

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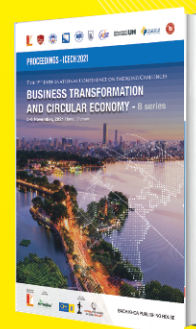
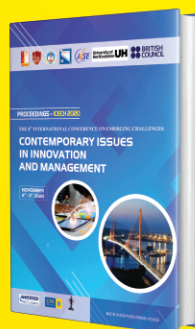
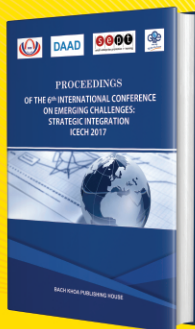
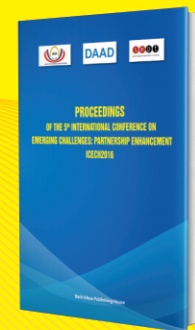


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