



TỔ CHỨC GIÁO DỤC FPT



| ABSTRACT

# THE 2<sup>ND</sup> FPT EDUCATION CONFERENCE ON BUSINESS, ECONOMICS, AND MANAGEMENT FCBEM 2021

FPT University - Hanoi, Vietnam, January 08<sup>th</sup>, 2022

# INTRODUCTION

**The 2<sup>nd</sup> FPT Education Conference on Business, Economics, and Management** (FCBEM 2021) which is scheduled to be held on January 08<sup>th</sup> 2022 at FPT University, Hoa Lac campus, Hanoi, Vietnam.

The conference is a one-day event organized to provide a platform for the academicians, researchers, and students to share their research findings on contemporary issues in the fields of Business, Economics, Finance, Management, and Marketing, supporting strategies to stimulate sustainable worldwide growth and development.

FCBEM 2021 is co-organized by the Faculty of Business, FPT University, Ha Noi and the Office of Science Management and International Affairs of FPT Education.



# FCBEM 2021 PROGRAM

📍 FPT University, Hoa Lac High-tech Park, Km29, Thang Long Boulevard,  
Thach That, Ha Noi, Vietnam

📅 January 08<sup>th</sup>, 2022

08:15 – 08:45	<b>Registration and Guest Welcome</b> <b>Location:</b> Conference Hall, Gamma Building			
08:45 – 09:00	<b>Opening Ceremony</b> Welcome Remarks & Opening Speech <b>Location:</b> Conference Hall, Gamma Building			
09:00 – 9:30	<b>Keynote Talk:</b> One Size Does Not Fit All: The Importance of Quality Leadership and How It Relates to A Multi-Generational Workforce <b>Keynote Speaker :</b> Dr. Kirby Overton <b>Chair:</b> Dr. Tran Ngoc Tuan <b>Location:</b> Conference Hall, Gamma Building			
09:30 – 10:00	<b>Keynote Talk:</b> Quality As A Differentiator for Business Economics and Management <b>Keynote Speaker :</b> Dr. Rajesh Khajuria <b>Chair:</b> Dr. Trinh Trong Hung <b>Location:</b> Conference Hall, Gamma Building			
10:00 – 10:20	<b>Photo Session &amp; Tea Break</b>			
10:20 – 12:00	<b>Session 1A</b> <b>Session Chair:</b> Ms. Ho Thi Thao Nguyen <b>Location:</b> Room 1	<b>Session 1B</b> <b>Session Chair:</b> Mr. Nguyen Phi Hung <b>Location:</b> Room 2	<b>Session 1C</b> <b>Session Chair:</b> Dr. Nguyen Thi Luu <b>Location:</b> Room 3	<b>Session 1D</b> <b>Session Chair:</b> Ms. Tran Vi Anh <b>Location:</b> Room 4

10:20 – 10:40	Talk: FCBEM07	Talk: FCBEM25	Talk: FCBEM02	Talk: FCBEM33
10:40 – 11:00	Talk: FCBEM17	Talk: FCBEM36	Talk: FCBEM09	Talk: FCBEM08
11:00 – 11:20	Talk: FCBEM01	Talk: FCBEM29	Talk: FCBEM04	Talk: FCBEM18
11:20 – 11:40	Talk: FCBEM27	Talk: FCBEM20	Talk: FCBEM34	Talk: FCBEM19
11:40 – 12:00	Talk: FCBEM05	Talk: FCBEM40	Talk: FCBEM22	Talk: FCBEM42
12:00 – 14:00	<b>Lunch Break</b>			
14:00 – 14:30	<p><b>Keynote Talk:</b> Entrepreneurship Education in Universities of Vietnam: The Changing Role of Teachers  <b>Keynote Speaker:</b> Dr. Pham Van Hong  <b>Chair:</b> Dr. Nguyen Hoang Phuong Linh  <b>Location:</b> Conference Hall, Gamma Building</p>			
14:30 – 15:30	<p><b>Session 2A</b>  <b>Session Chair:</b> Mr. Nguyen Thanh Tam  <b>Location:</b> Room 1</p>	<p><b>Session 2B</b>  <b>Session Chair:</b> Dr. Tran Khanh Trang  <b>Location:</b> Room 2</p>	<p><b>Session 2C</b>  <b>Session Chair:</b> Dr. Bui Le Minh  <b>Location:</b> Room 3</p>	<p><b>Session 2D</b>  <b>Session Chair:</b> Dr. Pham Thanh Vinh  <b>Location:</b> Room 4</p>
14:30 – 14:50	Talk: FCBEM10	Talk: FCBEM24	Talk: FCBEM39	Talk: FCBEM32
14:50 – 15:10	Talk: FCBEM03	Talk: FCBEM35	Talk: FCBEM43	Talk: FCBEM28
15:10 – 15:30	Talk: FCBEM21	Talk: FCBEM41	Talk: FCBEM11	Talk: FCBEM15
15:30 – 16:00	<p><b>Awards &amp; Closing Ceremony</b>  <b>Group Photo</b>  <b>Location:</b> Conference Hall, Gamma Building</p>			
18:30 – 21:00	<b>Gala Dinner</b>			

## KEYNOTE SPEAKERS

### **Dr. RAJESH KHAJURIA**

ACBSP-USA Commissioner, and Professor, FPT University



### **QUALITY AS A DIFFERENTIATOR FOR BUSINESS, ECONOMICS AND MANAGEMENT**

'Quality' of Business, Economics and Management (BEM) is not just a key for success; Quality is the Hallmark of a Business, Organization or a Nation. Quality explains the difference between Developed and Under-developed Economies. Quality explains the Success or Failure of a Product, Service or Business. Quality determines the Value of Management. With Quality, one can move to top the region, Nation or the world. Without Quality, one is bound within the chain of vicious cycle of poverty. Therefore, Quality is one such factor, that explains, why some businesses and economies succeed and a few others fail?

If You wish to learn, how to improve Quality of Business or Education, this conference is a must to attend.

See You there!

## **Dr. KIRBY OVERTON**

Dean of the College of Business, University of Findlay



### **ONE SIZE DOES NOT FIT ALL: THE IMPORTANCE OF QUALITY LEADERSHIP AND HOW IT RELATES TO A MULTI-GENERATIONAL WORKFORCE**

As leaders in business, it's important to understand the demands of the workforce and how to ensure employees feel valued. Many of us know and understand the golden rule, but what is more important is to practice the platinum rule. This presentation will touch on the needs of the various types of employees as well as the necessity of the adaptability of leadership. Companies employ generations varying from Baby Boomers to Gen Z and it's necessary for leaders to be able to recognize and adapt to the needs of each group of people. Quality leadership is necessary to nurture and develop each person within the business organization.

## **Dr. PHAM VAN HONG**

Acting Director of National Institute of Science, Technology Policy and Strategy Studies,  
under Vietnam Institute of Science, Technology and Innovation



### **ENTREPRENEURSHIP EDUCATION IN UNIVERSITIES OF VIETNAM: THE CHANGING ROLE OF TEACHERS**

Entrepreneurship is a creative and innovative ability to look for opportunities to be successful. The essence of entrepreneurship is the ability to create something new and different through creative thinking and innovative action dealing with life's challenges. Education plays the key factor in entrepreneurial-oriented students. The teachers can create and bold the entrepreneurial values in students by nurturing their creative and innovative abilities through the educational opportunities of learning about entrepreneurship. The teachers also can inspire, create interest, and aware the students to study entrepreneurship for becoming successful entrepreneurs. That is important new roles and what is changing jobs of an entrepreneurship teacher in universities. Three main points for presentation, include: 1). Social attitude and Government policies on Entrepreneurship development; 2) Reality of Entrepreneurship education in higher education of Vietnam; 3) New roles and changing jobs of entrepreneurship teachers in universities.



# AUTHOR PRESENTATIONS OVERVIEW

## SESSION 1A – FCBEM07

📅 10:20 – 10:40

### Mapping Constructivism Syllabus with CDIO Syllabus As A Teaching and Learning Guide

#### Tran Minh Tung

Business Division – FPT University Danang – Danang, Vietnam

#### Abstract

Teaching quality is more and more profoundly decisive for the achievement of higher educational institutions. In this background, Innovation Methodology and Standards-Based Curriculum are the key teaching guides and their applications which are often used to enhance the teaching-learning quality. This paper has three main objectives. First, it seeks the theoretical framework on Constructivism Theory and CDIO Based Syllabus. Then, via the application of this framework, the paper aims to map Constructivism Curriculum with CDIO Curriculum. Thirdly, it proposes Constructivism Activities for Business Courses at FPT University Danang. The results of the study are consistent with the research hypothesis. One of the primary outcomes of this study is to show the possibility of mapping the Constructivism Curriculum with the CDIO Curriculum. Another important finding is the gradual integration Constructivism Curriculum into Business Courses Syllabus so as to make the teaching-learning more engaging, more interactive, and more innovative.

**Keywords** – Constructivism Theory, CDIO Based Syllabus, Curriculum Mapping, Innovation Methodology, Standards-Based Syllabus.



## SESSION 1A – FCBEM17

📅 10:40 – 11:00

### The Impacts of External Credits on SME Diversification Strategy: Empirical Evidence from A Developing Country

#### Hiep Ngoc Luu

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam  
University of St Andrews  
St Andrews, UK

#### Thao Thi Minh Giang

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam  
Faculty of Business  
FPT University  
Hanoi, Vietnam

#### Lin Hsu-Hao

Faculty of Business  
FPT University  
Hanoi, Vietnam



**Anh Tuan Ngo**  
Faculty of Business  
FPT University  
Hanoi, Vietnam

**Luc Van Le**  
Faculty of Business  
FPT University  
Hanoi, Vietnam

## **Abstract**

This paper examines whether, and to what extent, external credits affect SME diversification strategy. Using comprehensive micro-level data retrieved from different waves of Small and Medium Enterprise (SME) surveys in Vietnam, we show that those firms are more likely to pursue diversification strategies if they can obtain more external credits, either from formal or informal lenders. We also find that the impact of long-term loans is much more prominent than that of short-term loans. However, when firms borrow excess a certain threshold, the positive impact of external credits starts to decline, implying an inverted U-shaped relationship.

**Keywords** - External Credits; Formal Loans; Informal Loans; Diversification; SMEs.



## **SESSION 1A - FCBEM01**

**📅 11:00 – 11:20**

### **Factors affecting organizational commitment: An Empirical Study of Information Technology Employees in Ho Chi Minh City**

**Dr. Nguyen Van Thuy**  
Business and Administration Faculty  
Banking University Ho Chi Minh City  
Ho Chi Minh City, Vietnam  
thuynv@buh.edu.vn

**Nguyen Trung Kien**  
Solekia Vietnam Limited  
kientd2000@gmail.com

## **Abstract**

Currently, the 4<sup>th</sup> industrial revolution is taking place in the world at a fast pace and has an increasing impact on Vietnam, while the trend of digitization and digital transformation in the country is also taking place endlessly. The demand for human resources in IT enterprises is becoming more and more urgent. In that context, organisational commitment (OC) is increasingly seen as a factor affecting the sustainable development of enterprises. This study was conducted to determine the factors affecting the engagement of employees in Information Technology (IT) enterprises in HCMC. Quantitative methods were used to test the research model. Research data is collected through a survey of 205 employees working in IT enterprises in HCMC. The research results show that all 7 factors affecting OC are ability, remuneration, training/development, challenging work, teamwork relationship, company policy and culture, and work environment all make sense. In which, factors of WOE, TEA, REM are the three most influential factors, while factors of company CPC, T&D, CHW, ABI have a lower impact. The proposed management implications are such as building, providing, ensuring a good working environment for employees,

building/developing relationships within the company, having a policy of salary, bonus, support, and incentives. appropriate, competitive remuneration, adequate incentives and rewards for the efforts that the employee has made, training and development of skills and soft skills suitable for each type of work, development orientations for employees, as well as frequent rotation of positions and jobs, in addition to improving employees' capacity, also avoid causing boredom and loss of motivation at work, thereby increasing OC of employees in IT enterprises in Ho Chi Minh City.

**Keywords** - Organizational Commitment, Information technology, HoChiMinh city.

---

## SESSION 1A - FCBEM27

📅 11:20 – 11:40

### Challenges to Sustainable Tourism Development in Small Island: A Case Study of Lý Sơn Island

**PgD. MA. Tran Thi Tuyet Suong**

Department of Tourism - Restaurant - Hotel  
FPT Polytechnic - Ho Chi Minh City, Vietnam  
suongttt6@fe.edu.vn

#### **Abstract**

The attraction which comes from the unique formation history, diverse coastal and ocean ecosystems, and the unique indigenous cultural values of the islands, especially the small ones, is increasingly attracting the interest of tourists. This increases the opportunities and advantages of sustainable tourism economic development but also makes small islands face challenges. Lý Sơn is an island district of Quảng Ngãi province, with an area of just over 10 square kilometers but possesses a system of tourism resources rich and diverse in types. Besides the advantages and opportunities, this island is facing a lot of difficulties in tourism development due to the limitation of natural resources, capacity, environmental pollution.... The article aims to examine the challenges posed to Lý Sơn island in the orientation of sustainable tourism development.

**Keywords** - sustainable tourism development, small island, Lý Sơn island.

# SESSION 1A – FCBEM05

📅 11:40 – 12:00

## How Young People in Ho Chi Minh City Interpret An Advertising Message

### Dinh Tien Minh

University of Economics  
Ho Chi Minh City – UEH  
Ho Chi Minh City, Vietnam  
dinhtienminh@ueh.edu.vn

### Nguyen Hong Han

University of Economics  
Ho Chi Minh City – UEH  
Ho Chi Minh City, Vietnam

### Luong Anh Anh

University of Economics  
Ho Chi Minh City – UEH  
Ho Chi Minh City, Vietnam

### Le Thai Nhat Ha

University of Economics  
Ho Chi Minh City – UEH  
Ho Chi Minh City, Vietnam

### Lam Kim Nga

University of Economics  
Ho Chi Minh City – UEH  
Ho Chi Minh City, Vietnam

### Tran Ngoc Thach

University of Economics  
Ho Chi Minh City – UEH  
Ho Chi Minh City, Vietnam

### Abstract

Advertising is a crucial aspect of the marketing world. Marketers have always been trying to convey their desired messages to the target audiences through advertising. However, the way the audience interprets the message may differ greatly amongst themselves. To find out why and how the audience has different interpretations for an advertising message, this research was conducted. To narrow down the sample size, the research team decided to carry out the research with the target population being young people aged from 19–25, with 309 respondents who live in Ho Chi Minh city. This research mostly uses the Elaboration Likelihood Model (ELM) to explain how three factors (motivation, ability, and attitude) affect the way young people interpret an advertising message. After conducting qualitative and quantitative, research discovers three factors influencing young people in different ways interpret an advertising message. Then, the research puts some recommendations in conveying advertising messages more effectively.

**Keywords** – Elaboration Likelihood Model (ELM); advertising message; interpretation; young people; communication.

## SESSION 1B – FCBEM25

📅 10:20 – 10:40

### Applying Business Intelligence According to The Pareto Principle in The Use of Accounting Information in Managerial Decision-Making

#### Phan Duc Dung

Associate Professor, PhD

University of Economics and Law, National University in Ho Chi Minh City

Ho Chi Minh City, Vietnam

#### Abstract

Business Intelligence (BI) is the process and technology that businesses use to control huge amounts of data, exploring knowledge so that businesses can make more effective decisions in their business. The Pareto principle indicates that about 80% of the consequences come from 20% of the causes, demonstrating the difference between input and output. Management accounting information, the majority of research on the use of management accounting information has reported the same relationship between the use of accounting information and management effectiveness. An accounting system is an information delivery system that assists managers in planning and controlling the activities of the business. The management accounting system is seen as an official system designed to provide information to managers. Business Intelligence not only helps large businesses make better decisions but also has the ability to help small businesses with different purposes, such as analyzing business performance, predicting future trends... Therefore, business intelligence is a utility tool that allows businesses to collect useful information from them, however, like any other smart tool, they need to be used intelligently to achieve optimal performance. Applying business intelligence will effectively exploit digital marketing instead of traditional marketing in the accounting information system in general and the capacity to change in particular to improve the business results of the business.

**Keywords** – Business Intelligence, management accounting information, business performance.

---

## SESSION 1B – FCBEM36

📅 10:40 – 11:00

### Sustainable Development of Tourism with Circular Economy Approach in The Cat Ba Island

#### Nguyen Danh Nam

Hanoi University of Natural Resources and Environment, Hanoi

#### Uong Thi Ngoc Lan

Hanoi University of Natural Resources and Environment, Hanoi

## **Abstract**

Abstract– Tourism activities are causing terrible impacts on the tourism environment of Cat Ba Island. The study aims to introduce circular tourism and to answer whether circular tourism will be the leading tourism perspective for the future. The article focuses on analyzing situations of tourism development on Cat Ba Island in stage from 2018 to 2020. It is the basis for assessing the applicability of the circular tourism economic model in Cat Ba Island, using the SWOT method to assess strengths, weaknesses, opportunities, and threats. At the same time, the article suggests solutions to develop the circular tourism economy in Cat Ba Island in the future.

**Keywords** - development, sustainable tourism, circular economy, Cat Ba Island.

---

## **SESSION 1B – FCBEM29**

**📅 11:00 – 11:20**

### **Using The Integrated Fuzzy Linguistic Approach To Analyze Enablers of The Logistics Outsourcing Decision Making: Mekong Delta Agricultural Products Supply Chain Context**

#### **Nguyen Dinh Khoi**

Lecturer, Business Department  
FPT Can Tho University  
Can Tho, Vietnam  
khoind4@fe.edu.vn

#### **Quach Luy Da**

Lecturer, IT Department  
FPT Can Tho University  
Can Tho, Vietnam  
daql@fe.edu.vn

#### **Nguyen Thang Loi**

Lecturer, Business Department  
FPT Can Tho University  
Can Tho, Vietnam  
loint15@fe.edu.vn

## **Abstract**

Logistics outsourcing is becoming a trend of logistics activities of enterprises, especially agribusiness enterprises in Vietnam. The purpose of this paper is to analyze the factors affecting the decision to outsource logistics services. This study presents an integrated fuzzy index approach including fuzzy inferred structure model (FISM), fuzzy cross-effect matrix multiplication for factor group classification (FMICMAC) to determine the importance actually of the elements. The results show that 14 factors have the greatest impact on the decision to outsource logistics services in the Mekong Delta region.

**Keywords** - Fuzzy ISM-MICMAC, Logistics Outsourcing, Mekong Delta, Supply chain of agricultural products, Triangular linguistic.

# SESSION 1B – FCBEM20

📅 11:20 – 11:40

## Exploring Vietnamese Pangasius Export SMEs' Competitiveness: A Two-Stage PLS-SEM and Fuzzy AHP Analysis

**Phi-Hung Nguyen**

Faculty of Business – FPT University – Hanoi, Vietnam

hungnp30@fe.edu.vn

### Abstract

Vietnam is paying great attention to the seafood exporting sector, offering various significant production advantages, concluding that it is critical to understand the competitiveness of the target market and implement effective strategies. However, due to COVID 19, the value of Vietnamese pangasius exports resulted in low and unpredictable profits for pangasius farmers. It is obvious to recognize competitiveness as Multi-Criteria Decision Making (MCDM) problem in the uncertain business environment. Therefore, this study aims to propose a two-staged Partial Least Squares- Structural Equation Modeling (PLS-SEM) and Fuzzy Analytic Hierarchy Process (FAHP) analysis to identify potential criteria and comprehensively investigate the competitiveness of Vietnamese pangasius export Small and Medium-sized Enterprises (SMEs) in the context of China market. First, a dataset of 186 valid respondents from seafood export SMEs was collected through an online survey from June to December 2020. The PLS-SEM approach was applied to ascertain the positive impact of the proposed criteria contributing to the competitiveness of Vietnamese pangasius against China market. The PLS-SEM results showed that all criteria strongly correlated with the pangasius exporting competitiveness. Then, the FAHP method is employed to rank the subjective weights of mentioned criteria based on 12 experts' judgments. Knowledge infrastructure (C3) has the highest rank of competitiveness criteria with the highest weight, followed by Product (C4). In contrast, Prices (C6) was indicated as the lowest rank at 0.1077 regarding FAHP results. Furthermore, this study provides insights into stakeholders seeking to improve competitiveness performance.

**Keywords** – PLS-SEM, Fuzzy AHP, Competitiveness, Pangasius, SMEs.



# SESSION 1B – FCBEM40

📅 11:40 – 12:00

## Optimizing Search Results Using Taguchi Design of Experiments: Case Study of The Dissemination Of COVID-19 Naming In Vietnam

**Ton Nguyen Trong Hien**

Van Lang University

### **Abstract**

Design of experiments-Taguchi is a method in the field of engineering, especially in the field of new product development for optimizing production processes and improving product quality. Therefore, most of the Taguchi application approach is widely used in the field of industrial engineering. The purpose of this study is to demonstrate the applicability of Taguchi's method to other fields (1), take, for example, to optimize search results. Using Taguchi, we find out the popularity of terms surrounding the official name for COVID-19 disease that has universally agreed by scientists in their research related to Vietnamese context to point out the current research area (2). The results show that the use of the Taguchi method in search results optimization is positive. The keyword COVID-19 is the most used keyword, which implies the message that disease prevention, spread, the transmission of infectious, ways to treat, preparation, and responding to the disease are particularly interesting research topics for Vietnam at present.

**Keywords** - DOE, Taguchi, COVID-19, Vietnam.





## SESSION 1C – FCBEM02

📅 10:20 – 10:40

### **Impact of Authentic Leadership on Employee's Job Satisfaction: An Empirical Study at Tan Son Nhat Operation Center Period COVID-19**

**Dr. Nguyen Van Thuy**

Business and Administration Faculty  
Banking University HCMC  
Ho Chi Minh City, Vietnam  
thuynv@buh.edu.vn

**Van Duc Chi Vu**

MBA student  
University of Economics HCMC  
Ho Chi Minh City, Vietnam  
vuvandt90@gmail.com

#### **Abstract**

Human resources are one of the important resources to promote the development of enterprises in the aviation sector in Vietnam. Therefore, airline firms are increasingly interested in job satisfaction and employee engagement. This research investigates and tests affecting authentic leadership to employee's job satisfaction at Tan Son Nhat Operation Center – Vietnam Airlines JSC. It uses both qualitative and quantitative research. The qualitative research is carried out through focus group discussions with 10 employees. The quantitative research is conducted through interviews with 155 employees at Tan Son Nhat Operation Center – Vietnam Airlines JSC through a survey questionnaire by convenient survey method. The collected data were evaluated by Cronbach's Alpha Reliability Analysis, Exploratory Factor Analysis and Regression Analysis. The research results are Regression analyzed by SPSS 22 software indicate that: Components of Authentic Leadership: Self-Awareness, Internalized Moral Perspective and Balanced Processing have a positive impact on job satisfaction. The research results also show that job satisfaction has a positive influence on employee engagement.

**Keywords** - Authentic leadership, Job satisfaction, Employee engagement.

---

## SESSION 1C – FCBEM09

📅 10:40 – 11:00

### **Widening of The Digital Divide by Advanced Online Classroom & Persistence of Virtual Learning after The Pandemic Era**

**Shruthi Thaveppil Gopi**

Graphic Design Lecturer - FPT University - Hanoi, Vietnam  
shruthi@fe.edu.vn

#### **Abstract**

At the beginning of 2020, WHO had declared the outbreak of a public health emergency outbreak of International concern on 30 January 2020, and a pandemic on 11 March 2020. The entire world has been strictly instructed for social distancing due to the Covid19

pandemic. The Vietnamese government announced distance learning during this time for all the schools and universities in Vietnam. In this research, we will discuss the implementation of Advanced Online classrooms in widening digital learning and also the persistence of virtual learning after the pandemic era. A survey was conducted among the teachers and students of FPT University, Hanoi to investigate the effectiveness of virtual learning and its impact on widening the digital divide. Google provides a variety of platforms for virtual learning within teachers and students. G-suite has been considered as the medium for this research. A comparative study on cognition among students in physical education and virtual classrooms was conducted. The problems faced by the lecturers within the university had been focused and deeper insights were collected. Interaction of the students in both these environments had been closely observed and it has been inferred that there is a high chance of persistence and a great breakthrough in the stereotyping of virtual learning even after the end of this pandemic. This research proposes an effective way in continuing teaching and learning by collaborating with the Digital world for highly effective results and classroom management - during and after the Covid19 pandemic.

**Keywords** - Classroom management, Virtual learning, Online learning, FPT University online class.

---

## SESSION 1C – FCBEM04

📅 11:00 – 11:20

### Impact of Country of Manufacture on Customer Purchase Intention: Case Study of Japanese Cosmetics in Vietnamese Market

#### Vo Minh Sang

Lecturer  
FPT University Can Tho  
Can Tho, Vietnam

#### Tran Ngoc Thien Thanh

Student of FPT University  
FPT University Can Tho  
Can Tho, Vietnam

#### Le Anh Thoai

Student of FPT University  
FPT University Can Tho  
Can Tho, Vietnam

#### Nguyen Ha Yen Nhi

Student of FPT University  
FPT University Can Tho  
Can Tho, Vietnam

#### Nguyen Thuy Truc

Student of FPT University  
FPT University Can Tho  
Can Tho, Vietnam

### Abstract

The study is on the impact of country of manufacture origin on customer purchase intention. A case study of Japanese cosmetics was conducted by a quantitative research method, with a sample size of 379 Vietnamese customers. All participants are willing to provide information for building the convenience sample. Data analysis methods included: Cronbach alpha test, structural equation modeling, analysis of variance and T-test. The research results determined: (1) The components of the country of manufacture have a positive impact on customer purchase intention. The perceived product quality towards the country of manufacture component has the greatest direct positive influence on customer

purchase intention. The perceived country image and perceived product association towards the country of manufacture have an indirectly positive impact on customer purchase intention; (2). Country image has a positive effect on customer perception of the quality of products manufactured in that country. Therefore, if the country's image is good, it will help increase the consumer intention of this country's products in foreign markets.

**Keywords** - country of manufacture origin, perceived country image, perceived brand association, brand quality, customer purchase intention.

---

## SESSION 1C - FCBEM34

📅 11:20 – 11:40

### Apply 5S in Vietnam Enterprise, The Cases of Esquel Dong Nai Ltd. Company

**Nguyen Ngoc Hoang**

FSB of FPT University Hanoi  
Hanoi, Vietnam

**Nguyen Ngoc Dien**

FSB of FPT University Hanoi  
Hanoi, Vietnam

#### Abstract

In this paper, via a particular case of a garment company, Esquel Ltd. in the southern province of Vietnam, a range of primary and secondary data was collected during the research to study and review the effectiveness of 5S implementation. Secondary data gives information about the situation before and after 5S by measuring KPIs change by time, whereas primary data gives us commentary assessment of top management and Lean experts about how 5S has changed working conditions of the company by face-to-face interviewing practice. This implementation of 5S in improving working conditions, reducing fabric wastage, increasing the shipment rate, and reducing operational cost PSDL has been evaluated. In addition, the PDCA framework was accompanied by a 5S method to sustain the daily activities and improve performance continuously also examined. The report was written to not only bring insight of 5S application for the Esquel Đồng Nai case but also summarize which factors are critical to ensure successful implementation, strengths, weaknesses and finally lessons learned to improve and widely spread 5S strategy out to others.

**Keywords** - 5S methodology, Lean manufacturing, PDCA, waste elimination, production optimization.

# SESSION 1C – FCBEM22

📅 11:40 – 12:00

## CSR Engagement and Early-stage Firms' Resilience during The COVID-19: A Survival Analysis

**Luu Thi Nguyen**

Faculty of Business – FPT University – Hanoi, Vietnam

luunt8@fe.edu.vn

### Abstract

While the COVID-19 pandemic has been imposing a devastating crisis in all the sectors of the economy, its attack has more severe aftermath on the more vulnerable sector – the firms at early-stage of their life cycle. Based on the instrumental perspective of CSR and the conceptualization of the newness, this study investigates the effect of corporate social responsibility (CSR) engagement on SMEs' ability to overcome such a systematic turbulence in the external environment as the COVID-19. Specifically, the extent to which the firms' engagement in CSR could influence their resilience throughout the pandemic would be examined. A survival analysis is conducted in a sample of 528 entrepreneurial firms listed in the ChiNext board which is the stock exchange customized for Chinese high-growth SMEs. The causal effect of pre-pandemic CSR performance on two dimensions of firm resilience would be considered: (1) stability, measured by the magnitude of loss and (2) flexibility, measured by time to recovery. While the empirical results support the hypothesis on CSR fostering flexibility, they do not support the stability hypothesis. Both supported and unsupported outcomes are expected to offer meaningful insights about early-stage firms struggling with the devastating COVID-19 and whether or not their engagement in CSR plays a favourable role to foster firm resilience.

**Keywords** – firm resilience, early-stage firms, Covid-19, survival analysis.



# SESSION 1D – FCBEM33

📅 10:20 – 10:40

## Impact of COVID-19 on Online Shopping Behaviors of People in Danang City (Vietnam)

### Tin Q. Pham

Faculty of Statistics and Informatics  
University of Economics  
The University of Danang (Vietnam)  
Danang, Vietnam  
tinpq@due.edu.vn

### Thao U. P. Pham

Faculty of Business Administration  
FPT Greenwich Centre  
FPT University – Danang (Vietnam)  
Danang, Vietnam  
pupthao198@gmail.com

### Hai M. Nguyen

Faculty of Business Administration FPT Greenwich Centre  
FPT University – Danang (Vietnam)  
Danang, Vietnam  
hainm24@fe.edu.vn

### Abstract

The COVID-19 has exposed the whole world to severe consequences and uncertainties, which cannot be only defined as mortality but also in terms of people's daily livelihood and economic despair. In addition, enterprises are in extreme distress and facing enormous challenges due to strong containment measures taken by governments for mitigating coronavirus outbreaks. Therefore, in finding ways to adapt to restrictive lockdown rules and social-distancing practices, leveraging e-commerce is rapidly implemented by businesses to boost sales and maintain public safety amid the epidemic. This research aims to measure the impacts of COVID-19 on the online shopping behaviors of Danang's citizens (Vietnam) by applying a quantitative model. Online questionnaires were released and recorded with 429 respondents in Danang city during the second outbreak of coronavirus in Vietnam. Precisely, the analysis results present that SARS-CoV2 factors including policy barriers, disease prevention, perceived severity and cyberchondria, influence behaviors of online shopping, but inferiorly compared to factors of economic benefits. Especially in this article, a new theoretical contribution is proposed by adding a policy barrier factor with three components from authors. The empirical results also indicate the effects of policy barriers from Danang's government on e-shopping behaviors.

**Keywords** – Covid-19, Online shopping behavior, Economic Benefits, Policy barriers.



## SESSION 1D – FCBEM08

📅 10:40 – 11:00

### The Impact of Monetary Policy on Private Sector Investment in Vietnam

#### Hoang Van Dung

Business Administration  
BTEC FPT international college  
Hanoi, Vietnam  
dunghv24@fe.edu.vn

#### Nguyen Dinh Minh Hieu

Finance and Banking  
Academy of Finance  
Hanoi, Vietnam  
minhhieunguyendinh@gmail.com

#### Abstract

The purpose of this paper is to illuminate the impact of monetary policy changes that influenced private sector investment in Vietnam over the 2000–2018 period. The research uses VAR and VECM models, showing that money supply, Treasury bill rates and gross domestic savings have positive impacts and are statistically significant to private sector investment while government domestic debt and inflation produce negative consequences. Based on these empirical results, the research analyzes the concrete impacts of the variables and suggests some solutions to further facilitate the establishment of financial institutions in order to increase credit supply to the private sector, thus strengthening private investment in Vietnam.

**Keywords** – M2 money supply, treasury bill rate, gross domestic savings, inflation, government domestic debt.

---

## SESSION 1D – FCBEM18

📅 11:00 – 11:20

### Main Factors Affecting Business Student Satisfaction with The Internship Program at FPT University Hanoi Campus

#### Quoc-Khanh Bui

FPT University  
Hanoi, Vietnam  
kylebui297@gmail.com

#### Phuong-Mai Nong

FPT University  
Hanoi, Vietnam  
phuongmai8482@gmail.com

#### Thi-Lam-Nhi Nguyen

FPT University  
Hanoi, Vietnam  
nguyenlamnhi2407@gmail.com

#### Trung-Thanh Nguyen

FPT University  
Hanoi, Vietnam  
thanht160499@gmail.com

#### Manh-Ha Bui

FPT University  
Hanoi, Vietnam  
hathinkaction@gmail.com

#### Abstract

Internship programs are becoming more popular as a way for students to apply what they have learned in class to real-world situations. However, the labor market is getting increasingly competitive. As a result, students must have a positive internship experience

to increase their employability. This research aims to determine the main factors that predict student satisfaction with the internship program at FPT University Hanoi Campus. The study was designed as a mixed approach, collecting both qualitative and quantitative data. In the first study, 13 business students were randomly selected from those who had completed the internship program to validate a priori model developed and adapt measures from the literature using the In-depth Interview approach. In the second study, an online survey was used to collect data from 268 business students who had completed the internship program. The results of the current study showed that academic preparedness, positive attitude, self-initiative, internship office, main supervisor, co-workers, and professional growth are the main factors contributing towards internship satisfaction. Students, schools, and employers should improve academic preparedness, internship office, and co-workers, as well as maintain a positive attitude, main supervisor, and professional growth to help students have a satisfying experience with the internship program.

**Keywords** – business student, internship satisfaction, PLS, Importance-Performance Analysis.

---

## SESSION 1D – FCBEM19

📅 11:20 – 11:40

### Impacts of Environmental Certificate and Pollution Abatement Equipment on SMEs' Performance: An Empirical Case in Vietnam

#### Phi-Hung Nguyen

National Taipei University of Technology  
Taipei, Taiwan  
Faculty of Business - FPT University  
Hanoi, Vietnam  
hungnp30@fe.edu.vn

#### Jung-Fa Tsai

Department of Business Management  
National Taipei University of Technology  
Taipei, Taiwan  
jftsai@ntut.edu.tw

#### Ming-Hua Lin

Department of Urban Industrial Management  
and Marketing University of Taipei  
Taipei, Taiwan  
mhlin@utapei.edu.tw

#### Duy-Van Nguyen

Quantitative Analysis Center, QA Global Co.  
Hanoi, Vietnam  
duynguyen.qa@gmail.com

#### Hsu-Hao Lin

Faculty of Business - FPT University  
Hanoi, Vietnam  
lanthhs130007@fpt.edu.vn

#### Anh-Tuan Ngo

Faculty of Business - FPT University  
Hanoi, Vietnam  
tuannahs140730@fpt.edu.vn

### Abstract

Increasing global warming and intensity of disasters recently have made improving environmentally-conscious enterprises pivotal, as well as consumer demand for green products and the achievement of green strategies in some enterprises. This study explores the impact of environmental certificates and the cost of pollution abatement



equipment on firm performance for small and medium-sized enterprises (SMEs). In this research, the linear regression method examines the effect of environmental-related certificates and technology on SMEs' performance using Stata version 14.0 software. The training dataset comprises 3504 manufacturing SMEs in Vietnam during 2011–2015. The results highlight the positively considerable impacts of environmental-related certificates and the cost of pollution abatement equipment on SMEs' performance. More importantly, the findings also highlight the excessive availability of pollution abatement equipment and whether it adversely impacts enterprises' performance. The equipment cost positively impacts firm performance while, at an extreme value, the result shows a negative correlation. Furthermore, this study enriches the current literature on corporate social responsibility (CSR) and suggests SMEs approach and embrace more environmental-related certificates and technology to increase productivity.

**Keywords** - environmental certificates, pollution abatement equipment, corporate social responsibility, firm performance, SMEs.

---

## SESSION 1D – FCBEM42

📅 11:40 – 12:00

### Factors Affecting Green Consumption Intention of Guests in Accommodation Services

#### Tran Thi Dieu

Lecturer  
FPT University Cantho  
Cantho, Vietnam

#### Ngo Thi Trinh

Student of FPT University  
FPT University  
Cantho, Vietnam

#### Tran Thi Huynh Nhu

Student of FPT University  
FPT University  
Cantho, Vietnam

#### Truong Thi Huynh Nhu

Student of FPT University  
FPT University  
Cantho, Vietnam

#### Vo Minh Sang

Lecturer  
FPT University Cantho  
Cantho, Vietnam

### Abstract

This study explores the factors that influence customers' green consumption intentions in accommodation services. A study on 300 samples was conducted in 3 to 5-star hotels in Can Tho using the convenient sampling technique. The data analysis methods include Cronbach's alpha test and structural equation modeling. The results of the study noted the following factors: price of green products, role of communication and subjective norm have a direct, positive impact on intention of green consumption. Practical suggestions have been given to accommodation managers on how to leverage these factors in enhancing green consumption intention of guests. This research yields significant theoretical and practical implications in hospitality and other service sectors.

**Keywords** - green consumption intention, pro-environmental behaviors, accommodation services.

## SESSION 2A – FCBEM10

📅 14:30 – 14:50

### A Hybrid GREY-DEMATEL Approach Based SERVQUAL to Investigate VinFast's Service Quality in Vietnamese Automobile Industry

#### Phi-Hung Nguyen

Faculty of Business - FPT University  
Hanoi, Vietnam  
hungnp30@fe.edu.vn

#### Hong-Phuc Nguyen

FPT University  
Hanoi, Vietnam  
nguyenhongphuc041098@gmail.com

#### Abstract

In today's fast-challenging business environment, automobile manufacturing companies are expected to provide quality and price-competitive cars for customers. There is in fact no consensus study on causal relationship and the importance of service quality factors in the automotive manufacturing industry. This study aims to propose an integrating method to evaluate the service quality of VinFast- the Vietnamese leading automotive manufacturing company.

**Keywords** – MCDM, Grey theory, DEMATEL, SERVQUAL, VinFast, Vietnam, Automobile industry.

---

## SESSION 2A – FCBEM03

📅 14:50– 15:10

### The Impact of Service Quality on Grab's Customer Satisfaction: An Empirical Study in The Covid-19 Epidemic

#### Dr. Nguyen Van Thuy

Business and Administration Faculty  
Banking University  
Ho Chi Minh City, Vietnam  
thuynv@buh.edu.vn

#### BA. Tran Dinh Thuy Linh

Business and Administration Faculty  
Banking University  
Ho Chi Minh City, Vietnam  
thuylinhtrandinh@gmail.com

#### Abstract

This study aims to explore the demographic characteristics and determine what service quality factors impact customer satisfaction—this study based on the model SERVPERF by Cronin and Taylor (1992). Quantitative and qualitative methods were used to collect and analyze the data—the quantitative study was conducted by group discussion. In the qualitative research, the impact of 6 factors on customer satisfaction was analyzed using survey questionnaire data collection from 259 respondents using Grab services during the fourth outbreak of COVID 19 in Ho Chi Minh city. Based on the study result, the determinant factors impacting Grab customer satisfaction in Ho Chi Minh City are assurance, price policy, service competence, reliability, and responsiveness. The most influential factor is assurance, and the least impacted factor is responsiveness. From the result of the study,

several research implications have been proposed to improve and enhance Grab customer satisfaction.

**Keywords** - Service quality, customer satisfaction, Grab, COVID 19.

---

## SESSION 2A - FCBEM21

📅 15:10 - 15:30

### An Investigation of Perceived Disease Severity of Covid-19 and Vaccination Intention against Covid-19

#### Phi-Hung Nguyen

Faculty of Business  
FPT University  
Hanoi, Vietnam

hungnp30@fe.edu.vn

#### Yen-Linh Hoang

Faculty of Business  
FPT University  
Hanoi, Vietnam

#### Hong.T-Ngoc Bui

Faculty of Business  
FPT University  
Hanoi, Vietnam

#### Dinh-Huy Tran

Faculty of Business  
FPT University  
Hanoi, Vietnam

#### Thu-Trang Hoang

Faculty of Business  
FPT University  
Hanoi, Vietnam

#### Hong-Nhung Nguyen

Faculty of Business  
FPT University  
Hanoi, Vietnam

### Abstract

This study aimed to comprehensively investigate the COVID-19 vaccination intentions among Vietnamese based on the Protection Motivation Theory (PMT). The constructs comprised the perceived trust in vaccination strategy, COVID-19 risk perception, COVID-19 vaccine perception, and COVID-19 vaccination intentions. The sample comprised 611 participants who completed an online survey. The research used PLS-SEM to test the hypotheses on Smart-PLS software. The results indicated that the perceived severity of COVID-19 does not directly affect the intention to have COVID-19 vaccination among Vietnamese. However, the perceived severity of COVID-19 has an indirect impact on COVID-19 vaccination intentions via the perception of the COVID-19 vaccine. COVID-19 vaccination perception has a direct effect on motivation to have COVID-19 vaccination among Vietnamese. Additionally, the perception of trust in vaccination strategy was directly associated with individuals' COVID-19 vaccination. These results showed that the government's information about vaccines is really necessary for the new phase of vaccination intervention strategies in Vietnam. Therefore, the study suggests that the government needs to give full information about the role of vaccines prioritizes transparency in official information about COVID-19 vaccines to allay concerns about side effects, allowing for the most appropriate policy formulation and implementation to encourage public vaccination.

**Keywords** - Vaccination, Vietnam, behavioral intention, TPB, PMT.

# SESSION 2B – FCBEM24

📅 14:30 – 14:50

## The Impact of Organizational Culture on Corporate Tax Avoidance

### Hiep Ngoc Luu

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam  
University of St Andrews  
St Andrews, UK

### Loan Quynh Nguyen

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam  
National Economics University  
Hanoi, Vietnam

### Dung Thuy Thi Nguyen

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam  
Academy of Finance  
Hanoi, Vietnam

### Tram Nguyen

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam  
FPT University – Hanoi, Vietnam

### Dung Duc Doan

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam  
University of Amsterdam, Netherlands

### Abstract

This paper investigates the impact of organizational culture on corporate tax avoidance. We use a textual analysis approach to quantify different organizational culture dimensions at firms in conjunction with those proposed in the Competing Value Framework, including Control, Collaborate, Compete and Create cultures. We find that firms with a Control-oriented culture, that encourage precise communication, formalization, and safety practices engage less in tax avoidance. By contrast, firms having a Compete-oriented culture that encourages risk-taking and aggressive behavior are more eager to involve in tax avoidance practice. The impact of organizational culture is more pronounced for smaller firms. Our results are robust to a battery of sensitivity analyses. Overall, these results provide novel evidence on the real effects of organizational culture and the determinants of corporate tax avoidance.

**Keywords** – Organizational culture, Competing Value Framework, Tax avoidance, Textual Analysis.



# SESSION 2B – FCBEM35

📅 14:50 – 15:10

## The Impact of Information And Communication Technology Development on Institutional Quality – Evidence from A Developing Economy

### Tram-Anh Nguyen

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam

### Hiep Ngoc Luu

Centre for Applied Economics  
and Business Research – Hanoi, Vietnam  
University of St Andrews – St Andrews, UK

### Quynh Anh Pham

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam

### Trang Nguyen

Centre for Applied Economics  
and Business Research  
Hanoi, Vietnam

### Abstract

This paper examines the impacts of information and communication technology (ICT) development on institutional quality in the context of a developing country. Using Vietnam as an empirical setting, we document a positive association between ICT development and local institutional quality. In particular, we show that ICT development contributes to improving the quality of public services provided as well as increasing the efficiency and transparency of local governments. We also find that further development of ICT could lead to a reduction in the costs for new firms entering the markets and reduce the time costs firms have to spend to deal with government regulations. In addition, we find that a sufficient level of ICT infrastructure, an adequate level of ICT human capital, more widespread adoption of advanced digital technologies in the administrative procedures, a greater presence and contribution of ICT-related businesses, and a better policy environment for ICT development would all significantly contribute to improving local institutional quality. Overall, our paper offers new insights into how ICT development helps to enhance multi-dimensional aspects of local institutional quality.

**Keywords** – Information communication technology (ICT), Institutional quality, Developing Economy, Vietnam.

## SESSION 2B – FCBEM41

📅 15:10 – 15:30

### Tourism Development Solutions in Ly Son Island District – Quang Ngai Province

**Vũ Trịnh Thế Quân**

University of Economics and Law – VNU HCMC  
Ho Chi Minh City, Vietnam

**Trần Thị Thanh Hoa**

Aviation Academy

#### **Abstract**

There is a lot of potential of tourism development of Ly Son Island – Quang Ngai province. However, the current situation of local tourism is not commensurate with the potential. Local tourism products are monotonous, unattractive to tourists. This article presents the current situation, potential tourism and proposed some solutions to contribute to tourism development in Ly Son Island.

**Keywords** – Ly Son Island, the potential development of tourism, solutions for tourism development, tourism products.

---

## SESSION 2C – FCBEM39

📅 14:30 – 14:50

### A Hybrid Spherical Fuzzy MCDM Approach To Prioritize Governmental Intervention Strategies against The COVID-19 Pandemic: A Case Study from Vietnam

**Phi-Hung Nguyen**

Department of Business Management  
National Taipei University of Technology  
Taipei, Taiwan

Ph.D. Researcher, SAP Lab, Faculty of Business  
FPT University – Hanoi, Vietnam  
hungnp30@fe.edu.vn

**Jung-Fa Tsai**

Department of Business Management  
National Taipei University of Technology  
Taipei, Taiwan

jftsai@ntut.edu.tw

**Thanh-Tuan Dang**

Department of Industrial Engineering  
and Management  
National Kaohsiung University of Science  
and Technology – Kaohsiung, Taiwan  
tuandang.ise@gmail.com

**Ming-Hua Lin**

Department of Urban Industrial Management  
and Marketing  
University of Taipei  
Taipei, Taiwan  
mmlin@utapei.edu.tw

**Hong-Anh Pham**

Faculty of Business – FPT University  
Hanoi, Vietnam  
anhpth5@fe.edu.vn

**Kim-Anh Nguyen**

Faculty of Business – FPT University  
Hanoi, Vietnam  
anhnkhs130024@fpt.edu.vn

## **Abstract**

The unprecedented coronavirus pandemic (COVID-19) is fluctuating worldwide. Since the COVID-19 epidemic has a negative impact on all countries and has become a significant threat, it is necessary to determine the most effective strategy for governments by considering a variety of criteria; however, few studies in the literature can assist governments in this topic. Selective governmental intervention during the COVID-19 outbreak is considered a Multi-Criteria Decision-Making (MCDM) problem under a vague and uncertain environment when governments and medical communities adjust their priorities in response to rising issues and the efficacy of interventions applied in various nations. In this study, a novel hybrid Spherical Fuzzy Analytic Hierarchy Process (SF-AHP) and Fuzzy Weighted Aggregated Sum Product Assessment (WASPAS-F) model is proposed to help stakeholders such as governors and policymakers to prioritize governmental interventions for dealing with the COVID-19 outbreak. The SF-AHP is implemented to measure the significance of the criteria, while the WASPAS-F approach is deployed to rank intervention alternatives. An empirical case study is conducted in Vietnam. From the SF-AHP findings, the criteria of "effectiveness in preventing the spread of COVID-19", "ease of implementation", and "high acceptability to citizens" were recognized as the most important criteria. As for the ranking of strategies, "vaccinations", "enhanced control of the country's health resources", "common health testing", "formation of an emergency response team", and "quarantining patients and those suspected of infection" are the top five strategies. Aside from that, the robustness of the approach was tested by performing a comparative analysis. The results illustrate that the applied methods reach the general best strategy rankings. The applied methodology and its analysis will provide insight to authorities for fighting against the severe pandemic in the long run. It may aid in solving many complicated challenges in government strategy selection and assessment. It is also a flexible design model for considering the evaluation criteria. Finally, this research provides valuable guidance for policymakers in other nations.

**Keywords** - MCDM, COVID-19, governmental intervention strategies, spherical fuzzy analytic hierarchy process (SF-AHP), fuzzy weighted aggregated sum product assessment (WASPAS-F), Vietnam.





# SESSION 2C – FCBEM43

📅 14:50 – 15:10

## Working Capital Management and Firm's Profitability – A Case Study of Vietnamese Listed Manufacturing Companies during Covid-19 Pandemic

### Tran Van Loi

Faculty of Business  
FPT University  
Hanoi, Vietnam

### Nguyen Thi Thuy Linh

Faculty of Business  
FPT University  
Hanoi, Vietnam

### Nguyen Ba Phuc

Faculty of Business  
FPT University  
Hanoi, Vietnam

### Bui Thi Thu Hang

Faculty of Business  
FPT University  
Hanoi, Vietnam

### Pham Thi Hong Hanh

Faculty of Business  
FPT University  
Hanoi, Vietnam

### Do Thi Thanh Huyen

Faculty of Business  
FPT University  
Hanoi, Vietnam

### Abstract

This study aims to explore the impact of working capital management (WCM) on a firm's profitability before and under the effect of the Covid-19 pandemic. The data sample used includes 183 manufacturing companies on the Vietnam Stock Exchange from 1/2017 to 3/2021. Return on assets (ROA) and return on equity (ROE) are used to measure the firm's profitability while working capital policy (WCIS, WCFS) and other indicators such as cash conversion cycle (CCC), average collection period (DSO), inventory turnover in days (DIO), average payment period (DPO) are independent variables. Growth of sales, size of the firm, and leverage as control variables also were used to investigate the effect on profitability. Moreover, to observe the influence of Covid-19, this research used the global pandemic period as a dummy variable. A comparison between pooled ordinary least squares (Pooled-OLS), random-effect model (REM), and Fixed-effect model (FEM) was conducted to choose the best suitable model. The results showed that WCIS, SIZE, and GROWTH have a significant positive impact on profitability both before and during the period of Covid-19, whilst the effects of CCC, DSO, and LEV were negative. Especially, there was a change of impact of DPO from positive before the crisis to negative during the Covid-19 pandemic.

**Keywords** – Working capital management, Profitability, Covid-19.

## SESSION 2C – FCBEM11

📅 15:10 – 15:30

### Research Factors Affecting Employee Compensation in Vietnam

**Trinh Le Tan**

Business Department – FPT University  
Danang, Vietnam

**Dao Thi Dai Trang**

Accounting Faculty – Duy Tan University  
Danang, Vietnam

#### Abstract

This study has analyzed the volume and determinants of employee compensation in 63 provinces in Vietnam. In recent years, the average employee compensation in Vietnam has tended to increase, ensuring material and spiritual life for labors and their families. Based on the annual Labor and Employment Report of Vietnam, the study applied three approaches to the panel data model, namely constant coefficients model, fixed effects model and random effects model, to clearly identify the factors affecting employee compensation in 63 provinces. Besides, the panel data regression for each region is also identified to compare the effects of factors among these models. The analysis showed that percentage of trained employees at 15 years of age and above and GDP affects the employee compensation significantly in all models. Other variables have different effects on the dependent variable, depending on the specific region.

**Keywords** – compensation, employee, regression.

---

## SESSION 2D – FCBEM32

📅 14:30 – 14:50

### Adverse Selection in Online New-Goods Market: An Analysis of Product Uncertainty and Seller Uncertainty in COVID-19 Pandemic

**Son Bui**

Texas A&M – Commerce  
son.bui@tamuc.edu

**Dr. Cam Van Ngo**

FPT University  
camnv@fe.edu.vn

#### Abstract

Online markets play an important role for both online sellers and online buyers. Previous research has identified problems of information asymmetry in the online used goods markets, this research explores whether there are similar problems in the new-goods online markets. Grounded in the “lemon market” theory, this study used panel data captured from eBay Motors. Employing Ordinary Least Squares analysis, we find information asymmetry problems exist in online new-goods markets. Our findings also indicate that

product uncertainty and seller uncertainty in the online new-goods market does not significantly impact the bidding price of new cars. This could indicate that the proxies used to measure product and seller uncertainty might not have the same impact in both used-car markets and new-car markets.

**Keywords** – Online market, lemon market theory, eBay, adverse selection, information asymmetry, used goods market, new-goods market.

---

## SESSION 2D – FCBEM28

📅 14:50 – 15:10

### Optimization Model for Assessing The Process and Production Planning to Help Reduce Risk and Improve The Management and Operation of Seafood Processing Factory

#### Nguyen Thang Loi

Lecturer, Business Department  
FPT Can Tho University  
Can Tho, Vietnam  
loint15@fe.edu.vn

#### Phan Dinh Tram Anh

Lecturer, Business Department  
FPT Can Tho University  
Can Tho, Vietnam  
anhpdt@fe.edu.vn

#### Nguyen Trong Luan

Lecturer, Business Department  
FPT Can Tho University  
Can Tho, Vietnam  
luannt73@fe.edu.vn

### Abstract

Product recall is becoming an inevitable trend in production in terms of customer service, which is a key competitive factor. This study proposes a mathematical model to optimize traceability based on the mass dispersion method to minimize product recall costs. A Mixed-Integer Nonlinear Programming (MINLP) model is established based on batch size and production lot scattering under the results of risk assessment according to the Analytic Hierarchy Process (AHP). Data is collected directly from Phuong Anh Seafood Processing and Import-Export Joint Stock Company. The results show that the proposed model is feasible and fully adaptable when the market parameters change.

**Keywords** – Batch dispersion, Food traceability, Perishable food, Product recall, Risk evaluation.

# SESSION 2D – FCBEM15

📅 15:10 – 15:30

## Collecting and Analyzing Regional and Domestic Market for Target Products

**Tai Huu Pham**

FPT School of Business & Technology

### Abstract

Collecting and analyzing the regional and domestic markets for target products is very important for marketers. The paper will present the ways to use the existing information to establish export and import market size by value for any specific product. The chapter also guides the new ways of improving short-term domestic market forecasting. Collecting and analyzing secondary data from Trade Map or a project is simple but establishing the Extended I-O table and building scenarios is rather complex. The guide enables marketers to access promising domestic and regional markets. In the guide, you can expect to find the practical know-how and essential information you need to analyze the market.

**Keywords** – HS codes, the Extended Input-Output Table, the Extended Input-Output model.



# *Thank You to our Conference Attendees*

## ***Dear Attendee,***

On behalf of the FCBEM 2021 organizers, we would like to thank you for attending the 2<sup>nd</sup> FCBEM on January 08<sup>th</sup>, 2022, at FPT University, Vietnam.

We hope that you found the conference informative and worthwhile. The primary goal of this conference was to bring together professionals as well as friends and partners of FPT Education from around the world in an open dialogue.

We believe that our diverse and dynamic group of speakers and panelists have provided in-depth insight as well as actionable and practical tools of management models, methods and mechanisms that have worked in various research fields.

Your presence helped to make this event a great success, and your enthusiasm and positive spirit helped make our time together both productive and fun. We wish you all the best and hope you continue to be engaged with FCBEM and FPT Education.

# Note

A series of horizontal dotted lines for writing notes.





