



**INTERNATIONAL FEDERATION
OF EAST ASIAN MANAGEMENT ASSOCIATIONS (IFEAMA)**
The 17th Conference of International Federation of East Asian Management Associations
Hanoi, 28-30 March, 2023

TENTATIVE AGENDA

First day: 28th March 2023

15:00~	IFEAMA Boarding meeting – G Conference Hall, A1 building
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Second Day: 29th March 2023

08:00~	Registration at Cultural Hall, National Economics University				
08:30~09:00	Opening (Plenary): A Hall – Cultural Hall Chair and Welcome speech: Pham Hong Chuong – Professor, President of National Economics University, Head of IFEAMA 2023 Steering Committee Opening speech: Shioji Hiromi – President of IFEAMA, Professor Emeritus, Kyoto University Commemorative speech: Takao Nuki, General Secretary of IFEAMA, Professor Emeritus, Musashi University				
09:00~09:30	Keynote Speech: A Hall – Cultural Hall Chair: Pham Hong Chuong – Professor, President of National Economics University, Head of IFEAMA 2023 Steering Committee Speaker: Takabumi Hayashi – IFEAMA Japan Representative, Professor Emeritus, Rikkyo University				
09:30~12:00	Morning Parallel Session				
Session 1 HallA2	Session 2 Room1	Session 3 Room2	Session 4 Room3	Session 5 Room4	Session 6 Room5
Presentation 1	Presentation 1	Presentation 1	Presentation 1	Presentation 1	Presentation 1
Presentation 2	Presentation 2	Presentation 2	Presentation 2	Presentation 2	Presentation 2
Presentation 3	Presentation 3	Presentation 3	Presentation 3	Presentation 3	Presentation 3
Presentation 4	Presentation 4	Presentation 4	Presentation 4	Presentation 4	Presentation 4
Presentation 5	Presentation 5	Presentation 5	Presentation 5	Presentation 5	Presentation 5
Presentation 6	Presentation 6	Presentation 6	Presentation 6	Presentation 6	Presentation 6
Presentation 7	Presentation 7	Presentation 7	Presentation 7	Presentation 7	Presentation 7
12:00~13:00	Lunch Hall				
13:00~16:00	Afternoon Parallel Session				
Session 7 Hall A2	Session 8 Room1	Session 9 Room2	Session 10 Room3	Session 11 Room4	Session 12 Room5
Presentation 1	Presentation 1	Presentation 1	Presentation 1	Presentation 1	Presentation 1
Presentation 2	Presentation 2	Presentation 2	Presentation 2	Presentation 2	Presentation 2
Presentation 3	Presentation 3	Presentation 3	Presentation 3	Presentation 3	Presentation 3
Presentation 4	Presentation 4	Presentation 4	Presentation 4	Presentation 4	Presentation 4
Presentation 5	Presentation 5	Presentation 5	Presentation 5	Presentation 5	Presentation 5
Presentation 6	Presentation 6	Presentation 6	Presentation 6	Presentation 6	Presentation 6
Presentation 7	Presentation 7	Presentation 7	Presentation 7	Presentation 7	Presentation 7
16:00~17:00	Closing ceremony and Best presentation award at Cultural Hall				
18:00~19:30	Gala dinner				

Third day: 30th March 2023

09:00~	Lang – Hoa Lac Industrial Park site visit
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**The 17th Conference of International Federation
of East Asian Management Associations in Hanoi (IFEAMA – 2023)**

Knowledge transformation and Innovation in Global Society: From the perspectives in a transforming Asia

Hosted by National Economics University of Vietnam

29 March, 2023

Venue: National Economics University - Conference Hall A,
207 Giaiphong road, Haibatrung Dist., Hanoi, Vietnam

8:00 - 9:00 Registration

9:00 - 9:30 **Opening ceremony**

Welcome speeches

- Professor Pham Hong Chuong, Rector of National Economics University

- Professor Hiromi Shioji, Kyoto University, President of IFEAMA, President of Japan Scholarly Association for Asian Management

- Professor Takao Nuki, General Secretary of IFEAMA

9:30 - 10:00 ***Keynote speech***

- Professor Takabumi Hayashi

"Transformation of Knowledge Creation and Asian Position: focusing on the case of Google and IBM"

10:00 - 10:15 Memorial Photo session

10:15 - 10:30 Teabreak and moving to parallel sessions

10:30 - 11:45 Morning parallel sessions

Session 1.1: Industrial session				
Room: D101				
Chairs: Assoc. Prof. Do Thi Dong				
No.	Code	Authors	Paper's Title	Time
1	Ind1	Mr. Masayuki KIKUKAWA (President of ISSHO ASIA Co., LTD)	Business chances of Japanese products in Vietnamese market - examples and possibilities	10:30 - 11:30
2	Ind2	Prof. Ryoji KONO	What are the requirements to be a good manager in Japanese small and medium-sized enterprises?	
3	Ind3	Phuong - President of Hanpo Vina	Building smart company: Opportunities and challenges for SMEs in Vietnam: Case study from Hanpo Vina Company	
4	57	Nguyen Hoa Cuong & Dinh Khanh Le	Vietnam digital transformation and the way forward	



Session 1.2: Finance 1				
Room: D102				
Chairs: Assoc. Prof. Do Hoai Linh				
No.	Code	Authors	Paper's Title	Time
1	17	Nguyen Thi Dieu Chi	The Foreign Exchange Rate with Profitability: Evidence from Vietnamese Commercial Banks	10:30 - 11:30
2	22	Thuy Duong Nguyen, Ngoc Tram Nguyen, Duc Huy Nguyen, Anh Thu Huynh, Thu Ha Nguyen	Does financial inclusion affect profitability of commercial banks	
3	65	Nguyen Hoang Thuy Bich Tram, Giang Hanh Chi	Impact of online information on firm performance in the digitalization of Vietnam	
4	12	Le Quy Duong, Le Huong	Default risk, Size, and Equity returns: Vietnamese evidence	

Session 1.3: Finance and Accounting				
Room: D103				
Chairs: Assoc. Prof. Vu Dinh Hien				
No.	Code	Authors	Paper's Title	Time
1	14	Le Thanh TAM, Bui Thu HA; Nguyen Quang ANH; Dang Thu HUONG; Duong Thuy TRANG	The Role of Enterprise Risk Management in Enhancing Firm Value Before and During the geopolitical instability in Vietnam	10:30 - 11:30
2	56	Ta Thu Trang	Factors Affecting Information Technology Audit Quality Conducted by Internal Auditors: The Case of Vietnam	
3	80	Nguyễn Thị Ánh, Đoàn Thanh Nga, Vũ Huyền Linh, Đàm Hoàng Anh	Applying Environmental Management Accounting - A Literature Review	
4	74	Le Quynh Lien, Vuong Thi Khanh Linh, Hoang Thi Minh Hue, Do Huu Hoang, Bui Van Huan, Ma Le Sa	Improving students' satisfaction for accountant and auditing training program at universities of economy in Hanoi	



Session 1.4: Digital Business and Innovation 1				
Room: D104				
Chairs: Assoc. Prof. Do Anh Duc				
No.	Code	Authors	Paper's Title	Time
1	111	Duong Van Bay, Bui Khanh Ha, Nguyen Vu Khanh Linh, Nguyen Huong Ly, Le Ngoc Han	Determinants affecting acceptance of digital transformation in logistics sector: The roles of absorptive capacity	10:30 - 11:30
2	1	KONDO Masayuki	Asia Shift of Global Innovation and Owners of Innovation Results	
3	98	Nguyen Thi Kim Cuc, Phan Thi Mo, Nguyen Thi Hong Thanh, Hoang Ngan Giang, Do Thi Dong	Impact of innovation capability on business performance: The case of SMEs in Vietnam	
4	55	Tran Tho Dat, Tran Thi Lan Huong, Tran Thi Lan Phuong	Integrating digital economy and green economy: some implications for Vietnam	

Session 1.5: Business Studies 1				
Room: D105				
Chairs: Dr. Hoang Vu Hiep				
No.	Code	Authors	Paper's Title	Time
1	45	Nguyen Thi Phuong Linh, Phan Thi Phuong Thao, Thai Thi Ngoc Phuong, Truong Thi Thanh Mai, Nguyen Nhu Quynh, Nguyen Thanh Trang	The influence of personal beliefs, the university environment, and the socio-cultural environment of business on women's entrepreneurial intentions	10:30 - 11:30
2	79	Cao Duong Tuấn, Vũ Thanh Thương, Trần Minh Dương, Nguyễn Thị Oanh, Trần Bảo Ngọc	The moderating effect of need for power on the relationship between university social responsibility and students' satisfaction: A study on students in Vietnam	
3	51	Le Thi My Linh & Nguyen Phuong Thao	Effects of celebrity endorsement in social media context on purchase intention towards skincare goods of Vietnamese youth: Negative publicity as a moderator	
4	39	Nguyen Ngoc Hien et al	The moderating effect of needs on the relationship between Employer branding and intention to join: A study on students in Vietnam	

**Session 1.6: Economics 1****Room: D106****Chairs: Prof. Le Quoc Hoi**

No.	Code	Authors	Paper's Title	Time
1	105	Davaasuren Batsukh, Tsolmon Mashlai, Ugtakhjargal Baldangombo, Sharbandi Renchin	study on ethics and etiquettes of business relationship in Mongolia	10:30 - 11:30
2	34	Nguyễn Nguyệt Minh, Lê Văn Thụ	Does innovation enhance export propensity of Vietnamese firms	
3	33	Nguyen Dang Nui, Dinh Viet Hoang, Tran Ba Thai Son, Vu Tran Van Chi, Ho Ngoc Minh Anh	Revisiting the link between FDI and economic growth in Vietnam	
4	77	Đông Thị Hà, Vũ Thị Thanh Huyền, Nguyễn Hà My	The impact of export on economic growth and solutions for Vietnam	

11:45 - 13:30 Luncheon**13:30 - 14:45 Afternoon parallel sessions 1****Session 2.1: Digital Business and Innovation 2****Room: D101****Chairs: Dr. Vu Hoang Nam**

No.	Code	Authors	Paper's Title	Time
1	6	Susumu ITO	Innovation in Infrastructure Development in Asia: PPP Business Opportunity and Challenges in Postcrisis Recovery	13:30 - 14:45
2	78	Le Chau Anh, Nguyen Bao An Nhien, Nguyen Hoang Phuong Ngan, Pham Thi Anh Thu, Phan Quynh Tram, Le Thi Kim Hien	A systematic literature review of NFT applications in finance, marketing, and supply chains	
3	71	Tran Thi Tuan Anh	Cryptocurrencies and asean stock markets: diversifiers, hedges or safe havens	
4	63	Do Thi Hai Ha, Tran Lan Huong, Tran Thi Van Hoa	The effect of innovation cooperation on innovation performance of start-ups in Vietnam	
5	81	Truong Duc Thao, Pham Tran Thang Long, Bui Cam Phuong	Impact of Knowledge Capital on the Performance of Vietnamese Enterprises	



Session 2.2: Finance 2				
Room: D102				
Chairs: Dr. Pham Sy Long				
No.	Code	Authors	Paper's Title	Time
1	69	Doan Thanh Nga, Hoang Mai Huong, Doan Ha Anh, Duong Thi Thu Hieu, Chu Thi Thu Ha, Nguyen Phuong Anh	Factors affecting the modified audit opinion in financial statement auditing at Vietnamese commercial banks	13:30 - 14:30
2	102	Nguyen Minh Phuong	Multi-dimension profit analysis: The case of Vietnamese commercial banks	
3	85	Yen Nhi Do, Thi Huong Giang Nguyen, Duy Hoang Nguyen, Ngoc Van Hoang, Thi Thu Ngan Nguyen, Manh Dung Tran	The relationship between market liquidity and stock returns, firm value, capital structure of listed firms in Vietnam	
4	44	Nguyễn Tuấn Anh, Phan Thị Thanh Hương, Trần Thị Thùy Dung, Nguyễn Tiến Dũng	Assessment of Performance of Micro Finance Institutes – Empirical Study in South and Southeast Asia	

Session 2.3: HRM, Leadership, and sustainability				
Room: D103				
Chairs: Dr. Nguyen Quynh Hoa				
No.	Code	Authors	Paper's Title	Time
1	2	Dev Raj Adhikari	Sustainable human resource management: The Nepalese perspective	13:30 - 14:30
2	87	Nguyen Thi Anh Tho, Pham Thi Khanh Ly, Tran Minh Quang, Tran Thien Huong, Vuong Quoc Anh, Nguyen Tuan Long	The impact of transformational leadership on employee engagement: The moderating role of hope and self-efficacy	
3	109	Yuntao Feng, Haiwei Zhou, Yang Zhang	Construction of International Rules for Corporate Sustainable Water Management: History, Status quo and Trends	
4	27	Tran Thi Kim Nhung, Pham Huy Hoang, Nguyen Phuong Ha, Duong Le Ha Vi, Nguyen Thuy Trang	Pros and cons of remote work post COVID-19 and suggestion for future working model	



Session 2.4: Business Studies 2				
Room: D104				
Chairs: Assoc. Prof. Do Thi Dong				
No.	Code	Authors	Paper's Title	Time
1	9	Ainash IDRISOVA & Shizuko KATO	Government support of foreign entrepreneurs entering Japan's startup ecosystem	13:30 - 14:30
2	13	Cam Van Bui, Thi Phuong Anh Nguyen, Thuy Dung Nguyen, Hoang Uyen Nguyen, Thi Tam Phuong Nguyen	The impact of work stress on organizational citizenship behaviors under digital transformation: evidence from Vietnamese banking industry	
3	43	Nguyen Anh Khoa, Nguyễn Phương Anh, Nguyễn Anh Duy, Hoàng Thủy Hoài, Phùng Đức Hiếu	Factors affecting turnover intention and the impact of turnover intention on the job performance of employees in Vietnam	
4	82	Thanh Kim Hue	Proposing a model to study the impact of leadership style on the innovative behavior of Vietnamese bank employees	

Session 2.5: Economics 2				
Room: D105				
Chairs: Assoc. Prof. Nguyen Thanh Ha				
No.	Code	Authors	Paper's Title	Time
1	32	Dinh Viet Hoang, Le Thi Thu, Nguyen Thi Yen Nhi, Tran Nguyen Kim Ngan, Le Tran To Quyen	Research on the export of Vietnamese agricultural products in the context of the effective EVFTA agreement	13:30 - 14:45
2	106	Suvdaa Damiran, Oyunbileg Pagjii, Bayarmaa Dashnyam	Tax reform its impact on economy: evidence from Mongolia	
3	48	Ngo Tuan Anh	Promote economic cooperation with East Asia in Vietnam's economic integration process	
4	62	Do Thi Hai Ha, Mac Thi Hai Yen	Impact of electronic tax system on tax compliance of Vietnamese enterprises: An analysis of small and medium enterprises	
5	23	Bui xuan bach, nguyen duc anh, Nguyen Nhat Quang, Le Thang Long, Nguyen Thuy Linh	The impact of financial inclusion on poverty in Vietnam	



15:00 - 16:15 Afternoon parallel sessions 2

Session 3.1: Digital Business and Innovation 3				
Room: D101				
Chairs: Assoc. Prof. Dinh Duc Truong				
No.	Code	Authors	Paper's Title	Time
1	100	Nguyen Thanh Huyen, Bui Ha Tam Anh, Tran Tien Dat, Tran Thi Thuy Ha, Nguyen Tra My, Do Thi Dong,	Vietnam's innovation capability: An analysis of global innovation index	15:00 - 16:15
2	5	Tetsuro Saisho	A Study on Digital Currency in the Kingdom of Cambodia: Reality and Social Significance of Bakong of the National Bank of Cambodia	
3	31	Tran Thi Lan Huong, Tran Thi Lan Phuong, Tran Thi Ngoc Phuong	The ongoing digital transformation and some suggestions for the growth of digital economy in Nghe An Province	
4	18	Luu Bich Ngoc & Nguyen Thanh Ha	University and industry collaboration in knowledge sharing, research–technology transfer and innovation	
5	94	Do Anh Duc, Pham Thi Bich Chi, Le Thuy Duong	Research on open innovation models in enterprises in Hanoi	

Session 3.2: Accounting and Auditing				
Room: D102				
Chairs: Assoc. Prof. Tran Manh Dung				
No.	Code	Authors	Paper's Title	Time
1	70	Le Quynh Lien, Lang Quoc Cuong, Cong Quy Long, Nong Duc Huy, Ly Thi Minh Nguyet, Nguyen Hong Nhung	Factors affecting perception of professional ethics of accounting - audit students at universities of economy in Hanoi city	15:00 - 16:00
2	96	Tran Thi Tuyet Nhung, Doan Thanh Nga, Nguyen Ha Phuong, Tran Huong Giang, Pham Thanh Tam, Nguyen Thuy Nguyen	Factors affecting auditor independence in Vietnam: External stakeholders' perceptions	
3	38	Nguyen Thi Mai Anh; Nguyen Thuy Nguyen; Dao Thi Thanh Tam; Dang Thuy Quynh; Nguyen Thi Hong Minh; Le Yen Nhi	Awareness of accountants and auditors on the application of Blockchain Technology in Vietnam	
4	67	Do Duc Tai, Truong Duc Dinh, Nguyen Xuan Thang, Pham Van Hieu, Nguyen Thi Xuan Hong	Services quality: Empathy of Domestic Independent Auditing Firms	

**Session 3.3: Business Studies 3****Room: D103****Chairs: Assoc. Prof. Ha Son Tung**

No.	Code	Authors	Paper's Title	Time
1	64	Dhruba Kumar Gautam, Prativa Sharma, Prakash Kumar Gautam	Entrepreneurs' Stress during COVID-19 Pandemic: Resilience Strategies of Small Enterprises	15:00 - 16:15
2	21	Le Phuong Thao & Nguyen Ngoc Thang	A review and critique of research on organizational intelligence and organizational effectiveness	
3	99	Ta Ngoc Mai, La Phuong Thao, Nguyen Nhu Hai, Luu Thi Ngoc Huyen, Tran Trong Phu Bao, Do Thi Dong	Influence of Organizational Learning to Organizational Performance: A proposed model	
4	29	Nguyen Thi Nhu Quynh FTU	Application of TPB model in building relationship between marketing communication and students' decision to choose higher education institution in Vietnam	
5	53	Do Minh Diep, Do Ngoc Diep, Vu Van Thanh	Factors affecting student satisfaction on English majoring program at Faculty of Foreign Languages of National Economics University, Vietnam	

Session 3.4: Economics 3**Room: D104****Chairs: Dr. Nguyen Quynh Hoa**

No.	Code	Authors	Paper's Title	Time
1	50	Dinh Thien Duc, Tran Thi Duong Ngan	Sustainable: Efficiency in environmental, social and enterprise government in SME in Vietnam	15:00 - 16:15
2	52	Nguyen Xuan Hung, Nguyen Hoang Duong, Tran Ngoc Duong, Mai Thi Xuan Lan, Nguyen Duc Manh, Bui Thi Tuoi	The determinants of export performance in the digital transformation era: a literature review and a systematic study	
3	8	YU Siyuan & YU Jin	A Theoretical Model of Supply Chain Resilience Improvement: From an Improvisational Learning Perspective	
4	24	Nguyen Anh Tu	Adoption of strategic planning as a reformed state management tool in governing housing sector and real estate market in the transitory economy of Vietnam	
5	58	Tran Thi Nguyet	Market structure and origins of anti-competitive agreements	

**Session 3.5: Knowledge transformation****Room: D105****Chairs: Assoc. Prof. Do Thi Hai Ha**

No.	Code	Authors	Paper's Title	Time
1	4	Nobuyuki Tokoro	Smart city construction and knowledge co-creation among companies in different industries	15:00 - 16:00
2	83	Pham Thu Trang	The impact of knowledge creation process on employee creativity: Evidence from Vietnamese commercial banks	
3	16	Luu Tien Dat	The impacts of digital technologies on knowledge management: A study at higher education institutions in Hanoi, Vietnam	
4	95	Le Thi Lan Huong, Ha Dieu Linh	Research on Knowledge Management Model at Universities Using Systematic Literature Review Method	

Session 3.6: Economics 4**Room: D106****Chairs: Assoc. Prof. Vu Cuong**

No.	Code	Authors	Paper's Title	Time
1	66	Duong Thi Quynh Lien	Circular economy development - An essential requirement of sustainable development in the new context	15:00 - 16:15
2	49	Thi Thanh Nam Luong, Thi Kim Oanh Thai, Manh Dung Tran	A study on provincial government's policies for encouraging investment for trade development in the Vietnamese context	
3	59	Dinh Khanh Le	Vietnam moving from a linear economy to a circular economy	
4	20	Nguyen Quoc Viet, Do Thi Hong Tham, Bui Ha Linh, Le Thi Kieu Oanh	The Formality status and Operation efficiency of Household Business in Vietnam in post Covid-19 Pandemic	
5	88	Le Duc Hoang, Bui Thuy An, Nguyen Huong Giang, Le Quynh Trang, Nguyen Thi Ha Trang, Pham Thi Kieu An	The Importance of Corporate Bond Ratings in Vietnam	

16:30 - 17:00

Venue

Conference Conclusion

Conference room G building A1

17TH IFEAMA INTERNATIONAL CONFERENCE

CLOSING SESSION

(Program)

Time and Date

~~16:45~~ - 17:45, 29 March 2023

16:30

Venue

Conference room G, Building A1, NEU
(207 Giaiphong road, Haibatrung Dist, Hanoi, Vietnam)

Agenda

- 16:45 Opening (Dieu Linh)
- 16:45 - 17:00 Review activities of the conference (Dr. Vu Hoang Hiep)
- 17:00 - 17:05 Participants' speech
- 17:05 - 17:20 Introduce next 18th IFEAMA conference in China (Prof. ZHOU Haiwei)
- 17:20 - 17:30 Thank gift to all International Participants (Dieu Linh)
- 17:30 - 17:40 Closing speech (Prof. Tran Thi Van Hoa)
- 17:40 - 17:45 Photo Session & Closing (Dieu Linh)

IFEAMA STUDY TOUR

(Program)

Time and Date

8:00 - 13:30, 30 March 2023

Venue

HOA LAC High-Tech Industrial zone

Chairperson

Prof. Tran Thi Van Hoa, Do Thi Dong

Dr. Hoang Vu Hiep, Le Thi Thu Huong, Doan Minh Hanh, Yen

And other confirmed **participants**

Agenda

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| 8:00 | Confirmation of Attendees and getting in bus at Building A1, NEU
(207 Giaiphong road, Haibatrung Dist., Hanoi, Vietnam) |
| 8:00 - 9:00 | Go to Hoalac High-tech industrial zone in Bus |
| 9:00 - 11:00 | Visit and Discuss with BODs of Hoalac High-tech industrial zone |
| 11:00 - 12:00 | Back to Hanoi in Bus |
| 12:00 - 13:30 | Lunchon |