



The 8th International Conference on Emerging Challenges: Contemporary Issues on Innovation and Management

November 2-3, 2020 – Ha Long, Vietnam

AGENDA

Date and Time	Activities and Location
November 2, 2020 (Monday)	
12:30 - 13:00	Registration (Van Don Conference Room)
13:00 – 13:30	Conference Opening <i>Assoc.Prof.Huynh Quyet Thang, President, Hanoi University of Science and Technology</i> <i>Assoc.Prof.Nguyen Anh Thu, Vice Rector, University of Economics and Business, Vietnam National University</i> <i>Prof. Nigel Culkin, Senior Academic Manager, University of Hertfordshire</i> <i>Ms. Donna McGowan, Country Director, British Council in Vietnam</i>
13:30 - 14:15	Keynote Speaker 1 (<i>Prof. Michael D.Myers, University of Auckland, New Zealand</i>)
14:15 – 14:30	Afternoon Tea Break
14:30 - 16:30	Panel A1, B1, C1 (Van Don, Bach Dang and Co To Conference Rooms) <i>Chairs: Prof.Nigel Culkin, Dr.Nguyen Danh Nguyen, Dr.Nguyen Nhu Ngoc, Dr. Duong Manh Cuong, Prof.Nguyen Duc Khuong, Dr.Dang Huu Man</i>
16:30 - 17:15	Keynote Speaker 2 (<i>Prof.Sabri Boubaker, EM Normandie Business School, France</i>) (Van Don Conference Room)
17:15 - 19:15	Panel A2, B2, C2 (Van Don, Bach Dang and Co To Conference Rooms) <i>Chairs: Prof. Sabri Boubaker, Dr.Dang Tung Lam, Assoc.Prof.Nguyen Anh Thu, Dr.Nguyen Thi Thu Thuy, Assoc.Prof.Hong Bui, Dr.Ha Son Tung</i>

Date and Time	Activities and Location
19:15 – 20:00	Dinner
November 3, 2020 (Tuesday)	
13:00 – 15:00	Panel A3, B3, C3 (Van Don, Bach Dang and Co To Conference Rooms) <i>Chairs: Prof. Michael D.Myers, Dr.Nguyen Thi Xuan Hoa, Prof.Nguyen Hoang Nhut, Wil Martens, Dr.Au Wee Chan, Dr.Nguyen Tien Dung</i>
15:00 - 15:15	Afternoon teabreak
15:15 – 17:00	Panel A4, B4, C4 (Van Don, Bach Dang and Co To Conference Rooms) <i>Chairs: Assoc.Prof.Pham Thi Thanh Hong, Assoc.Prof.Nguyen Anh Thu, Dr.Vu Thanh Huong, Dr.Khaled Tamzini, Assoc.Prof.Nguyen Thanh Hieu,Dr.Pham Thi Kim Ngoc</i>
17:00 – 17:30	Keynote speaker 3 (<i>Prof.Richard Hazenberg, University of Northampton</i>) (Van Don Conference Room)
17:30 - 18:45	Roundtable Discussion (Van Don Conference Room) <i>Moderator:</i> <ul style="list-style-type: none"> - <i>Prof.Nigel Culkin, University of Hertfordshire</i> <i>Panellists:</i> <ul style="list-style-type: none"> - <i>Richard Kozul-Wright (Director of the Division on Globalization and Development Strategies, UNCTAD)</i> - <i>Richard D.Simmons (University of Hertfordshire)</i> - <i>Richard Hazenberg (University of Northampton)</i> - <i>Virginia Davies (Lawyer & Social Entrepreneur)</i> - <i>Truong Thi Nam Thang (Director, CSIE)</i> - <i>Phan Thanh Van (CEO, ToHe Jsc.co.)</i>
18:45 – 19:00	Closing Ceremony
19:00 – 20:00	Dinner

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Presentation Schedule

DAY 1

Monday, November 2nd, 2020

12:30 - 13:00 Registration

13:00 – 13:30 Conference Opening

13:30 - 14:15 Keynote Speaker 1 (Prof. Michael D. Myers)

14:15 – 14:30 Tea Break

14:30 – 16:30 Panel A1, B1, C1

16:00 - 17:45 Keynote Speaker 2 (Prof. Sabri Boubaker)

17:45 - 19:15 Panel A2, B2, C2

19:15 - 20:00 Dinner

Conference links for the 1st day:

Van Don Conference Room: <https://conference.quickom.com/join/22661603888668129>

Bach Dang Conference Room: <https://conference.quickom.com/join/89851603891225948>

Co To Conference Room: <https://conference.quickom.com/join/53071603892960435>

12:30 – 14:15 Registration & Opening Keynote Speaker 1 (Van Don Conference Room)			
	A1. Co-chairs: Prof. Nigel Culkin, Dr. Nguyen Danh Nguyen	B1. Co-chairs: Dr. Nguyen Nhu Ngoc, Dr. Duong Manh Cuong	C1. Co-chairs: Prof. Nguyen Duc Khuong, Dr. Dang Huu Man
	Van Don Conference Room	Bach Dang Conference Room	Co To Conference Room
	Internal Technovation triangle by intangible assets and Strategic planning - <i>Nguyen Thi Minh Chi, Nadine Tournois, Le Xuan Quynh (Côte d'Azur Univ, France) – Online</i>	Africa: the Eldorado of the Tunisian SMEs - <i>Khaled Tamzini (Sousse Univ, Tunisie) – Online</i>	Linking corporate governance quality and firm performance- <i>Luu Thi Minh Ngoc et al., (VNU) – Offline</i>
14:30 - 16:30	Influences of leadership styles on organisational and management performance - <i>Le Tien Dat (TMU), Christipher Selvarajah (Swinburn Univ) – Online</i>	Improving Logistics performance - <i>Nguyen Thi Xuan Hoa (HUST), Vu Hai Anh, Nguyen Duc Viet Ha – Offline</i>	Exploring entrepreneurial orientation - performance relationship in the banking sector - <i>Mohammed Aliyu Dantsoho (University Zaria, Nigeria) et al. – Online</i>
	The notion of meaningful work in social	The effects of psychological	Determinants of capital structure - <i>Nguyen Van Dinh, Nguyen Thi Kim Oanh, Bui</i>

	entrepreneurship - <i>Wee Chan Au (Monash Univ), Adreana Drencheva (Sheffield Univ)- Online</i>	empowerment - <i>Nguyen Thi Phuong Linh, Doan Xuan Hau (NEU) – Offline</i>	<i>Thi Minh Huyen (VNU) – Offline</i>
	Study on the barriers to social enterprise growth - <i>Doan Thu Trang, Nguyen Thi Ha, Nguyen Thuy Trang (VNU) – Offline</i>	FDI Inflow to Vietnam before and in the covid 19 – pandemic - <i>Vu Thanh Huong, Nguyen Thi Hai Ly (VNU) – Offline</i>	Effect of female directors on gender diversity and CSR performance - <i>Nguyen Thi Phuong Thanh (Waseda Univ), Thai Minh Hanh (HUST) – Online</i>
	Impact of entrepreneurship education – <i>Nguyen Thu Thuy (NEU) – Offline</i>	Impact of packaging elements on consumer purchase intention – <i>Pham Thi Lien, Ho Phuong Hong (VNU) – Offline</i>	The influence of earnings activities on bank efficiency - <i>Wil Martens (RMIT), Phuong Pham (FPT Univ) et al. - Offline</i>
16:30 – 17:15			
Keynote Speaker 2			
(Van Don Conference Room)			
17:15 - 19:15	A2. Co-chairs: Prof. Sabri Boubaker, Dr.Dang Tung Lam	B2. Co-chairs: Assoc.Prof.Nguyen Anh Thu, Dr.Nguyen Thi Thu Thuy	C2. Co-chairs: Assoc.Prof.Hong Bui, Dr.Ha Son Tung
	Van Don Conference Room	Bach Dang Conference Room	Co To Conference Room
	Impact of financial statement comparability on earnings management - <i>Wil Martens, Prem Yapa, Maryam Safari (RMIT) – Offline</i>	A case study on impacts of HRM – <i>Ngo Thi Ngoc Anh (Inst.Politiques), Lê Thu Huong (VNU) – Offline</i>	Factors affecting business participation in green SCM - <i>Duong Van Bay, Nguyen Thanh Hieu, Nguyen Huu Sang (NEU) – Offline</i>
	Impact of corporate governance - <i>Truc Tran, Rezaul Kabir, Xiaohong Huang (Twente Univ, Netherlands) – Online</i>	Factors constraining business preoductivity in the digital era: cases of Hertfordshire and lessons for Hung Yen - <i>Christopher Brown (Univ of Hertfordshire), Nguyen Thuc Huong Giang, Tran Thi Huong (HUST) – Online</i>	Reshaping Vietnam’s supply chain under the impact of a changing world and the Covid19 pandemic - <i>Nguyen Danh Nguyen, Duong Manh Cuong, Tran Thi Bich Ngoc, Dao Thanh Binh (HUST) – Offline</i>
	Performance based budgeting reap the best result through implementation of Public sector scorecard - <i>Pham Quang Huy, Vu Kien Phuc (UEH) – Offline</i>	Organizational commitment: historical trends and future directions - <i>Nguyen Thi Lien Huong et al. (NEU) – Online</i>	Firm innovation response to pandemic crisis - <i>Bui My Trinh et al. (VNU) – Offline</i>

	<p>Understanding the impact of digital platform on internationalization - <i>Le Huong Linh, Bui My Trinh (VNU) – Offline</i></p>	<p>Determinants of Vietnamese youth intention to use online dating apps - <i>Pham Thi Lien, Mai Anh, Dang Nguyen Phuong (VNU) – Offline</i></p>	<p>Theoretical issues in policies to form business incubators and Univ spin-offs in Vietnam - <i>To Hong Duc, Pham Tuan Anh (HN Metropolitan Univ) – Offline</i></p>
	<p>Effect of IFRS adoption on the relevance of financial reporting: evidence from Vietnam - <i>Nguyen Thuc Huong Giang, Thai Minh Hanh, Pham Ngoc Uyen Nhi et al., (HUST) – Online</i></p>	<p>Knowledge, attitude and behavior towards sustainable consumption among students - <i>Nguyen Tien Dung, Pham Thanh Khuyen (HUST) – Online</i></p>	<p>Automated storage and retrieval system: solution for storage and warehouse management in Vietnam- <i>Huynh Minh Anh, Dang Thi Kim Thoa (NEU) – Online</i></p>

DAY 2

Tuesday, November 3rd 2020

13:00 - 15:00	Panel A3, B3, C3
15:00 - 15:15	Afternoon teabreak
15:15 – 17:00	Panel A4, B4, C4
17:00 – 17:30	Keynote speaker 3 (Prof.Richard Hazenberg)
17:30 - 18:45	Roundtable Discussion (Moderator: Prof.Nigel Culkin)
18:45 – 19:00	Closing Ceremony
19:00 – 20:00	Dinner

Conference links for the 2nd day:

Van Don Conference Room: <https://conference.quickom.com/join/87181603892526097>

Bach Dang Conference Room: <https://conference.quickom.com/join/77871603891405958>

Co To Conference Room: <https://conference.quickom.com/join/74571603893057472>

13:00 – 15:00	A3. Co-chairs: Prof. Michael D.Myers, Dr.Nguyen Thi Xuan Hoa	B3. Co-chairs: Prof.Nguyen Hoang Nhut, Wil Martens	C3. Co-chairs: Dr.Au Wee Chan, Dr.Nguyen Tien Dung
	Van Don Conference Room	Bach Dang Conference Room	Co To Conference Room
	How intermediary service support development of absorptive capacity in SMEs - <i>Alireza Ansari Vaghef, Utz Donberger (Leipzig Univ) – Online</i>	The mediating role of management accounting systems between cross-functional cooperation and firm performance - <i>Nguyen Phong Nguyen, Tu Thanh Hoai (UEH) – Online</i>	Entrepreneurship and hapiness - <i>Pham Lam Hanh Trang (NEU) – Offline</i>
	Operation optimization for SMEs - <i>Dang Vu Tung (HUST) – Offline</i>	The current development of management accounting practices at Vietcombank - <i>Nguyen Thi Phuong Dung, Dao Thanh Binh (HUST) – Offline</i>	Affects of attitude toward entrepreneurship intention in HUST - <i>Doan Thi Thu Trang (HUST) – Offline</i>
Entrepreneurship intention of young people: a case study in Hai Duong - <i>Nguyen Thanh Do, Bui Duc Thinh (NEU) – Offline</i>	Food security for poverty reduction via impacts of macro factors on rice price - <i>Dinh Tran Ngoc Huy, Bui Dan Thanh (HCM Banking Univ), Bui Thi Thu Hang (Tay Nguyen Univ) –</i>	The mediating role of performance measurement system: relationship between top management support and performance - <i>Tran Thi Yen (Quy Nhon Univ), Nguyen Phong Nguyen (UEH) et al., - Online</i>	

		<i>Offline</i>	
	Exploring consumption behavior of Vietnamese students towards environmentally friendly products - <i>Nguyen Thi Thu Thuy, Dang Thi Thu Trang (HUST) – Offline</i>	A literature review on the effects of CSR on audit efforts and audit quality in Vietnam - <i>Thai Minh Hanh et al. (HUST) – Offline</i>	Factors influence workplace training - <i>Nguyen Ngoc Quy (VNU) – Online</i>
	Service failures in higher education - <i>Nguyen Minh Hoa, Do Thi Dong (NEU) – Offline</i>	University capital venture fund establishment: case of HUST - <i>Nguyen Thuc Hong Giang (HUST), Nigel Culkin (Univ of Hertfordshire) et al. – Offline</i>	Luxury consumption in Vietnam - <i>Nguyen Bao Ngoc (Post Tech Univ), Nguyen Thi Tuyet Mai (NEU) – Offline</i>
15:15 - 17:00	A4. Co-chairs: Assoc.Prof.Pham Thi Thanh Hong, Assoc.Prof.Nguyen Anh Thu	B4. Co-chairs: Dr.Vu Thanh Huong, Dr.Khaled Tamzini	C4. Co-chairs: Assoc.Prof.Nguyen Thanh Hieu, Dr.Pham Thi Kim Ngoc
	Van Don Conference Room	Bach Dang Conference Room	Co To Conference Room
	Customer trust in e-commerce - <i>Luu Thi Minh Ngoc, Hoang Trong Truong, Nguyen Phuong Mai (VNU) – Offline</i>	Viettel enterprise culture with challenges to the multi-culture environment- <i>Quach Thi Ngoc Ha (VNU) – Offline</i>	Boundary conditions to the trust commitment relationship - <i>Ta Minh Quang (NEU) – Offline</i>
	Students satisfaction on joint education program - <i>Do Minh Diep, Do Ngoc Diep (NEU) – Online</i>	International tourist attitude - <i>Nguyen Quynh Hoa (HUST), Vafadari Kazem (Ritsumeikan Asia Pacific Univ) – Offline</i>	Applying GM model in forecasting export and import turnover of Vietnam - <i>Nguyen Thi Kim Lien (Thanh Dong Univ) – Offline</i>
	Student perception on 10 softskills - <i>Do Thi Dong (NEU) – Offline</i>	Institutional environment small private enterprise operate - <i>Truong Doan The, Cao Thuy Xiem (NEU) – Online</i>	Impact of crude oil on macroeconomics - <i>Pham Canh Huy, Pham Thanh Vinh (HUST) – Offline</i>
	Customer analytics in e-commerce: a literature review - <i>Tran Thi Huong, Vu Ngoc Thanh (HUST) – Offline</i>	Uncitral ODR - legal framework - <i>Dinh Thuy Huong Nguyen (Maritime Univ) et al.- Offline</i>	Virtual model for learning and teaching - <i>Huynh Nhat Trung, Tran Thi Trang, Le Tran Nguyen Nhung (Hutech) – Offline</i>
	Factors impacting Vietnamese students critical thinkings - <i>Bui Thu Van (NEU) – Online</i>		
17:00 – 17:30			
Keynote Speaker 3			

Round Table Discussion
Closing Ceremony
(Van Don Conference Room)