



CONFERENCE AGENDA

BUSINESS BASED ON DIGITAL PLATFORM (BDP-5)

<p>Date: 19/09/2025 Time: 07:30 – 12:15 Venue: A.302, University of Finance - Marketing 27 Tan My st, Tan Thuan Ward, Ho Chi Minh City, Vietnam</p>		
	OPENING CEREMONY	Room A.302
07:30 – 08:15	Registration	
08:15 – 08:35	Welcome and Opening Remarks	
08:35 – 10:00	A. KEYNOTE ADDRESS Link MS.Teams: https://bit.ly/3JPrist	Room A.302
08:35 – 09:05	<p>✚ Keynote Address 1: AI ADOPTION IN BUSINESS: WHAT'S HAPPENING AND WHAT'S NEXT? Keynote Speaker: Senior Prof. Garry Tan Wei Han <i>(UCSI University, Malaysia)</i></p>	
09:05 – 09:40	<p>✚ Keynote Address 2: ON SOME ADVANCED STATISTICS FOR APPLIED RESEARCH IN FINANCIAL ECONOMETRICS Keynote Speaker: Prof. Nguyen Trung Hung <i>(New Mexico State University, USA & Chiang-Mai University, Thailand)</i></p>	
09:40 – 10:00	Discussion	
10:00 – 10:20	Break Time	
10:20 – 12:00	B. PARALLEL SESSIONS	
B1. Business – Management		Room A.302
Chairs: PhD. Kuan Yean Cheah (offline), Assoc. Prof. Dr. Huynh Thi Thu Suong, PhD. Nguyen Anh Tu		
10:20 – 10:45	<p>BUILDING BRAND EQUITY IN THE DIGITAL AGE: A CASE STUDY OF PHUC LONG COFFEE & TEA Authors: Assoc. Prof. Dr. Tran Duc Thuc, Msc. Nguyen Manh Toan <i>(Ho Chi Minh University of Banking)</i></p>	
10:45 – 11:10	<p>A BENEFIT-RISK ANALYSIS OF AI IN RECRUITMENT FOR VIETNAMESE ENTERPRISES – A SYSTEMATIC LITERATURE REVIEW AND CONTEXTUAL ANALYSIS Authors: MBA. Vo Quoc Cuong, MBA. Nguyen Thanh Lam, MBA. Nguyen Thi Minh Tram <i>(University of Finance – Marketing)</i></p>	

11:10 – 11:35	ANALYSIS OF THE FACTORS AFFECTING THE OCOP CAN THO FOR NON-ALCOOL BEVERAGE PRODUCTS PACKAGING ON THE PURCHASE INTENTION OF CONSUMERS IN CAN THO CITY <i>Authors: Nguyen Thi Hong Anh, PhD. Nguyen Thu Nha Trang, PhD. Luu Tien Thuan (School of Economics, Can Tho University)</i>	
11:35 – 12:00	TOURIST PERCEPTIONS AND UNIQUE ELEPHANT ENCOUNTERS IN REGENERATIVE TOURISM: CONSERVE NATURAL FOREST, THAILAND <i>Authors: PhD. Ta Hoang Thuy Trang (University of Finance – Marketing), Prof. Brigitte Muller, Prof. Vincent Chauvet (University of Toulon, France)</i>	
B2. Economics - Finance – Banking Link MS. Teams: https://bit.ly/4mQ47gu		Room A.303
<i>Chairs: Prof. Quach Manh Hao (online), Assoc. Prof. Dr. Ngo Thai Hung, PhD. Nguyen Thanh Huyen</i>		
10:20 – 10:45	MONEY SUPPLY GROWTH, INFLATION, FUTURE GOLD CONTRACTS, AND CREDIT GROWTH IN VIETNAM: A QUANTILE REGRESSION APPROACH <i>Authors: Tran Nam Quoc (Ho Chi Minh University of Banking), Nguyen Thi Tuong Vi, Pham Thi Hong Phuong, Dang Thi Hoai Trinh (University of Economics Ho Chi Minh City)</i>	
10:45 – 11:10	THE CAUSAL RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND TECHNOLOGICAL INNOVATION IN LOWER-MIDDLE-INCOME COUNTRIES: A PANEL VAR APPROACH <i>Authors: M. Fin Nguyen Tuan Hung (Sai Gon Thuong Tin Commercial Joint Stock Bank), PhD. Bui Ngoc Toan (University of Finance – Marketing)</i>	
11:10 – 11:35	ESTABLISHING A CARBON MARKET IN VIETNAM <i>Authors: MBA. Tran Thi Lua (University of Finance and Business Administration), PhD. Nguyen Thi Phuong (International School, Vietnam National University, Hanoi)</i>	
11:35 – 12:00	THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY ON THE FINANCIAL PERFORMANCE OF COMMERCIAL BANKS: EVIDENCE FROM VIETNAM <i>Authors: PhD. Nguyen Minh Phuc (University of Finance – Marketing)</i>	
12:00 – 12:15	CLOSING CEREMONY Best Paper Awards Closing Speech	Room A.302