



SCHOOL OF BUSINESS, INTERNATIONAL UNIVERSITY — VIETNAM NATIONAL UNIVERSITY HCMC

THE 1ST
INTERNATIONAL CONFERENCE
ON
Economics, Business and Tourism

14 – 15 JUNE, 2019 | HO CHI MINH CITY, VIETNAM



Dear distinguished guests,

Our Business School (BS) is the largest school of the International University – Vietnam National University Ho Chi Minh and established in 2004, the School now is providing bachelor programs in Business Management, International Business Management, Marketing, Finance and Banking, Accounting and Auditing, and Hospitality Management. Beside the bachelor programs, the School also provides Master and PhD. Programs in Business Administration.

Our vision is to contribute to the development of the community and the whole nation, the School will be the school of choice for the best and the brightest students in the nation, and for those who look for exceptional educational opportunities in business. Besides, BS will meet the demand of people who have the need of academic and professional education in business. Additionally, BS will be leading locally, regionally and globally for its quality, innovation and leadership; for diversified and excellent faculty; and for providing academic, professional and research opportunities to ensure the success of its people.

As a School of a research oriented university (International University – VNU-HCM), BS organizes “**2019 1st INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS AND TOURISM (ICEBT 2019)**” as a forum for all students and researchers to present the latest thinking and research that test, extends, or builds economics theory and contributes to economics, business and tourism practice. All empirical methods including, but not limited to, qualitative, quantities, field, experiments, and combination methods are welcome. Theoretical and empirical papers in all areas of Accounting, Banking, Economics, Finance, Business Management, International Business, Marketing, Hospitality and Tourism are accepted in the conference proceeding. All papers in the conference proceeding are refereed papers and undergo a blind peer review process. It also will be available in our website after conference for a wider view.

The Organizing Committee would like to thank you all for participating and for the submission of many valuable, insightful papers. We also thank our International University Board of Rector, reviewers and staff who provided ongoing support. In addition, we would also like to express our sincere appreciation to keynote speakers for accepting our invitations.

Finally, we would like to wish all participants truly meaningful and fruitful sessions and enjoyments of scientific findings at our ICEBT-2019.

Best Regards

Assoc. Prof. Mai Ngoc Khuong (PhD.)
Chairperson - ICEBT-2019

Time	Activities	Place
8:00 AM – 8:30 AM	On-site Registration	Room A1. 309
8:30 AM – 9:00 AM	Welcome and Opening Remark	Room A1. 309
9:00 AM – 9:45 AM	<p style="text-align: center;">Keynote Speaker: Prof. Dr. SU DINH THANH</p> <p style="text-align: center;">ASYMMETRIC EFFECTS OF U.S MONETARY POLICY ON THE U.S. BILATERAL TRADE DEFICIT WITH CHINA: A MARKOV SWITCHING ARDL MODEL APPROACH</p> <p>Abstract: This study investigates the dynamics between U.S monetary policy and its bilateral trade deficit with China. Applying ARDL version plugged into Markov switching model for the quarter time series data of the U.S over the 1993Q1 - 2018Q3 period, results show that the U.S. trade deficit with China exists in two regimes, namely regime 1 with low trade balance and regime 2 with high trade balance. Notably, the effects of the U.S monetary policy is asymmetric on the trade balance between the two regimes and it is convergent in the long-run. The U.S monetary policy, in return, is also affected by China’s monetary policy.</p> <p>Keywords: Monetary policy; Trade balance; US; China; ARDL model; MSDR model.</p> <p>JEL classification: E52, F13, F14</p>	Room A1. 309
9:45 AM – 10:00 AM	Tea Break	Room A1. 309

Session 1	Start	End	Room A1. 301	Room A1. 302	Room A1. 307	Room A1. 308	Room A1. 310	Room A1. 311	Room A1. 312
			Session Chair Dr. Ho Diep	Session chair Dr. Bui Quang Thong	Session chair Dr. Ha Minh Tri	Session chair Assoc. Prof. Vo Thi Quy	Session chair Dr. Nguyen Nhu Ty	Session chair Dr. Nguyen Hong Anh	
			Paper ID: 3094359868	Paper ID: 3144360202	Paper ID: 2084359661	Paper ID: 2664361192	Paper ID: 3164360246	Paper ID: 3204360294	
	10:00 AM	10:20 AM	ANALYSIS OF MEDIATOR IMPACT ON MARKETING PROMOTION AND COMMUNITY-BASED TOURISM ECONOMIC GROWTH OF BAAN JOM JAENG AND SI KAI VILLAGES, MUANG DISTRICT, NONG KHAI PROVINCE, THAILAND <i>Sakkarin Nonthapot</i> , <i>Aphiradee Wongsiri, Gurdeep Singh</i>	AN EMPIRICAL STUDY ON FACTORS AFFECTING ENTREPRENEURIAL INTENTION OF SENIORS AND FRESH GRADUATES IN TOURISM AND HOSPITALITY MANAGEMENT <i>La Boi San, Mai Ngoc Khuong</i>	FACTORS INFLUENCING BRAND LOYALTY FOR SMARTPHONE IN HO CHI MINH CITY CASE OF APPLE IPHONE <i>Vo Ngoc Trang Thanh, Bui Quang Thong</i>	LYING BEHAVIOR CLASSIFICATIONS IN APPRAISAL PERFORMANCE: A STUDY OF BEHAVIORAL EXPERIMENT <i>Nguyen Hoang Phu, Dinh Viet Tuyet Ngan</i>	THE IMPACTS OF JOB CHARACTERISTICS ON JOB SATISFACTION IN HOSPITALITY INDUSTRY IN VIETNAM <i>Tran Phuong Mai , Mai Ngoc Khuong</i>	AN EMPIRICAL STUDY ON THE EFFECTS OF IN-STORE MARKETING ON IMPULSE BUYING BEHAVIOR IN TOURISM INDUSTRY <i>Phan Linh Duong , Mai Ngoc Khuong</i>	
	10:25 AM	10:45 AM	FACTORS AFFECTING THE DEMANDS OF TOURISTS ALONG THE MEKONG RIVERSIDE IN NONG KHAI AND BUENG KAN PROVINCES IN CONNECTION TO THE LAO PEOPLE'S DEMOCRATIC REPUBLIC <i>Sakkarin Nonthapot, Wanlapa Thomya, Maleerat Ka-Kan-Dee, Porowes Srichaiyo</i>	SOCIAL CAPITAL DIMENSIONS AFFECTING ON KNOWLEDGE SHARING ATTITUDE AND QUALITY: THE CASE OF HO CHI MINH CITY <i>Huynh Viet Truong Binh, Ha Minh Tri</i>	TRAVELING SALESMAN PROBLEM - SOLUTION APPROACHES AND APPLICATIONS IN MODERN ECONOMICS <i>Dinh Hai Dung, Le Minh Khoi</i>	INFLUENCES OF PERFORMANCE-BASED BONUSES ON TIMING OF STOCK INVESTMENTS: AN EXPERIMENTAL STUDY <i>Nguyen Hoang Phu, Dang Tran Khanh Vy</i>	FILM-INDUCED TOURISM – THE CASE OF VIETNAM <i>Tran Vu Lam Anh</i>	SERVICE QUALITY IN HIGHER EDUCATION: APPLYING HEDPERF SCALE IN VIETNAMESE UNIVERSITIES <i>Tran Thi Hoang Lam, Le Dinh Minh Tri</i>	
	10:50 AM	11:10 AM	FACTORS OF SATISFACTION AND INTENTION TOWARD USING PEER-TO-PEER ACCOMMODATION. A CASE OF AIRBNB <i>Nguyen Tran Nguyen Khai, Nguyen Thi Thu Huyen</i>	THE SATISFACTION, LOYALTY, AND WORD OF MOUTH ACTIONS OF UNIVERSITY STUDENTS IN HO CHI MINH CITY <i>Le Tu Hai, Ha Minh Tri</i>	FACTORS AFFECTING YOUNG VIETNAMESE CONSUMERS' PURCHASE INTENTION FOR LUXURY PRODUCTS <i>Nguyen Thi My Chi , Ha Minh Tri</i>	INDIVIDUAL DETERMINANTS OF FINANCIAL INCLUSION - THE CASE OF VIETNAM <i>Trinh Quoc Dat, Thai Thien Kim</i>	FACTORS AFFECTING BEHAVIORAL INTENTION ON ONLINE FOOD DELIVERY (OFD) SERVICES - CASE OF THE MILLENNIALS IN HO CHI MINH CITY, VIETNAM. <i>Phan Duy Ken, Bui Thi Thao Hien</i>	SOCIAL MEDIA MARKETING: CREATIVE STRATEGIES, CONTENTS AND CUSTOMER ENGAGEMENT IN VIETNAM <i>Tran Le Hong Ngoc, Nhan Hieu Thao, Le Dinh Minh Tri</i>	

Lunch break: 11:15 AM - 1:20 PM

Session 2	Start	End	Room A1. 301	Room A1. 302	Room A1. 307	Room A1. 308	Room A1. 310	Room A1. 311	Room A1. 312
			Session chair Assist. Prof. Sakkarin Nonthapot	Session chair Dr. Bui Quang Thong	Session chair Dr. Ha Minh Tri	Session Chair Dr. Le Van Chon	Session chair Dr. Nguyen Nhu Ty	Session chair Dr. Nguyen Hong Anh	Session Chair Dr. Ho Diep
			Paper ID: 3464360589	Paper ID: 3264360490	Paper ID: 2224360461	Paper ID: 1564360627	Paper ID: 3274360491	Paper ID: 3314360535	Paper ID: 2324360544
1:30 PM	1:50 PM	THE EFFECTS OF SERVICE CLIMATE'S DIMENSIONS ON EMPLOYEE SERVICE DELIVERY IN HOSPITALITY INDUSTRY - A STUDY IN HO CHI MINH CITY, VIETNAM	NON-FINANCIAL FACTORS AFFECTING TALENT RETENTION INTENTION OF GENERATION Y IN HOSPITALITY INDUSTRY – A STUDY IN HO CHI MINH CITY, VIETNAM	DETERMINANTS OF CONSUMERS' HESITATION TOWARDS PURCHASING ELECTRONIC PRODUCTS - A STUDY AMONG VIETNAMESE PERSPECTIVES	THE RELATIONSHIP BETWEEN SERVICE QUALITY, PRICE PERCEPTION, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: A STUDY IN NGUOI BAN VANG – A PAWN SERVICE COMPANY IN HO CHI MINH CITY	THE EFFECTS OF LEADERSHIP BEHAVIORS ON EMPLOYEE JOB SATISFACTION AND JOB COMMITMENT IN TOURISM INDUSTRY IN HO CHI MINH, VIETNAM	LEADERSHIP RESEARCH IN TOURISM: A SYSTEMATIC REVIEW	HEALTHCARE PRODUCT EXPERIENCE QUALITY: AN INVESTIGATION ON ENSURE HEALTHCARE ADVISING PROGRAM AT HO CHI MINH CITY HOSPITALS	
		<i>Dang Thi To Luu , Mai Ngoc Khuong</i>	<i>Mai Ngoc Khuong, Truong Cam Tu</i>	<i>Nguyen Le Gia Han , Bui Quang Thong</i>	<i>Vo Duy Huy , Vo Thi Quy</i>	<i>Tran Thi Thanh Hang , Mai Ngoc Khuong, Tran Thanh Trung</i>	<i>Do Thanh Tung, Mai Ngoc Khuong</i>	<i>Bui Quang Thong, Vo Vuong Bach , Nguyen Thuy Quoc Huong</i>	
1:55 PM	2:15 PM	PRACTITIONERS' PERSPECTIVE ON THE DEVELOPMENT OF THE VOLUNTARY SUSTAINABILITY REPORTING IN DEVELOPING COUNTRY – EVIDENCE FROM VIETNAM	FACTORS AFFECT REPURCHASE INTENTION OF AIRBNB'S CUSTOMERS: A CASE OF TRAVELERS TO HO CHI MINH CITY	HOW USER-GENERATED CONTENT AFFECTS THE INTENTION TO USE IT FOR PLANNING, MEDIATING THROUGH ATTITUDE	INFLUENCES OF DEMOGRAPHIC CHARACTERISTICS ON REAL ESTATE AGENTS' ETHICAL VALUES: A CASE IN HO CHI MINH CITY	FACTORS AFFECTING COLLEGE STUDENTS' INTENTION TO USE SOCIAL NETWORKING SITES FOR JOB SEARCH: A CASE STUDY OF LINKEDIN IN VIETNAM	ACCEPTANCE AND FORWARDING OF ELECTRONIC WORD OF MOUTH IN VIETNAM SERVICE CONTEXT	THE IMPACT OF PERSON – ORGANIZATION FIT, CAREER GROWTH AND EMOTIONAL EXHAUSTION ON THE MILLENNIALS' TURNOVER INTENTION THROUGH A MEDIATION OF JOB SATISFACTION	
		<i>Vu Hai Nam, Nguyen Thi Huong Thanh, Nguyen Thanh Tu, Hoang Gia Thinh</i>	<i>Nguyen Thuy Linh, Pham Thanh Huyen</i>	<i>Ng. Hoang Phuong Nghi, Pham Thanh Huyen</i>	<i>Nguyen Hoang Phu, Truong Tran My Duyen</i>	<i>Luong Hoang Dat , Nguyen Tan Minh</i>	<i>Mai Lan Huong, Le Dinh Minh Tri</i>	<i>Nguyen Tran Nguyen Khai , Pham Nguyen Khai</i>	
2:20 PM	2:40 PM	THE EFFECT OF INSTITUTIONAL HOLDINGS ON THE VALUE OF CASH HOLDINGS IN EMERGING SOUTHEAST ASIAN COUNTRIES	A CRITICAL REVIEW OF INTER-ORGANIZATIONAL RELATIONSHIPS AND ITS APPLICATION IN TOURISM INDUSTRY	AN INVESTIGATION OF FACTORS IMPACTING GENERATION Z'S CAREER CHOICE INTENTION	THE IMPACT OF MEDIA EXPERIENCE ON DESTINATION TRAVEL INTENTION	WHETHER FACEBOOK COULD BE PROPOSED AS A SUPPORT TOOL FOR LEARNING ENGLISH IN THE STUDENT COMMUNITY?	SATISFACTION, COMMITMENT AND WORD-OF-MOUTH INTENTION OF STUDENTS IN HIGHER EDUCATION	HALLYU AND THE IMPACT ON THE CONSUMER'S PREFERENCE FOR KOREAN RESTAURANT IN VIETNAM	
		<i>Vu Thuy Mai Uyen, Vo Xuan Hong, Trinh Le Hong An</i>	<i>Nguyen Thi Minh Phuong, Nguyen Ngoc Duy Phuong</i>	<i>Nguyen Tan Minh, Tri My Lan</i>	<i>Pham Thanh Huyen, Bui Thi Minh Tam</i>	<i>Nguyen Tan Minh, Tran Thi Thu Giang</i>	<i>Le Thi Thien Thanh, Le Dinh Minh Tri</i>	<i>Nguyen Tran Nguyen Khai, Nguyen Thi Thu Hang</i>	

Tea break: 2:45 PM - 3:05 PM

Session 3	Start	End	Room A1. 301	Room A1. 302	Room A1. 307	Room A1. 308	Room A1. 310	Room A1. 311	Room A1. 312
			Session chair Dr. Sakkarin Nonthapot	Session chair Dr. Bui Quang Thong	Session Chair Dr. Cao Minh Man	Session Chair Dr. Le Van Chon	Session Chair Dr. Trinh Quoc Dat	Session chair Dr. Nguyen Hong Anh	
			Paper ID: 3354360549	Paper ID: 3344360547	Paper ID: 2174360248	Paper ID: 2444360582	Paper ID: 1064358770	Paper ID: 3334360546	
	3:10 PM	3:30 PM	HOW PICTURES IN INSTAGRAM INFLUENCE USER'S TRAVEL INTENTION	CRITICAL FACTORS INFLUENCING HOTEL GUEST LOYALTY – A MEDIATION ANALYSIS OF GUEST SATISFACTION	WHAT IS INTERDEPENDENCE RELATIONSHIP OF SUPPLY CHAIN MANAGEMENT IN HIGHER EDUCATION?	THE IMPACTS OF SOCIAL CAPITAL ON PROMOTING RESIDENTS' BEHAVIOR OF PROTECTING THE ENVIRONMENT WITH COMMUNITY-BASED ECOTOURISM: THE CASE OF CU LAO CHAM ISLAND, VIETNAM	RISK DISCLOSURES AND BOARD CHARACTERISTICS: EVIDENCE FROM VIETNAM	EMPLOYABILITY OF FRESH MARKETING GRADUATES – A EMPIRICAL STUDY IN HO CHI MINH CITY, VIETNAM	
			<i>Mai Ngoc Khuong, Dinh Pham Kieu My</i>	<i>Nguyen Anh Tuan Tai , Mai Ngoc Khuong</i>	<i>Nguyen Ngoc Duy Phuong, Ly Thien Luan</i>	<i>Ha Minh Tri, Hoang Hanh Tien</i>	<i>Phan Phuong Anh, Nguyen Thi My Linh</i>	<i>Duong My Duye, Mai Ngoc Khuong</i>	
	3:35 PM	3:55 PM	FACTORS AFFECTING TOURIST DESTINATION SATISFACTION – A STUDY IN HO CHI MINH CITY, VIETNAM	THE EFFECTS OF E-COMMERCE WEBSITES' PRODUCT RECOMMENDATION ON PURCHASERS' LOYALTY AND DECISION-MAKING PROCESS IN VIETNAM YOUNG SOCIAL SHOPPING COMMUNITIES.	PERSPECTIVES IN USING INFORMATION AND COMMUNICATION TECHNOLOGY IN UNIVERSITY	THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE TOWARDS SMALL AND MEDIUM ENTERPRISES IN HO CHI MINH CITY, VIETNAM	A PREDICTION MODEL FOR THE VIETNAMESE STOCK MARKET USING MACRO-ECONOMIC VARIABLES	EVALUATING FACTORS THAT AFFECT YOUNG CONSUMERS' PURCHASING INTENTION TOWARDS ECO-FRIENDLY PRODUCTS IN HO CHI MINH CITY	
			<i>Nguyen Thi Minh Phuong Tran Thanh Trung, Le Van Cup</i>	<i>Nguyen Hoang Phu, Le Duy Tho</i>	<i>Nguyen Ngoc Duy Phuong, Nguyen Nhat Minh</i>	<i>Le Thuy Phuong Ngan , Ha Minh Tri</i>	<i>Dinh Hai Dung , Duong Thuy Trang</i>	<i>Mai The Kien, Nguyen Tran Phuong Nhi</i>	
	4:00 PM	4:20 PM	COMMUNITY ECONOMIC DEVELOPMENT THROUGH TOURISM: A VALUE CHAIN ANALYSIS OF PHUOC TICH HERITAGE VILLAGE, VIETNAM	THE RELATIONSHIP BETWEEN SMARTPHONE-RELATED SHARING MOTIVATION, SMARTPHONE USAGE, AND TOURIST SATISFACTION TOWARDS HO CHI MINH CITY DESTINATION	PREDICTORS OF SERVICE QUALITY IN HOSPITALITY INDUSTRY: THE CASE OF DANANG HOTELS, VIETNAM	FACTORS AFFECTING CUSTOMER 'S CONTINUANCE USAGE INTENTION IN FOOD DELIVERY APPS	FACTORS AFFECTING CUSTOMERS LOYALTY: THE CASE OF NOVALAND APARTMENT PROJECTS IN HO CHI MINH CITY, VIETNAM.	FACTORS AFFECTING THE DECISION TO PURCHASE GAMES ONLINE VIRTUAL GOODS	
			<i>Nguyen Duong Giang, Su Thi Oanh Hoa</i>	<i>Pham Thanh Huyen, Tran Le Thanh Thuy</i>	<i>Diep Luc Tra</i>	<i>Pham Thanh Huyen, Tran Kim Huyen</i>	<i>Nguyen Si Tien , Bui Thi Thao Hien</i>	<i>Tran Tuan Anh, N.T. Linh Xuan, N.T. Huong Thanh, Phan T. Huong Nhi</i>	