

VIETNAM'S CONFERENCE ON BUSINESS, ECONOMICS & RESOURCES 2024



PROGRAM

DAYS 1 & 2
1st & 2nd July 2024

**35-37 Ho Hao Hon Street,
District 1, Ho Chi Minh City**

DAY 3
3rd July 2024

**97 Vo Van Tan Street,
District 3, Ho Chi Minh City**

Conference Overview

The key theme of the Vietnam's Business, Economics & Resources Conference (VBER2024) is "Going Forward From Crisis: Unleashing The Power of Ultimate Aspirations & Innovations". The key objective of our VBER2024 conference is to bring together academics, practitioners and policymakers to discuss ongoing research on a wide range of theoretical and empirical issues related to business, economics and resources. Papers from PhD scholars and masters students are particularly welcome.

Potential topics may include the following areas: (i) Business including Finance, Accounting, Management, Banking, Marketing, Auditing; (ii) Economics including Public Economics, International & Regional Economics; Environmental Economics and others; and (iii) Resources including Natural Resources and Human Resources including Energy and Agriculture.

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Day 3 - Wednesday 3rd July 2024

97 Vo Van Tan Street, District 3, Ho Chi Minh City

08:30 - 09:00 Registration

09:00 - 10:30 Session 11
"Sharing Is Caring" Session
IBR Professional Development Workshop Meeting Room 120

Professor Roger Strange, University of Sussex, The UK

This Professional Development Workshop will be hosted by Roger Strange – the co-Editor-in-Chief of International Business Review (IBR) – and is principally aimed at early career researchers and Ph.D students. The workshop will focus on four key issues:

1. *What constitutes a "good" academic paper?*
2. *Common pitfalls to avoid when preparing the original manuscript for submission to a journal.*
3. *Responding to reviewers.*
4. *How to increase the impact and visibility of your paper.*

Chair: **Dr. Vo Hong Duc**
VBER2024 Chair, University of Western Australia, Australia

10:30 - 11:30 Session 12
"Sharing Is Caring" Session Meeting Room 120

Dr. Banjo Roxas, University of Technology Sydney, Australia
AI in Teaching & Research

Chair: **Dr. Vo Hong Duc**
VBER2024 Chair, University of Western Australia, Australia

11:30 - 11:45 VBER2024 Closing Ceremony
& VBER2025 Announcement

11:45 - 12:30 Lunch & Networking

KEYNOTE SPEAKER



SESSION 3

Title: **Organisational Resilience of SMEs: A Knowledge-Based View**

Author(s): **Banjio Roxas**
University of Technology Sydney, Australia

Abstract: As small and medium enterprises (SMEs) embark on the difficult path to recovery in the post-COVID era, the imperative of resilience has never been more pressing. This study draws on the knowledge-based view of the firm to explicate the role of intellectual capital in enhancing organizational resilience in SMEs in the aftermath of the pandemic. It elucidates how SMEs' ability to harness knowledge-based assets to navigate uncertainties and capitalize on emerging opportunities in the post-COVID landscape. This study illustrates how investments in the firm's intellectual capital fortify SMEs' adaptive capacity and enable them to thrive in the evolving business environment shaped by the vagaries of the aftermath of the pandemic.

Title: **Does National Intellectual Capital Matter for Productivity? International Evidence**

Author(s): **Ngoç Tran**
Ho Chi Minh City Open University, Vietnam

Abstract: In the context of the contemporary globalized environment and the rapid progression of Industry 4.0, the existing literature suggests that national intellectual capital does play a significant role in shaping diverse economic metrics. However, the connection between national intellectual capital and total factor productivity has been largely overlooked. This paper examines the effect of national intellectual capital on productivity across 84 countries of diverse income levels using the dynamic ordinary least square and the fully modified ordinary least square. We also use the pooled mean group estimator for robustness analysis. The results reveal a significant effect of national intellectual capital on productivity. Countries with robust intellectual capital exhibit enhanced productivity and, by extension, sustainable economic growth. The findings are nuanced, illustrating varied impacts across low, middle, and high-income countries, and offering insights into tailored strategies for each income group. This paper marks a significant contribution to the literature by extending the discourse of intellectual capital to the national level, a relatively unexplored domain. The comparative analysis across income groups enriches the understanding of the multifaceted impacts of intellectual capital on productivity, offering valuable insights for policymakers, researchers, and international development agencies.

SESSION 3

Title: **Unraveling the Effect of Manager's Regulatory Focus on Substantive Adoption of Digital Technologies in Organizations**

Author(s): **Hoa Trieu**
International University, Vietnam National University Ho Chi Minh City, Vietnam

Abstract: Recent digital technologies have become increasingly important and virtually indispensable for organizations in bringing multiple strategic benefits. However, as substantive adoption and implementation of digital technologies are costly and risky, some organizations opt for symbolically adopting digital technologies despite their lower benefits. Based on the regulatory focus theory, this study examines the differential effect of managers' regulatory focus on substantive adoption as well as the different configurations of internal and external conditions enabling the motivational effect. The analysis of recent data from Vietnamese SMEs shows a positive association between the manager's promotion focus and substantive adoption, as well as the strengthening effect of both entrepreneurial capability and technological intensity. Moreover, we find that there is a negative association between prevention focus and substantive adoption. This negative effect is weakened when firms have resilience capability and the environment is technologically intensive.

Title: **Changes in Export Technological Specializations After 2017: Has the 'Trump Effect' Occurred?**

Author(s): **Ewa Cieślak¹, Anna Zamajska²**
¹Poznan University of Economics and Business, Poland; ²University of Gdansk, Poland

Abstract: The article investigates the presence of the "Trump effect," which is characterized by technological decoupling and assessed through shifts in export specialization among economies. We examine whether changes occurred in the specialization patterns of EU countries, China, and the US regarding the export of domestic value added in technology sectors post-2017. The study spans the years 1995-2020 and employs a time-varying difference-in-differences methodology. Results indicate that technological global value chains exhibited low susceptibility to Trump's policies, with little to no evidence of significant decoupling across the analyzed economies. Therefore, the study establishes the resilience of global value chains to the actions of the Trump administration.