

# **BUSINESS, ECONOMICS & RESOURCES** VIETNAM'S CONFERENCE ON 2024



ALL THE KEY PLAYERS ALL THE BIG ISSUES

ALL UNDER ONE ROOF

# PROGRAM

DAYS 1 & 2 1st & 2nd July 2024

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

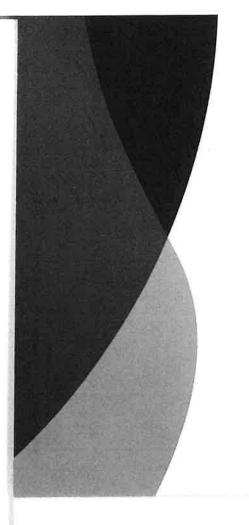
97 Vo Van Tan Street, District 3, Ho Chi Minh City

DAY 3 3rd July 2024

#### 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.



## The Content

The organising committee	Abstracts	Program details	Keynote speaker	Program outline	The message from the Committee	The message from the President	About us	VBER2024 theme song
42	23	13	10	90	05	04	03	01

Vietnam's Conference on Business, Economics & Resources (VBER2024)

## 97 Vo Van Tan Street, District 3, Ho Chi Minh City Day 3 - Wednesday 3rd July 2024

08:30 - 09:00

Registration

09:00 - 10:30

"Sharing Is Caring" Session

Meeting Room 120

**IBR Professional Development Workshop** 

Professor Roger Strange, University of Sussex, The UK

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

What constitutes a "good" academic paper?

2. Common pitfalls to avoid when preparing the original manuscript for submission to a journal.

4. How to increase the impact and visibility of your paper.

Responding to reviewers.

Dr. Vo Hong Duc

Chair:

VBER2024 Chair, University of Western Australia, Australia

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

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

Dr. Vo Hong Duc

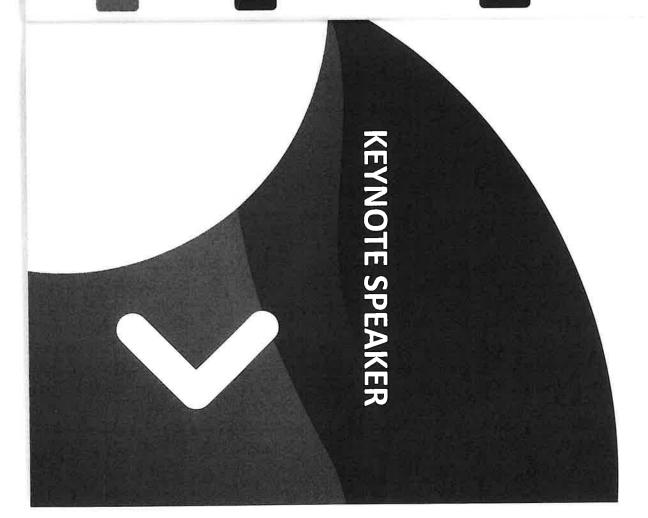
Chair:

VBER2024 Chair, University of Western Australia, Australia

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

11:45 - 12:30

Lunch & Networking



Abstracts

### **SESSION 3**

Title: Author(s): Organisational Resilience of SMEs: A Knowledge-Based View Banjo Roxas University of Technology Sydney, Australia

Abstract:

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

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

Author(s): Ngoc 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 signifi intellectual capital exhibit enhanced productivity and, by extension, sustainable economic reveal a significant effect of national intellectual capital on productivity. Countries with robust square. We also use the pooled mean group estimator for robustness analysis. The results income levels using the dynamic ordinary least square and the fully modified ordinary least ines the effect of national intellectual capital on productivity across 84 countries of diverse intellectual capital and total factor productivity has been largely overlooked. This paper examcant role in shaping diverse economic metrics. However, the connection between national come countries, and offering insights into tailored strategies for each income group. This growth. The findings are nuanced, illustrating varied impacts across low, middle, and high-inpaper marks a significant contribution to the literature by extending the discourse of intellectional development agencies. capital on productivity, offering valuable insights for policymakers, researchers, and internaacross income groups enriches the understanding of the multifaceted impacts of intellectual tual capital to the national level, a relatively unexplored domain. The comparative analysis

SESSION 3

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

Title:

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

Abstract:

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

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

Author(s): Ewa Cieślik¹, Anna Zamojska² <sup>1</sup>Poznan University of Economics and Business, Poland; <sup>2</sup>University of Gdansk, Poland

Abstract:

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