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PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON MANAGEMENT AND BUSINESS 2021



NHÀ XUẤT BẢN TÀI CHÍNH



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Welcome Notes COMB-2021

Dear Friends and Colleagues,

We are pleased to welcome you to the **International Conference on Management and Business (COMB 2021)**. Your contribution and participation to the Conference is highly appreciated.

The University of Danang, University of Economics is especially pleased to be **presenting this year's conference following the cancellation of the event planned for 2020** due to the COVID-19 pandemic. While the conference will be held virtually this year, the fact that so many impressive speakers and participants are joining in the discussions shows that there is much enthusiasm for continuing to work together and collaborate.

Following the success of last eight consecutive years' conferences from 2012 through 2019; today, we are honored to be the host for the COMB-2021 in our beautiful Danang city. Throughout the process from ideas to realization of this event, we have received immense support from our partners and co-organizers – Heriot-Watt University (UK), University of Liège (Belgium), Maharakham University (Thailand), Thuong mai University, Quy Nhon University, Nha Trang University, and Vietnam Union of Science and Technology Associations – Danang Economic Science Association.

I also would like to take this chance to show our deep gratitude for the contribution of our distinguished keynote speakers: Professor Babak Taheri, Professor of Marketing from Heriot-Watt University in the UK; and Professor Mario Cools from University of Liège in Belgium. Working with these prominent partners and individuals has allowed us to make this conference come true!

I'm sure that you will gain new insights and understandings of the key issues in management and business, especially under COVID-19, and hope you will be able to network and develop new contacts that will be useful in your future projects.

In closing, **I'd** like to recognize the hard work of the organizing committee, including our partner universities for making the COMB-2021 possible under challenging circumstances. I also wish to thank chairs that have contributed by supporting the committee's work and by hosting parallel sessions online. We are also indebted to members of the Organizing Committee for their support to make this event a great success.

We wish you all an intellectually stimulating and productive conference.

Thank you!

Assoc.Prof. Thuy Anh VO

Assoc.Prof. Mario COOLS, *Professor in Transport and Mobility, University of Liège, Belgium*



His main research focus lies on transportation models, reliability of transport systems, sustainability enhancing decision support systems, and the impact of new transport infrastructure. Prof. Cools has published numerous articles in leading peer-reviewed journals, including *Safety Science*, *Transport Policy*, *International Journal of Production Research*, *Expert Systems with Application*, *Networks and Spatial Economics*, *Renewable and Sustainable Energy Reviews*, *Transportation Research. Part A-B-C*.

Professor Babak Taheri, *Professor of Marketing at Heriot-Watt University, Edinburgh, UK*



Prof. Babak has an established reputation in the marketing field with a specific reputation in marketing management, consumer behaviour and tourism, leisure and cultural consumption. He has published over 100 academic journal articles, a significant number of which are in 3* and 4* ABS-listed journals with high impact factors. He is the co-chairman of tourism marketing special interest group in Academy of Marketing, UK. He is Senior Editor for *Tourism Management Perspectives*, and Associate Editor of two journals: *The Service Industries Journal* and *International Journal of Contemporary Hospitality Management*.



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PURCHASE INTENTION IN CROSS-BORDER E-COMMERCE: THE CASE OF VIETNAMESE CONSUMERS

Ta Nguyet Phuong, Nguyen Son Tung

University of Economics - The University of Danang

ABSTRACT

The fast-moving economic integration and technology development has lead to the development of Cross-border E-commerce (CBEC). As its nature of more complicated interaction processes in comparison with domestic e-commerce, consumer attitudes and perceptions also changed and be affected by additional different factors. Given the increasing rapid development and extension of CBEC into emerging markets, there is lack of research attentions toward customer's intention in these regions. Therefore, this study reviews previous studies on consumer's purchase behaviour to propose model in identifying factors influencing Vietnamese consumer's purchase intention in CBEC context. This study also discusses the challenges of CBEC in emerging markets and attempts to introduce a conceptual model in understanding the consumer's purchase intention in CBEC of the Vietnamese consumer especially during the covid-19 pandemic.

Keywords: Cross-border E-commerce, Foreign traveling, CBEC experience, Consumer purchase intention.

1. Introduction

In the fast-moving economic integration and technology development process, the world is becoming a smaller and more connected, bringing about various opportunities for global commerce and service. It not only raises the awareness of online shopping, but also the shopping destinations, leading to the development of Cross-border E-commerce (CBEC). In general, CBEC is construed as when online transactions and deals are conducted in different countries by using communication and information technologies (Wang, 2014). Along with the potential of reducing trade obstacles, CBEC has become an important channel to promote international trade (Mou et al., 2017). The number of cross-border online shoppers is growing worldwide, and cross-border growth is twice the rate of domestic e-commerce in 2019 (Accenture, 2019). The CBEC market is expected to account for USD 900 billion Gross merchandise volume (GMV), nearly three times as much as it was in 2015, occupying about 22% of global e-commerce market share. Brands, as well as products that are not available in local markets, become more and more visible, preferable, and deliverable (Cleveland et al., 2013).

While the CBEC in developed countries is already mature and seems to be saturated (Statista, 2020), the developing countries, especially Southeast Asia is emerging as the center of CBEC market (eTail and Vinculum, 2019). In fact, Southeast Asia e-commerce market is developing strongly with incredible growth index, which can be accredited to the younger and more demanding consumers in comparison with their counterparts in Europe and the Americas (IPC, 2018). Although these are the fruitful markets for E-commerce enterprises to expand the operating areas and customer base, they still imply certain limits on economic development, economic infrastructure, as well as policy stability (Odedra-Straub, 2003). Hence, to effectively exploit the potential of these markets, a need for a comprehensive and in-depth study is required. It is important to note that CBEC is no longer a topic that is discussed only in western developed nations but has been flocked towards emerging and developing markets.

The extant studies have widely investigated on the success of domestic e-commerce, while CBEC has received less attention (Mou et al., 2017). Compared with domestic form, the CBEC is considered as more complicated interaction processes, which may generate different consumer attitudes and perceptions (Koh et al., 2012; Wagner et al., 2016). Despite the potential benefits international customers can gain with CBEC, such as access to high-quality foreign items, wider product offerings, and monetary savings (Chiu et al., 2014; Pei et al., 2016), the additional risks and uncertainties might arise when consumers digitally cross-national

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