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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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CONTENTS

Seq.	Submission ID	Title	Authors	Page
1	COMB21_013	Recovery of Vietnam’s civil aviation industry in the context of covid-19: challenges and solutions	Nguyen Nu Tuong Vi	01
2	COMB21_034	Impacts of covid-19 on enterprise a general health checkup	Thi Minh Hang Le, Thuy Hang Nguyen	06
3	COMB21_037	The effect of resilience, agility on hotel performance during the covid-19 pandemic: the moderating effect of environmental turbulence	Tran Thi Tuyet	17
4	COMB21_038	The effect of psychological capital and life satisfaction on organizational resilience during covid-19: Vietnam tourism insights	Do Minh Phuong	28
5	COMB21_049	The relationship between organizational culture and firm performance: evidence in Vietnam in the context of covid-19 pandemic	Nguyen Thi Thuy Hang, Nguyen Hiep, Nguyen Phuc Nguyen	43
6	COMB21_056	Evaluating the impacts of the covid-19 pandemic on the logistics industry in Vietnam	Truong Duy Nhat Phuong, Ngo Thi Minh Thu	57
7	COMB21_019	Solutions for digital transformation in higher education	Nguyen Thi Thu Thuy	66
8	COMB21_052	Discover organizational cultural values that support successful digital transformation in Vietnamese businesses	Nguyễn Nhật Minh, Nguyễn Trường Sơn, Ngô Tấn Nhị	75
9	COMB21_057	Digital transformation in enhancing customer relationship in the banking sector: the case of Chabot in Vietnamese commercial banks	Thi Bich Thuy Nguyen; Tran Bao Tran Nguyen; Tam Minh Nguyen	88

10	COMB21_002	Factors affect tourism development in associated with environment at the Cuu Long river delta	Tran Linh Dang, Bui Phuong Uyen	101
11	COMB21_011	Corporate social responsibility and customer loyalty: the mediating role of corporate image in Vietnamese aviation industry	Hoang Anh Thu	117
12	COMB21_036	E-leadership and the role of electronic communication in Vietnamese companies	Nguyen Thi My Hanh, Duong Thi Thuy Quynh, Pham Ho Ha Tram	134
13	COMB21_045	Evaluation of stakeholders' satisfaction with EVNPT's power transmission services	Hoang Thi Thuy Nga	146
14	COMB21_054	Challenges for SMEs in agricultural export: an empirical study in Vietnam	Le Tien Dat	166
15	COMB21_058	The risk of leverage based growth strategy: a case study of Minh Phu seafood corporation	Nguyen Thanh Liem, Phan Hoang Long, Nguyen Xuan Lan	181
16	COMB21_064	Impact of corporate social responsibility on business reputation: evidence from small and medium enterprises of the seafood processing industry in Khanh Hoa	Đặng Hoàng Xuân Huy, Nguyễn Ngọc Duy, Lương Hoài My	189
17	COMB21_017	The impact of entrepreneurial competencies on entrepreneurship intention: the case among business students in Danang	Le Thi Minh Hang, Nguyen Son Tung, Ta Nguyet Phuong	205
18	COMB21_027	The policy framework to support startup: a comparative study between the city of Hanoi and ho chi minh	Bui Thi Hong Ha	220
19	COMB21_031	Policy to improve the efficiency of incubation services at technology incubators to promote the	To Hong Duc , Phan Thi Thuy Hang, Hoang Huong Giang	232

development of science and technology firms in Vietnam				
20	COMB21_035	Competencies for Vietnamese entrepreneurs	Nguyen Quoc Tuan	248
21	COMB21_061	Impact of psychological capital to entrepreneurial intentions – a PLS-SEM approach	HOANG Ha, LE Thi Minh Hang	256
22	COMB21_032	Determinants of consumer pressure for better reverse logistics	Huynh Nguyen Bui, Nam Phuong Phung	270
23	COMB21_053	Innovation of hotels in Vietnam	Nguyen Thi Bich Thuy, Nguyen Ngan Ha	281
24	COMB21_003	The role of intrinsic motivation in the relationship between psychological capital, autonomy, and innovative performance - An Application of The Theory of Planned Behavior-TPB	Phong T. Tran, Dung D. Phan	294
25	COMB21_023	Impact of autonomy on performance of public science and technology non-business units in Vietnam	Nguyen Dang Dung , Nguyen Thi Hong	308
26	COMB21_026	Work life balance of non-academic staff working in a public university	Nguyen Van Long, Nguyen Bao Phuong	318
27	COMB21_041	Organizational citizenship behavior – a cross-cultural perspective	Huynh Thi My Hanh	331
28	COMB21_050	Retaining highly-skilled returnees through home-country embeddedness and reverse cultural shock	Hồ Thị Thúy Nga	349
29	COMB21_055	Does pay and demographic characteristics really impact on job satisfaction? A case of employees working in Danang	Dinh Thi Thuy Na	360
30	COMB21_059	Comparative academic performance and perceived employability of male vs female HRM students	Phung Thi Phuoc An, Tran Thi Hang, Tra Luc Diep	367

31	COMB21_006	Determinants of tourist's intention to use tourism mobile application – an effective tool for smart tourism development	Tran Thi Thu Dung, Le Van Huy	376
32	COMB21_015	YouTube audiences' perception of over-tourism: a qualitative content analysis with leximancer	Ha Luong	394
33	COMB21_029	A comparison of media channels in pandemic warnings and the consent levels of Vietnamese youths in implementing preventative measures during covid-19	Hiep Trung Bui, Tien Thuy Luong, Mario Cools	403
34	COMB21_033	The role of social proof, trust, and customer traits towards the consumers' online impulse buying on live-stream broadcasting platform - the case of Facebook live in Vietnam	Ky-Minh Do, Van-Truc Vo	412
35	COMB21_047	The role of immersion and presence in building customer engagement in social commerce livestreaming: an empirical study in Vietnamese context	Nhan Tran-Danh, Ha Tran-Thi-Phuong, Anh Nguyen-Thi-Ngoc	440
36	COMB21_048	The impact of brand hate on negative word-of-mouth and non-repurchasing intention: an empirical study in Vietnamese context	Ha Tran-Thi-Phuong, Nhan Tran-Danh, Anh Ho-Hoang-Tram	451
37	COMB21_060	An extensive model of perceived value in predicting consumer satisfaction toward mobile commerce: the moderator role of use of time	Ho Huy Tuu , Nguyen Huu Khoi	465
38	COMB21_063	Effects of relational benefits on relationship quality and customer loyalty: a study of the university-businesses relationship in HCMC-VN	Phuong Thanh Nguyen, Hieu Viet Cao, Hiep Minh Phuoc, Tran Thanh Phong	481

39	COMB21_007	Purchase intention in cross-border e-commerce: the case of Vietnamese consumers	Ta Nguyet Phuong, Nguyen Son Tung	501
40	COMB21_024	Management accounting for decision - making in Vietnamese mechanical manufacturing enterprises: factors affecting and impact on firm performance	Nguyen Thanh Hung, Nguyen Quynh Trang	509
41	COMB21_030	Factors influencing the behavioral intention to use and recommend mobile wallets in Vietnam	Nguyen Thi Thuy, Nguyen Thi My Yen, Nguyen Thi Thuy Huyen, Nguyen Thi Trang Huyen, Hoang Van Hai	523
42	COMB21_039	Market anomalies: evidence from Vietnam stock market	Hoang Van Hai , Tran Thi Tam Chau, Nguyen Van Long, Phan Kim Tuan, Nguyen Bao Phuong, Ngo Xuan Thuy	536

THE IMPACT OF ENTREPRENEURIAL COMPETENCIES ON ENTREPRENEURSHIP INTENTION: THE CASE AMONG BUSINESS STUDENTS IN DANANG

Le Thi Minh Hang, Nguyen Son Tung, Ta Nguyet Phuong

University of Economics - The University of Danang

ABSTRACT

Many previous studies evaluated factors influencing entrepreneurial intention including psychological factors, social economic factors, family circumstance, etc. In contrast, there are very few studies examine the relationship between entrepreneurial competencies and entrepreneurial intention. Thus, this paper aim to identify the list of competencies that impact entrepreneurial intention among Southeast Asian students who influenced by Confucianism. The conceptual model was established based on the list of previous studies in this field with a sample size of 1000 students who study in University of Economics – The University of Danang. The main finding indicated that (i) from eleven independent variables listed from previous studies, only six independent variables remain; (ii) there are no evidences to prove that risk management and tenacity/ perseverance were associated with entrepreneurship intention. These results have important values in developing entrepreneurship training programs to promote students' entrepreneurial intention among Southeast Asian Countries.

Keywords: entrepreneurial competencies, entrepreneurial intention, Confucianism, EFA, SEM.

1. Introduction

Vietnam is facing the fourth Covid-19 wave since the outbreak of the pandemic in the beginning of 2020. The negative impacts caused by this wave to the Vietnamese economy is really dire. Currently, Vietnam's GDP is expected to growth about 4.8 percent in 2021, which is 2.0 percent lower than the prediction made by the World Bank Group in December 2020 (World Bank, 2021). Also, retail sales in July fell by 19.8 percent compared to the same period last year (World Bank, 2021). Especially, economic regions in southern Vietnam recorded heavy losses in industrial production including Ben Tre province, which decreased by 60.1%; Dong Thap decreased by 59.1%; HCMC decreased by 49.2%; Vinh Long decreased by 41.5%; Tay Ninh decreased by 36.9, etc (Nguyen Nga, 2021). The Covid-19 pandemic has had a lot of impacts on the economy and entrepreneurs also absorb the hardships during this epidemic period. However, there are startups that find opportunities in times of upheaval. In the past, big companies had the advantage of scale, so they were very strong but during the pandemic, any company that is able to be lean and thrifty will has a competitive advantage (Pham Huu, 2021). Besides, the Covid-19 epidemic has partly changed consumer habits as they use more online services and pay more without cash (Pham Huu, 2021). These are common opportunities for entrepreneurs to develop creative business ideas. Indeed, entrepreneurship plays an important role in economic development and job creation for the workforce as well as affects many macroeconomic indicators such as gross domestic product (GDP), per capita income (PCI), unemployment rate, etc (Moica et al., 2012). Before the pandemic, the number of Vietnamese enterprises operating across the country has reached 714,755 enterprises and the contribution of new enterprises, especially small and medium enterprises (SMEs) accounts for nearly 50% of GDP and attracts nearly 90% of the new labor force in Vietnam (Le Quang, 2018; GSO, 2019). Thus, promoting entrepreneurial activities is a good solution to create jobs, increase the dynamism of the economy and reduce the unemployment rate.

One of the most important prerequisites for this success is an entrepreneurial spirit. Therefore, developing an entrepreneurial spirit as well as acknowledging the contributions of entrepreneurs is essential. Due to its essential, many previous studies focus on factors influencing entrepreneurial intention. Although entrepreneurial intention is not a completely new topic, it has been continuously a hot topic in social and research communities around the world since the 1990s (Gibb, 1987). Previous studies have done empirical

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