



THE INTERNATIONAL CONFERENCE ON MANAGEMENT AND BUSINESS (COMB 2019)

The Program in detail		
OPENING		
7.30-8.00	Registration	
8.00-8.10	Welcome and Opening Remarks	Hall E
8.10-8.15	Presenting mementos to COMB 2019 Co-Organizers	
8.15-8.45	Keynote Address 1	Hall E
8.45-9.15	Assoc.Prof. Mario COOLS <i>Professor in Transport and Mobility, University of Liège (Belgium)</i>	
9.15-9.30	Keynote Address 2	Hall E
9.30-12.00	Dr. Aisling CONWAYLENIHAN <i>Hincks Centre for Entrepreneurship Excellence, Cork Institute of Technology (Ireland)</i>	
9.15-9.30	Tea - break	
9.30-12.00	Parallel Sessions	

A1. Management

D101

Chair: **Dr. Doan Thi Lien Huong**, University of Economics - The University of Danang

9.30-10.00	Assessment of competitiveness of 4-star hotels - A case study of Brilliant hotel in Da Nang city <i>Authors:</i> Ha Thi Thanh Tam, Nguyen Truong Son <i>Discussant:</i> Nguyen Van Dat, Duong Thi Ai Nhi
10.00-10.30	Competitiveness of private economic enterprises in Daklak province <i>Authors:</i> Le The Phiet <i>Discussant:</i> Doan Thi Lien Huong
10.30-11.00	Determining the factors affecting the competitiveness capacity of coffee enterprises in Tay Nguyen in revolution 4.0 <i>Authors:</i> Nguyen Van Dat, Duong Thi Ai Nhi <i>Discussant:</i> Truong Thi Van Anh, Trinh Thuy Huong
10.00-11.30	Toward a knowledge city from perspectives of Japanese cities: Implications for Danang, Vietnam <i>Authors:</i> Truong Thi Van Anh, Trinh Thuy Huong <i>Discussant:</i> Doan Thi Lien Huong

A2. Entrepreneurship

D102

Chair: **Dr Aisling ConwayLenihan**, Cork Institute of Technology (Ireland)

9.30-9.50	Factors prompting the Start-up business in Da Nang city <i>Authors:</i> Hoang Van Hai, Nguyen Van Long <i>Discussant:</i> Le Thi Minh Hang, Hoang Ha
9.50-10.10	The effectiveness of spin-offs at developed countries and experiences for Vietnam <i>Author:</i> To Hong Duc, Phan Thi Thuy Hang <i>Discussant:</i> Hoang Van Hai, Nguyen Van Long
10.10-10.30	What factors contribute to the success of an entrepreneurial career decision? An exploratory study <i>Author:</i> Le Thi Minh Hang, Hoang Ha <i>Discussant:</i> Hoang Nguyen Ngoc, Phong Nguyen Van, Dao Vo Thi Anh
10.30-10.50	The role of entrepreneurial leadership and motivation toward the creativity in creating employee's innovation <i>Author:</i> Trinh Le Tan, Dao Thi Dai Trang <i>Discussant:</i> Tran Tu Luc, Le Khac Hoai Thanh
10.50-11.10	A success prediction model for Startups <i>Author:</i> Tran Tu Luc, Le Khac Hoai Thanh <i>Discussant:</i> Nguyen Ngoc Anh Thu, Dang Diem Phuong, Nguyen Thuy Lien
11.10-11.30	Innovative performance and intrapreneurial behaviour: a theoretical framework <i>Author:</i> Nguyen Ngoc Anh Thu, Dang Diem Phuong, Nguyen Thuy Lien <i>Discussant:</i> Trinh Le Tan, Dao Thi Dai Trang
11.30-11.50	Environmental factors affecting entrepreneurial intentions of students <i>Author:</i> Hoang Nguyen Ngoc, Phong Nguyen Van, Dao Vo Thi Anh <i>Discussant:</i> To Hong Duc, Phan Thi Thuy Hang

A3. Human Resource

D103

Chair: **Assoc. Prof. Nguyen Phuc Nguyen**, University of Economics - The University of Danang

9.30-9.50	An empirical research on factors influencing of labor disputes at Korean FDI in Vietnam <i>Authors:</i> Kim Tae Kyu , Nguyen Truong Son, Nguyen Phuc Nguyen <i>Discussant:</i> Tra Luc Diep, Nguyen Quoc Tuan, Truong Duy Nhat Phuong
9.50-10.10	How to enable employee work innovation through job design and organizational climate in luxury hotels <i>Author:</i> Pham Hong Liem , Nguyen Xuan Lan <i>Discussant:</i> Nguyen Phuc Nguyen, Nguyen Hiep, Nguyen Thi Thuy Hang
10.10-10.30	Attracting and retaining employees in garment companies in Quang Ngai province: situation and solution <i>Author:</i> Nguyen Phuc Nguyen, Nguyen Hiep, Nguyen Thi Thuy Hang <i>Discussant:</i> Nguyen Quyet
10.30-10.50	Applying artificial neural networks to explore prominent factors affecting turnover intentions among public hospital doctors in Ho Chi Minh city <i>Author:</i> Nguyen Quyet <i>Discussant:</i> Kim Tae Kyu , Nguyen Truong Son, Nguyen Phuc Nguyen
10.50-11.10	Organizational citizenship behavior: The case of banks, Danang, Vietnam <i>Author:</i> Tra Luc Diep, Nguyen Quoc Tuan, Truong Duy Nhat Phuong <i>Discussant:</i> Pham Hong Liem , Nguyen Xuan Lan

A4. Marketing

D104

Chair: **Dr. Katrin Hansen**, Westphalian University of Applied Sciences (Germany)

9.30-9.50	Relationship between customer satisfaction, trust, relationship commitment, brand loyalty, brand awareness, perceived quality: The case of the smartphone market in Ho Chi Minh city <i>Authors:</i> Luong Van Quoc , Le Thanh Nhan <i>Discussant:</i> Chu My Giang, Vo Thi Thu Hang
9.50-10.10	What drives social commerce intention? Roles of social support, social exchange, social presence, and flow theory <i>Author:</i> Chu My Giang, Vo Thi Thu Hang <i>Discussant:</i> Nguyen Tien Thanh , Le Van Huy
10.10-10.30	Impacts of internal and external motivational factors on online impulsive buying in Vietnamese context <i>Author:</i> Tran Danh Nhan, Le Quy Ha My <i>Discussant:</i> Luong Van Quoc , Le Thanh Nhan
10.30-10.50	Danang destination image and revisit intention: The case of domestic visitors <i>Author:</i> Nguyen Tien Thanh , Le Van Huy <i>Discussant:</i> Vo Le Xuan Sang, Pham Thi Lan Huong, Do Ky Minh
10.50-11.10	Developing a model of co-creation tourism experience at tourist destination: The case of Da Nang city <i>Author:</i> Vo Le Xuan Sang, Pham Thi Lan Huong, Do Ky Minh <i>Discussant:</i> Nguyen Thi Bich Thuy , Nguyen Tran Bao Tran , Dang Phuc Sinh

11.10-11.30	<p>ICT adoption and hotel performance: a qualitative study of 3-star hotels in Da Nang city</p> <p><i>Author:</i> Nguyen Thi Bich Thuy, Nguyen Tran Bao Tran, Dang Phuc Sinh <i>Discussant:</i> Tran Danh Nhan, Le Quy Ha My</p>
A5. Finance, SCM and Others	
D105	
Chair: Prof. Mario Cools , University of Liège (Belgium)	
9.30-9.50	<p>Board connections and post-merger performance: Evidence from an emerging economy</p> <p><i>Authors:</i> Tran Thi Ngoc Vy, Huy Nguyen <i>Discussant:</i> Duong Hoang Ngoc Khue, Tran Thi Phuong Lan</p>
9.50-10.10	<p>Voluntary disclosure of strategic management accounting information by firms listed on the Ho Chi Minh stock exchange</p> <p><i>Author:</i> Duong Hoang Ngoc Khue, Tran Thi Phuong Lan <i>Discussant:</i> Tra Luc Diep, Tran Thi Hang, Phan Hoang Long</p>
10.10-10.30	<p>Measuring logistics service quality – A case in Danang</p> <p><i>Author:</i> Le Thi Minh Hang, Nguyen Thien Hac, Tran Dinh Long <i>Discussant:</i> Phuong Thanh Le</p>
10.30-10.50	<p>Measuring and decomposing total factor productivity of Vietnamese seaports</p> <p><i>Author:</i> Phuong Thanh Le <i>Discussant:</i> Nguyen Dang Hoang Thu, Le Thi Minh Hang</p>
10.50-11.10	<p>An explanation of the idiosyncratic volatility puzzle: Evidence from an emerging market</p> <p><i>Author:</i> Nguyen Truong Son, Hoang Van Hai, Dang Van My <i>Discussant:</i> Tran Thi Ngoc Vy, Huy Nguyen</p>
11.10-11.30	<p>Social security contribution indebted firms: Characteristics and market value</p> <p><i>Author:</i> Tra Luc Diep, Tran Thi Hang, Phan Hoang Long <i>Discussant:</i> Nguyen Truong Son, Hoang Van Hai, Dang Van My</p>
11.30-11.50	<p>An analysis of the transaction costs and the contractual issues affecting the effective governance structure in intermodal transport</p> <p><i>Author:</i> Nguyen Dang Hoang Thu, Le Thi Minh Hang <i>Discussant:</i> Le Thi Minh Hang, Nguyen Thien Hac, Tran Dinh Long</p>
E4. Panel Best Paper Awards	
Hall E	
12.00-12.10	Best Paper Awards
12.10-12.15	Closing Remarks
12.15-13.30	Lunch & Networking Room E101