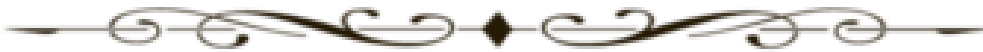


A Note from the Organizers



During the past three decades, the international economic landscape has been driven by international political and social turmoil and globalization that have reached new heights. During that period, many Asian emerging, transitional, and advanced economies have achieved spectacle economic growth, development and world trade. Asia has in turn been viewed as the engine of growth in the 21st century.

These impressive changes also brought formidable challenges in education, economics, politics, and for policy makers. We hope that this inaugural conference would create platforms for scholars and researchers to exchange ideas for the years to come for betterment of our profession.



Chu Nguyen, University of Houston – Downtown, U.S.A.

Vo Thanh Danh, Can Tho University, Vietnam

Lucille V. Pointer, University of Houston – Downtown, U.S.A.

Huynh Viet Khai, Can Tho University – Vietnam

Marie-Aimée Tourres, Academic Kuala Lumpur, Malaysia.

Vo Van Dut, Can Tho University, Vietnam

Muhammad M. Ali, Daffodil International University, Bangladesh

Stephen Miller, University of Houston – Downtown, U.S.A.

Phan Dinh Khoi, Can Tho University – Vietnam

Martin Wright, University of Houston – Downtown, U.S.A.

Virginia Munro, Griffith University, Australia

Le Kim Thanh, Can Tho University, Vietnam

ANNUAL CONFERENCE

January 13-14, 2017

Can Tho, Vietnam

College of Business **College of Economics**
University of Houston-Downtown, USA - Can Tho University, Vietnam



**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

CONFERENCE ORGANIZERS

Chu V.Nguyen, University of Houston – Downtown, U.S.A.
Vo Thanh Danh, Can Tho University, Vietnam
Lucille V. Pointer, University of Houston – Downtown, U.S.A.
Huynh Viet Khai, Can Tho University, Vietnam
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Phan Dinh Khoi, Can Tho University, Vietnam
Martin Wright, University of Houston – Downtown, U.S.A.
Virginia Munro, Griffith University, Australia
Le Kim Thanh, Can Tho University, Vietnam

Program Committee

Chu V. Nguyen, University of Houston – Downtown, U.S.A.
Huynh Viet Khai, Can Tho University, Vietnam
Lucille V. Pointer, University of Houston – Downtown, U.S.A.
Vo Thanh Danh, Can Tho University, Vietnam

Executive Committee

Chu V. Nguyen, University of Houston – Downtown, U.S.A.
Vo Thanh Danh, Can Tho University, Vietnam
Lucille V. Pointer, University of Houston – Downtown, U.S.A.
Huynh Viet Khai, Can Tho University, Vietnam
Vo Van Dut, Can Tho University, Vietnam
Phan Dinh Khoi, Can Tho University, Vietnam

CONGRATULATIONS!

**Recipient of the
2017 Conference Best Paper Award**

To What Extent Are We a Knowledge Economy?
Boda György, Business Department Institute, Budapest University
Corvinus, Hungary

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

8:15 a.m. – 8:30 a.m.

Conference Room

Welcome Address: **Ha Thanh Toan**, Ph.D., Rector, Can Tho University, Vietnam

8:30 a.m. – 10:00 a.m.

Conference Room

SESSION A Consumer Behavior I

Session Chair: **Lucille Pointer**, University of Houston – Downtown, U.S.A.

Discussants: **Lucille Pointer**, University of Houston – Downtown, U.S.A.

The Impact of Foreign Celebrity Endorsements on Consumer Buying Behavior among Filipino Millennials

Krizzia Anne R. Freyra, University of Santo Tomas, Philippines

Louis Dayne C. Jomdos, University of Santo Tomas, Philippines

Hazel Joyce S. Lee, University of Santo Tomas, Philippines

Fides Mariae P. Lim, University of Santo Tomas, Philippines

Mary Caroline N. Castaño, University of Santo Tomas, Philippines

A Study Filipino Consumer Behaviour on Food Service Industry

Christine Marielle F. Tumang, University of Santo Tomas, Philippines

Jae Gul Kim, University of Santo Tomas, Philippines

Elsewhere Rial Perez, University of Santo Tomas, Philippines

Mary Caroline N. Castaño, University of Santo Tomas, Philippines

Non-Engagement of Consumers on E-Commerce of Apparel in Manila, Philippines.

Riznelle M. Arnaez, University of Santo Tomas, Philippines

Andrea Joice C. Mogol, University of Santo Tomas, Philippines

Shienna Marie L. Rillera, University of Santo Tomas, Philippines

Roxanne B. Roxas, University of Santo Tomas, Philippines

Eunice Joy V. Tan, University of Santo Tomas, Philippines

Mary Caroline N. Castaño, University of Santo Tomas, Philippines

8:30 a.m. – 10:00 a.m.

International Business 1

SESSION B Economics

Session Chair: **Rodelio F. Subade**, University of the Philippines Visayas, Philippines

Discussants: **Elaine Grace Fernandez**, University of the Philippines Visayas, Philippines

Shennie Baquiano, University of the Philippines Visayas, Miagao, Iloilo, Cit, *Philippines*

Huynh Viet Khai, Can Tho University, Vietnam

Towards Estimating Net benefits of Renewable Energy Source: A Case of Wind-Based Power in Guimaras, Western Visayas, Philippines

Shennie Baquiano, University of the Philippines Visayas, Miagao, Iloilo, Cit, *Philippines*

Celine Whayne Dusaban, University of the Philippines Visayas, Miagao, Iloilo, Cit, *Philippines*

Melisa Fabella, University of the Philippines Visayas, Miagao, Iloilo, Cit, *Philippines*

Carla Joy Vista, University of the Philippines Visayas, Miagao, Iloilo, Cit, *Philippines*

Rodelio F. Subade, University of the Philippines Visayas, Miagao, Iloilo, Cit, *Philippines*

Externalities of Wind and Coal Energy in Western Visayas and their Efficiency Implications

Elaine Grace Fernandez, University of the Philippines Visayas, Philippines

Climate Change Impact on Rice Productivity: A Case Study of Salinity Intrusion in Vietnamese Mekong Delta

Huynh Viet Khai, Can Tho University, Vietnam

Duong Thanh Nhi, Can Tho University, Vietnam

Cost and Benefit Analysis of Conserving Protected Area in Sa Jose de Buenavista, Antique, Philippines

John Jonas Castuciano, University of the Philippines Visayas, Philippines

Rheniel Dayrit, University of the Philippines Visayas, Philippines

Rodelio F. Subade, University of the Philippines Visayas, Philippines

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

8:30 a.m. – 10:00 a.m.

International Business 2

SESSION C Sales and Marketing

Session Chair: **Amit Bhatnagar**, AIMA CME, India

Discussants: **Do Thi Hoang Oanh**, International University - Vietnam National University-HCMC, Vietnam
 Aam Bastaman, Trilogi University, Indonesia
 Basanta Kumar, Xavier University, India
 Ritesh Saxena, AIMA CME, India

The Influence of Marketing Mix and Service Quality on Corporate Reputation and Its Impact on Repurchase Decision
Aam Bastaman, Trilogi University, Indonesia
Mufti Rohansyah, Trilogi University, Indonesia

Is Selling More Important than Marketing or Vice Versa
Ritesh Saxena, AIMA CME, India
Amit Bhatnagar, AIMA CME, India

A Research Agenda to study Singaporean Consumers' Attitudes toward UHT Milk from Vietnam and New Zealand
Trinh Viet Dung, International University - Vietnam National University-HCMC, Vietnam
Do Thi Hoang Oanh, International University - Vietnam National University-HCMC, Vietnam

Micro, Small and Medium Enterprises in India: Opportunities, Challenges and Strategies for Marketing Development
Parthajeet Das, Utkal University, India
Basanta Kumar, Xavier University, India

8:30 a.m. – 10:00 a.m.

The Study Room 1

SESSION D Corporate Responsibility and Software Development

Session Chair: **Virginia Munro**, Griffith University, Australia

Discussants: **Minh Bui**, University of Houston Downtown, U.S.A.
 Sang Sun Park, Sankonghoe University, Korea
 Virginia Munro, Griffith University, Australia

Study on Corporate Social Responsibility and Corporate Supply Chain-The Case of Co-Operative in Vietnam
Nguyen Ha Phuong, Sankonghoe University, Korea
Sang Sun Park, Sankonghoe University, Korea

The Challenges of Globalization for MNE Corporate Social Responsibility Strategy in a Frontier Developing Market and Developed Economy: An MNE Example from Vietnam and Australia
Virginia Munro, Griffith University, Australia

An Analysis on Vietnam's ICT Growth.
Minh Bui, University of Houston Downtown, U.S.A.

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

8:30 a.m. – 10:00 a.m.

The Meeting Room 2

SESSION E Innovation, Human Resource, and Business Issues

Session Chair: **Vincent Maravilla, Jr.**, University of San Carlos, Philippines

Discussants: **T.G. Vijaya**, PSG Institute of Management, India
 Nguyen Hoang, Capella University, U.S.A.
 Vincent Maravilla, Jr., University of San Carlos, Philippines

Assessment of Compliance on R.A. 9593 Section 125

Vincente Maravilla, Jr., University of San Carlos, Philippines

A Study of the Influence of Job Control, Job Demand, Social Support and Self Directed Learning Orientation on Workplace Learning Behavior; In Manufacturing and Service Sectors

T.G. Vijaya, PSG Institute of Management, India

T.V. Padmalalitha, PSG Institute of Management, India

Innovation in Microenterprises: Evidence from Vietnam

Nguyen Hoang, Capella University, U.S.A.

Scott Hipsher, Northcentral University, Thailand

10:00 a.m. – 10:30 a.m.

Seminar Room

COFFEE BREAK

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

10:30 a.m. – 12:00 p.m.

Conference Room

SESSION A Manufacturing and Technological Efficiency

Session Chair: **Lilik Sugiharti**, Airlangga University, Indonesia

Discussants: **Miguel Angel Esquivias Padila**, Airlangga University, Indonesia
 Lilik Sugiharti, Airlangga University, Indonesia
 Vo Hong Tu, Can Tho University, Vietnam

Indonesia's Productivity Growth: Evidence from Manufacturing Industries in Corridor Economic of Java, Indonesia

Lilik Sugiharti, Airlangga University, Indonesia
Rudi Purwono, Airlangga University, Indonesia
Martha Rangi Primanthy, Airlangga University, Indonesia
Miguel A Esquivias, Airlangga University, Indonesia

Efficiency of Food Industry in Vietnam: An Application of Latent Class Stochastic Frontier analysis

Vo Hong Tu, Can Tho University, Vietnam
Nguyen Thuy Trang, Can Tho University, Vietnam

Formation of Production Networks in ASEAN: Measuring the Real Value-Added and Identifying the Role of ASEAN Countries in World Supply Chains

Miguel Angel Esquivias Padila, Airlangga University, Indonesia

10:30 a.m. – 12:00 p.m.

International Business 1

SESSION B Social Welfare and Consumer Behavior

Session Chair: **Mary Caroline N. Castaño**, University of Santo Tomas, Philippines

Discussants: **Miah Pormon**, University of the Philippines-Visayas, Philippines
 Lucille Pointer, University of Houston – Downtown, U.S.A.
 Miah Pormon, University of the Philippines-Visayas, Philippines.
 Mary Caroline N. Castaño, University of Santo Tomas, Philippines

Academic Relevance of On-the-Job Training in Various Related Industries

Mary Caroline N. Castaño, University of Santo Tomas, Philippines

The Analysis of Different Factors that Influence Cigarette Consumption Behavior among Filipino Consumers

Wilbert D. Honorato, University of Santo Tomas, Philippines
Janece Frances H. Jamig, University of Santo Tomas, Philippines
Harris T. Lim, University of Santo Tomas, Philippines
Celin G. Taco, University of Santo Tomas, Philippines
Mary Caroline N. Castaño, University of Santo Tomas, Philippines

Filipino Consumers' Knowledge and Attitude towards buying Eco-friendly Products

Kristine Agliam, University of Santo Tomas, Philippines
Joshua Co, University of Santo Tomas, Philippines
Russel Ingusan, University of Santo Tomas, Philippines
Shirleen Ormoc, University of Santo Tomas, Philippines
Mary Caroline N. Castaño, University of Santo Tomas, Philippines

"Alleged Collusion" Effects in Power Supply Shortage in the Philippines

Miah Pormon, University of the Philippines-Visayas, Philippines

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

10:30 a.m. – 12:00 p.m.

International Business 2

SESSION C Consumer Behavior and marketing

Session Chair: **Sumi Cho**, CoopY Co-operative, Korea

Discussants: **Trinh Viet Dung**, International University - Vietnam National University-HCMC, Vietnam
Ta Phuoc Thanh, International University - Vietnam National University-HCMC, Vietnam
Huynh Phuong, Can Tho University, Vietnam

Investigation of Consumers' Attitude on Mobile Marketing Platform: An Empirical Study in Can Tho City, Vietnam
Huynh Phuong, Can Tho University, Vietnam
Nguyen An, Can Tho University, Vietnam

Positioning of Fast Food Brands in Can Tho Market: An Empirical Study Using Multidimensional Scaling Approach
Huynh Phuong, Can Tho University, Vietnam.

A Conceptual Framework for Vietnamese University Branding
Ta Phuoc Thanh, International University - Vietnam National University-HCMC, Vietnam
Trinh Viet Dung, International University - Vietnam National University-HCMC, Vietnam

10:30 a.m. – 12:00 p.m.

The Study Room 1

SESSION D Human Resource Management

Session Chair: **Paul Kristiansen**, University of New England, Australia

Discussants: **Diep Luc Tra**, University of Da Nang, Vietnam
Luu Tien Thuan, Can Tho University, Vietnam
Tran Tien Khoa, International University - Vietnam National University-HCMC, Vietnam

Effect of Brand Equity Components on Purchase Intention: A Comparable Study of Santen Vietnam's Oflovid in An Giang Province

Thi Bich Chau, Dong Thap University, Vietnam
Tran Tien Khoa, International University - Vietnam National University-HCMC, Vietnam

The Impact of Human Resource Management Practices on Service Quality in Hotel Industry, Da Nang, Vietnam.

Diep Luc Tra, University of Da Nang, Vietnam
Nguyen Thi Bich Thu, University of Da Nang, Vietnam

Does Customer Experience Management Impact Customer Loyalty Shopping at Supermarket? The Case in the Mekong Delta, Vietnam

Luu Tien Thuan, Can Tho University, Vietnam
Nguyen Huynh Bao Ngoc, Can Tho University, Vietnam
Nguyen Thu Nha Trang, Can Tho University, Vietnam

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

10:30 a.m. – 12:00 p.m.

The Meeting Room 2

SESSION E Equity Market and Auditing

Session Chair: **Sang-Youn Lee**, Sungkonghoe University, Korea

Discussants: **Le Thi Truc Loan**, University of Da Nang, Vietnam
Sang-Youn Lee, Sungkonghoe University, Korea
Huynh Viet Khai, Can Tho University, Vietnam

The Effect of Alliance on Foreign IPOs Firms Survivability in U.S.
Sang-Youn Lee, Sungkonghoe University, Korea

Analyzing the impact of oil price fluctuations on Vietnam stock market
Huynh Viet Khai, Can Tho University, Vietnam
Le Minh Sang, Can Tho University, Vietnam
Pham Thi Anh Nguyet, Can Tho University, Vietnam

An Overview of Models of Professional Skepticism in Auditing: Literature Research
Le Thi Truc Loan, University of Da Nang, Vietnam

10:30 a.m. – 12:00 p.m.

Conference Room

SESSION F Children Welfare and Education

Session Chair: **Nathan Neale**, University of Houston Downtown, U.S.A.

Discussants: **Melanie Gurat**, Saint Mary's University, Philippines
Nathan Neale, University of Houston Downtown, U.S.A.
Stephen Miller, University of Houston Downtown, U.S.A.

An Empirical Analysis of the Indian Short- and Long – Run Marginal Propensities to Consume
Chu V. Nguyen, University of Houston Downtown, U.S.A
Stephen Miller, University of Houston Downtown, U.S.A.

The Kids Are All Right: Understanding the Effect of Adolescent Deviance and Relational Capital on Entrepreneurial Characteristics
Nathan Neale, University of Houston Downtown, U.S.A.
Arvin Sahaym, Washington State University, U.S.A.
Sakdipon Juasrikul, University of the Thai Chamber of Commerce, Thailand
David Noack, Weber State University, U.S.A.

High School Teachers' Level of Knowledge and Skills in Applying Mathematics in Real Life: An Assessment towards Teacher's Preparedness for Senior High School Mathematics
Melanie Gurat, Saint Mary's University, Philippines
Cesar Medula, Jr., Saint Mary's University, Philippines
Dominga Valtoribio, Saint Mary's University, Philippines
Rommel de Gracia, Schools Division of Nueva Vizcaya, Philippines

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

January 13, 2017

12:15 p.m. – 2:45 p.m.

Conference Room

LUNCH

(Everyone is invited to attend this UHD-CTU event)

KEYNOTE SPEAKER

***Dr. Ralph Kauffman, Associate Professor Emeritus
Supply Chain Management,
University of Houston-Downtown, U.S.A.***



Buyers from Advanced Economies-Sellers from Developing Economies
Relationship: New Developments in Supply Chain Management.

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

3:00 p.m. – 5:00 p.m.

Conference Room

SESSION A Environmental and Knowledge Economics

Session Chair: **Boda György**, Business Department Institute, Budapest University Corvinus, Hungary

Discussants: **Rodelio F. Subade**, University of the Philippines Visayas, Philippines
Nguyen Thi Huong, University of Da Nang, Vietnam
Boda György, Business Department Institute, Budapest University Corvinus, Hungary
Joanne Kim Ervite, University of the Philippines Visayas, Philippines

To What Extent are we a Knowledge Economy?

Boda György, Business Department Institute, Budapest University Corvinus, Hungary

Economic Valuation of Coastal Ecosystems for Sustainability: Selected Cases in Visayas, Philippines

Rodelio F. Subade, University of the Philippines Visayas, Philippines
Sydney B. Bocario, University of the Philippines Visayas, Philippines
Celina C. Togonon, University of the Philippines Visayas, Philippines
Kristine Shiela Mae B. Bundal, University of the Philippines Visayas, Philippines
Roald Ray B. Taperla, University of the Philippines Visayas, Philippines

Towards Estimating Demand and Economic Value for River-Based Recreation along Iloilo River, Philippines

Joanne Kim Ervite, University of the Philippines Visayas, Philippines
Rodelio Subade, University of the Philippines Visayas, Philippines
Karla Charina Indicar, University of the Philippines Visayas, Philippines
Hannah Mhe Semacio, University of the Philippines Visayas, Philippines
Thea Marie Decretales, University of the Philippines Visayas, Philippines
Frene Javelona, University of the Philippines Visayas, Philippines
Reynaldo Angelo Fecundo, University of the Philippines Visayas, Philippines
Jake Aban, University of the Philippines Visayas, Philippines
James Emman Edrada, University of the Philippines Visayas, Philippines
Derencl Cleo Miro, University of the Philippines Visayas, Philippines

Solution GAMS Software for CGE Model. Case Study: The Impact of Tariff Reductions on Industry Structure of Vietnam Economy

Nguyen Thi Huong, University of Da Nang, Vietnam

3:00 p.m. – 5:00 p.m.

International Business 1

SESSION B Management and Strategy

Session Chair: **Sunhwa Kim**, Sungkonghoe University, Korea

Discussants: **Seungkwon Jang**, Sungkonghoe University, Korea
Sumi Cho, CoopY Co-operative, Korea
Chau Ngoc Tuan, University of Da Nang, Vietnam
Vo Van Dut, Can Tho University, Vietnam

Research Framework on the Impact of Total Quality Management on Incremental and Radical Innovation Performances:

The Role of Competing Model

Nguyen Van Cang, University of Da Nang, Vietnam
Nguyen Truong Son, University of Da Nang, Vietnam
Dang Van My, University of Da Nang, Vietnam
Chau Ngoc Tuan, University of Da Nang, Vietnam

Fair Trade Towns and Institution Creation: Implications of Fair Trade Towns Movement.

Sunhwa Kim, Sungkonghoe University, Korea
Seungkwon Jang, Sungkonghoe University, Korea

How Does Institutional Distance Affect Access to Complementary Local Assets of Multinational Subsidiaries?

Do Subsidiary Size and Age Really Matter?

Vo Van Dut, Can Tho University, Vietnam

Fair Trade Business Strategy of Consumer Co-operative: The Case of iCOOP Korea

Sumi Cho, CoopY Co-operative, Korea
Seungkwon Jang, Sungkonghoe University, Korea

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

3:00 p.m. – 5:00 p.m.

International Business 2

SESSION C Miscellaneous Issues

Session Chair: **Nerieca Monsanto**, Department of Education, Philippines

Discussants: **Vu Thi Hong Nhung**, Can Tho University, Vietnam
 Lucille Pointer, University of Houston Downtown, U.S.A
 Nerieca Monsanto, Department of Education, Philippines
 Korsiney Cabasis, St. Michael's College, Philippines

Aligning Education with Industry Needs Marketing Education: An Example
Lucille Pointer, University of Houston Downtown, U.S.A.

Effect of Multimedia and Student-Centered Activities on the Attitude towards Mathematics of SMUSHS Grade 8 Students
Nerieca Monsanto, Department of Education, Philippines

Transforming Communities Mindset through College of Business Administration Community Program
Korsiney Cabasis, St. Michael's College, Philippines
Ave Danganan, St. Michael's College, Philippines

Competitiveness, Confidence and Business Training: Experimental Evidence in Vietnam
Vu Thi Hong Nhung, Can Tho University, Vietnam

3:00 p.m. – 5:00 p.m.

The Study Room 1

SESSION D Economic Issues

Session Chair: **Roman Wong**, Barry University, U.S.A.

Discussants: **Roman Wong**, Barry University, U.S.A.
 Vo Van Dut, Can Tho University, Vietnam
 Ralph Kauffman, University of Houston – Downtown, U.S.A.
 Christopher Allen Marquez, Saint Mary's University, Philippines

Economic and Demographic Transformation in Nueva Vizcaya from 1970 to 2010: A trend Analysis
Christopher Allen Marquez, Saint Mary's University, Philippines
Marianne Eugenio, Department of Education Division of Nueva Vizcaya, Philippines
Harrison Villanueva, Saint Mary's University, Philippines
Santos Zamora, Saint Mary's University, Philippines

Examining the Canonical Concept of Investment Safety
Roman Wong, Barry University, U.S.A.
Bruce Payne, Barry University, U.S.A.
Nichole Castater, Barry University, U.S.A.

How Does International Experience Affect the Relationship between Cultural Difference and Export Intensity of Firm?
Tran Thi Bach Yen, Can Tho University, Vietnam
Vo Van Dut, Can Tho University, Vietnam

Buyer-Supplier relationships: Development, power, and evolution
Ralph Kauffman, University of Houston – Downtown, U.S.A.
Faiza Khoja, University of Houston – Downtown, U.S.A.
Jeffery Adams, University of Houston – Downtown, U.S.A.
Steven Coy, University of Houston – Downtown, U.S.A.

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

3:00 p.m. – 5:00 p.m.

The Meeting Room 2

SESSION E Management and Marketing

Session Chair: **Trinh Viet Dung**, International University - Vietnam National University HCMC, Vietnam

Discussants: **Trinh Viet Dung**, International University - Vietnam National University HCMC, Vietnam
Nguyen T. An, Can Tho University, Vietnam
André O. Laplume, School of Business and Economics, Michigan Technological University, U.S.A.
Ta Phuoc Thanh, International University - Vietnam National University HCMC, Vietnam

Determinants of Mandatory Disclosure of Listed Companies in Hanoi Stock Exchange

Nguyen T. L. Anh, Can Tho University, Vietnam
Vo Van Dut, Can Tho University, Vietnam

University Ranking Systems in the World and Vietnam: A literature review

Ta Phuoc Thanh, International University - Vietnam National University HCMC, Vietnam
Trinh Viet Dung, International University - Vietnam National University HCMC, Vietnam

Determinants of Voluntary Environmental Information Disclosure: An Empirical Study for Vietnamese listed Firms

Nguyen T. An, Can Tho University, Vietnam
Le Tin, Can Tho University, Vietnam
Nguyen T. Tai, Can Tho University, Vietnam

Technology Entrepreneurship and the Interaction of State Logics of Information Freedom and Intellectual Property Rights

André O. Laplume, School of Business and Economics, Michigan Technological University, U.S.A.
Sepideh Yeganegi, Asper School of Business, University of Manitoba, Canada
Parshotam Dass, Asper School of Business, University of Manitoba, Canada

3:00 p.m. – 5:00 p.m.

Seminar Room

SESSION F Financial Economics: Vietnamese Banking

Session Chair: **Elaine Grace Fernandez**, University of the Philippines Visayas, Philippines

Discussants: **Chu V. Nguyen**, University of Houston Downtown, U.S.A.
Huynh Viet Khai, Can Tho University, Vietnam
Vo Hoang Bao, University of Da Nang, Vietnam
Vo Thi Kim Loan, Saigon University, Vietnam

Determinants of Credit Risk of Commercial Banks in Vietnam

Ngo Ly Bao Quynh, University of Da Nang, Vietnam
Vo Hoang Diem Trinh, University of Da Nang, Vietnam
Vo Hoang Bao, University of Da Nang, Vietnam

Factors Affecting Net Interest Margin of Commercial Banks in Vietnam

Pham Hoang An, Van Hien University, Vietnam
Vo Thi Kim Loan, Saigon University, Vietnam

Analyzing the Level of Competition and Concentration in the System of Vietnamese Commercial Banks

Huynh Viet Khai, Can Tho University, Vietnam
Cao Van Tai, Can Tho University, Vietnam
Pham Le Dong Hau, Can Tho University, Vietnam

The Vietnamese Lending, Deposit Rates, Intermediation Premium and Conditional Heteroscedasticity

Chu V. Nguyen, University of Houston Downtown, U.S.A

**UNIVERSITY OF HOUSTON DOWNTOWN AND CAN THO UNIVERSITY
INAUGURAL ANNUAL CONFERENCE-2017**

**January 13, 2017
(Friday)**

5:30 p.m. – 6:30 p.m.

Conference Room

UHD-CTU Conference Organizers' Welcome Reception

Everyone is invited to attend this UHD-CTU conference-wide social event. Visit with long-time friends and make new ones. Stop by to relax and wind down from the day's conference activities before heading out to other association and cultural events, or dinner.

For a premier publishing opportunity, check out the peer-reviewed
Southeast Asia Review of Economics and Business

<http://sareb-journal.org>



*All UHD-CTU conference participants are eligible to have their work
in English considered without submission or publication fee*

7:00 p.m. – 10:00 p.m.

To be e announced

DINNER

Must Make Reservation and Pay to Participate

(Location will be announced)

For information: Please contact Dr. Phan Dinh Khoi

e-mail: pdkhai@ctu.edu.vn