



ACBSP Region 10 Conference 2026
Bridging the Gap - Meeting the Needs of Today's Businesses
February 26th – 27th, 2026

Category: Student Pitch Competition
Time: 01:00 - 4:00 PM (Hanoi Time)
Session: 01

Date: 26/02/2026
Venue: A2-501

Chairs: Assoc. Prof. Dr. Do Thi Dong; MSc. Do Ngoc Diep; MSc. Bui Thu Van

Link: <https://teams.microsoft.com/meet/42907215039949?p=aSk9mSw8rgKZA632UO>

No.	Paper Code	Title	Author(s)
1	ACBSP_2026_SPC_04	STASTEPS: The Future of how we run statistical models	Pham Phuong Anh
2	ACBSP_2026_SPC_06	FASAL BAZAAR - KhetSe Bazaar Tak: Empowering Farmers, Connecting Markets	Pranav Pachisia, Aryan Baid, Yashvi Turakhia
3	ACBSP_2026_SPC_08	GuruKool - Where Knowledge comes to play	Anshul Mishra, Harendra Singh, Vivek Saboo
4	ACBSP_2026_SPC_09	LocalLens: Your Next-Gen Travel Companion	Nidhi Chhajer, Cristo Joshy, Sanskruti Ambekar
5	ACBSP_2026_SPC_16	PREPLYT - Don't just prepare, perform	Raj Girase, Sneha Kardile
6	ACBSP_2026_SPC_20	WeConnect - We are building an AI-Driven system that simplifies discovering contacts and sending relevant outreach at scale	Nasir Mansuri, Vineet Asher, Zayed Ali
7	ACBSP_2026_SPC_22	MangoGlow	Lonh Sokunpidor, Sim Mounika, Kruy Mong Sreng



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Category: Student Showcase
Time: 01:00 - 4:00 PM (Hanoi Time)
Session: 02

Date: 26/02/2026
Venue: A2-502

Chairs: Dr. Bui Cam Van; Dr. Le Huy Huan

Link: <https://teams.microsoft.com/meet/49640487181185?p=PfdlOKWuB7LYFNONQj>

No.	Paper Code	Title	Author(s)
1	ACBSP_SS_2026_02	Understanding Effective User Adoption of Generative Conversational AI from a Media Naturalness Perspective: PLS-SEM and ANN Approaches	Nguyen Thi Thanh Thao, Pham Minh Phuong
2	ACBSP_SS_2026_32	THE IMPACT OF BLOCKCHAIN-BASED FOOD TRACEABILITY ON CONSUMER: A SYSTEMATIC LITERATURE REVIEW	Tran Ky Anh, Nguyen Bao Chinh and Ho Dieu Vy
3	ACBSP_AP_2026_46	Literature review of the Relationship between accounting information and stock price in construction companies	Tang Quoc Cuong, Ta Thu Trang, Nguyen Huyen Phuong, Nguyen Thi Thuy, Hoang Cong Vinh, Trinh Manh Toan
4	ACBSP_SS_2026_08	From product to aesthetic: how visual storytelling became the new currency of consumer expectations.	Rishika Udeshi Yukti Agarwal
5	ACBSP_SS_2026_13	Circular Economy opportunities in tea waste: A Review	Riddhi Deshpande Farheen Shah
6	ACBSP_SS_2026_01	APPLYING SUN TZU'S ART OF WAR PRINCIPLES TO FINANCIAL STRATEGY AND DECISION-MAKING IN MODERN ORGANIZATIONS	Nguyen Thi Van Anh
7	ACBSP_AP_2026_48	FROM INTERNSHIP TO CAREER INTENTION: AN EXPLORATORY STUDY OF HOSPITALITY AND TOURISM STUDENTS AT NATIONAL ECONOMICS UNIVERSITY, VIETNAM	Nguyen Ngoc Lam Anh, Phan Dinh Dang Duy, Do Xuan Thanh, Luong Thu Ha
8	ACBSP_SS_2026_03	IMPACT OF INVENTORY MANAGEMENT ON FINANCIAL PERFORMANCE: EVIDENCE FROM LISTED REAL ESTATE COMPANIES IN VIETNAM	Hanh Thuy Nguyen, Minh Tuan Vu, Linh Chi Hoa, Linh Nhat Vu Tran and Minh Cong Pham
9	ACBSP_SS_2026_30	CHANGES IN RECRUITMENT CRITERIA IN HANOI COFFEE SHOPS BASED ON OWNERS' PERSPECTIVES IN THE FIRST HALF OF 2025	Pham Thi Thanh Thuy, Vu Dieu Huong, Nguyen Quynh Trang, Bui Phuong Linh, Hoang Dieu Linh, Do Thi Hai Yen



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Category: Student Showcase
Time: 01:00 - 4:00 PM (Hanoi Time)
Session: 03

Date: 26/02/2026
Venue: A2-503

Chairs: Dr. Nguyen Thi My Hanh; MSc. Nguyen Huy Trung

Link: <https://teams.microsoft.com/meet/46175505917486?p=akMcLTJtMP9IzgReGW>

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_36	How Diversity, Equity, And Inclusion Practices Influence B2b Salesperson Performance In Vietnam: The Mediating Roles Of Self-Brand Connection And Job Satisfaction	Phuoc Nguyen Phuong Nguyen, Hoang Bao Ngoc Vo
2	ACBSP_SS_2026_33	The Influence Of Money Risk Management Awareness On Essential Consumption Behavior Among Economics University Students In Hanoi: A Comparative Study Of Employed And Unemployed Students During A Period Of Rising Prices In 2025	Vy Dieu Ly, Trinh Lam Hoang, Nguyen Khanh Linh, Nguyen Ngoc Anh
3	ACBSP_SS__2026_05	A qualitative exploration to understand Vietnamese consumers' refilling products intention	Vo Hoang Oanh Trinh Phuong Chi Cao Thanh Huyen Luong Thu Hong
4	ACBSP_SS_2026_09	Digitally Enabled circular manufacturing: A multi-country evaluation and strategic pathway for India's industrial future.	Raghav Fadnavis Aditya Holey Aman Shaikh
6	ACBSP_SS_2026_04	How Leadership Styles Affect Retail Enterprises' Performance: Insights From Senior Neu Students	Pham Thi Thanh Thuy - Ngo Quy Tung, Ngo Hai Yen, Vu Le Hong Ngoc
6	ACBSP_AP__2026_68	Impact Of Financial Pressure And Fomo Phenomenon On Vietnamese Students' Career Tendencies In The Digital Transformational Era	Tran Minh Tam, Nguyen Quynh Hoa, Nguyen My Hanh, Le Thai Thuy Dan, Phung Bao Ngoc
7	ACBSP_SS_2026_10	From pond to plate: Unlocking the economic potential of Makahan in Bihar	Troy Singh
8	ACBSP_SS_2026_14	The Effect Of Digital Washing On Firm Value With The Mediating Role Of Esg Performance - Asean-4 And Lessons Learned For Vietnam	Do Hong Nhung Le Pham Bao Ngoc, Thieu Nguyen Thanh An, Le Hai Anh, Tran Trinh Thu Huong, To Huong Giang
9	ACBSP_SS_2026_31	Awareness And Intention Of Second-Year Economics Students Toward Start-Up Financing Through Crowdfunding: A 2025 Case Study At A University In Vietnam	Pham Thi Thanh Thuy - Nguyen Ha Phuong, Pham Hoang Anh, Phan Anh Duyen, Le Phuong Thao, Nguyen Thuy Trang



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Time: 01:00 - 4:00 PM (Hanoi Time)

Venue: A2-504

Session: 04

Chairs: Dr. Le Van Nam; MSc. Nguyen Minh Hoa

Link: <https://teams.microsoft.com/meet/45998109882772?p=TbCz4xcDF4VLOqmtYm>

No.	Paper Code	Title	Author(s)
1	ACBSP_SS_2026_22	Corporate Green Supply Chain Management and Green Consumer Behaviour: The Moderating Role of Green Trust between Consumption Intention and Buying Behaviour	Dang Quoc Duong, Doan Ngoc Linh, Ha Tien Dat, Vu Thuc Anh, Pham Thuy Nga
2	ACBSP_SS_2026_06	Evolution of Consumer Awareness in the Digital Age: How Online Health Information Shapes Purchase Decisions for Health-Focused Products among Digitally Active Adults in Mumbai	Foram Ashar, Hardik Kankaria, Dnyaneshwari Patil
3	ACBSP_SS_2026_11	Strengthening Digital and Innovation Competencies in Healthcare SMEs and Startups: A Collaborative Framework for Academia, Industry and Policymakers in a Globalized Economy	Dyuti Banerjee
4	ACBSP_SS_2026_21	When Trust Travels Abroad: Investigating Initial Trust Mechanisms Shaping Korean Consumers' Intention To Use Facial Recognition Payment In Vietnam	Nguyễn Phương Đình, Ngô Thị Cẩm Thạch
5	ACBSP_SS_2026_16	Navigating Vietnam's Financial Market Dynamics In The Context Of Geopolitical Instability: The Interaction Between Sjc Gold Prices, Vn-Index And Usd/Vnd Exchange Rate Under The Impact Of Us-China Trade Tensions During President Donald Trump's Re-Election Term	Nguyen Yen Nhi, Nguyen Hoang Bao Trang and Tran Hieu Khanh©
6	ACBSP_SS_2026_17	Applying The S–O–R Framework To Examine The Impact Of Bnpl On Student Debt Risk: The Moderating Role Of Financial Knowledge	Ninh Ngọc Anh, Nguyễn Hà My, Giang Thị Huyền Trang, Tô Quỳnh Trang, Vũ Thị Bích Ngọc
7	ACBSP_SS_2026_34	Sustainable Supply Chain Practices and Corporate Dividend Payouts: Global Evidence from a Multi-Country Panel	Pham Ngoc Anh, Pham Ha My, Trinh Phuong Ha, Nguyen Hung Thinh, Luong Van Anh



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Date: 26/02/2026
Venue: A2-505

Chairs: Dr. Le Phan Hoa; Dr. Nguyen Thi Lien Huong

Link: <https://teams.microsoft.com/meet/43440712995391?p=pm07n6KxrzU9yjvlyB>

No.	Paper Code	Title	Author(s)
1	ACBSP_SS_2026_26	Self-Protective Behavior Against Phishing: A Bibliometric Literature Review	Trinh Nam Anh, Nguyen Ho Diem Chau, Tran Huong Linh, Nguyen Minh Thu, Cao Phuong Trang, Nguyen Dinh Toan
2	ACBSP_SS_2026_07	Adaptive Human–Ai Decision Frameworks For Strengthening Customer Financial Wellbeing During Macroeconomic Uncertainty	Kartik Tichkule , Sanskruti Unkule, Anuli Manoj Rokade *
3	ACBSP_SS_2026_12	Reverse Logistics As A Catalyst For Circular Economy In Online Platforms For Electronics	Bhumika.G.N Cristo Joshy Thiruselvi T
4	ACBSP_SS_2026_25	Price-Volume Dynamics, Volatility Transmission, And Predictability In The Cryptopunks NFT Market	Mani Bharathi D, PV Thayyib
5	ACBSP_SS_2026_29	Investigating The Effectiveness Of The Case-Based Teaching Method On Learning Outcomes Of Logistics And Supply Chain Management Students: A Systematic Literature Review And Some Future Research Directions	Nguyen Thuy Linh Doan ¹ , Thi Chi Doan ² , Nguyen Duc Anh Vu ³ , Tien Manh Nguyen ⁴ , Thi Thai Ha Le
6	ACBSP_SS_2026_20	The Influence Of Green Investment Knowledge On Gen Z's Investment Intention In Vietnam	Tran Phuc Quynh Phuong, Nguyen Hoang Thu An, Vu Hoang Nhat Linh, Le Ngoc Ha Vy, Le Dang Chau Anh
7	ACBSP_SS_2026_27	Chatgpt As A Digital Confidant: Exploring Factors Influencing Gen Z's Sharing In Vietnam	Tran Viet An, Nguyen Ngoc Linh, Bui Thi Nhu Quynh, Nguyen Ngoc Tu Linh
8	ACBSP_SS_2026_28	Comparative Study Of Ai-Based Career Guidance: International Cases And Implications For Vietnam	Dinh Ngoc Hai Dang, Nguyen Thuy Nhung, Trinh Le Tan



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Category: Academician
Time: 01:00 - 4:00 PM (Hanoi Time)
Session: 06

Date: 26/02/2026
Venue: A2-507

Chairs: Dr. Nguyen Thi Huyen; Dr. Tran Huy Duc

Link: <https://teams.microsoft.com/meet/44089977292146?p=CesxravY1csDhp113q>

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_92	Impacts of Economic Globalization on Countries' Exports: A Case Study of Vietnam Fisheries Industry under EVFTA	Nguyen Tran Phuong Anh, Nguyen Quoc Anh, Pham Thi Linh
2	ACBSP_AP__2026_28	The Impact of Esg Performance on Profitability: Evidence from Vietnam	Nguyen Thi Mai Anh, Nguyen Xuan Thanh, Nguyen Thi Hai Yen, Luong Quynh Nhu, Nguyen Khoi Nguyen
3	ACBSP_AP__2026_30	Unveiling the Impact of Green Economic Growth and Financial Development on the Global Sustainable Development Path: A Bayesian Regression Approach	Chau Nguyen Doan Linh, Khanh Nguyen Le, Thanh Nguyen Thi Thanh, Thanh Tran Duy
4	ACBSP_AP__2026_67	The Role of Green University Initiatives in Shaping Re-Use Intention Among Vietnamese Students: An Extended TPB Perspective	Mai Anh Nguyen Duc, Phuong Mai Nguyen, Duy Nguyen Quang, Thao Tran Thi
5	ACBSP_AP__2026_72	Study on University Students' Intention to Use Digital Assets: Applying the Tam Model Combined with Innovation Diffusion Theory	Ngoc Pham Thi Bich, Thao Nguyen Thi Phuong, Khai Dinh Quang, Tu Nguyen Hoang Thanh
6	ACBSP_AP__2026_126	Corporate Tax Avoidance in the Digital Economy: A Structured TCCM Review	S. Elavarasi, P. V. Thayyib
7	ACBSP_AP__2026_04	Rlg Systems – Enabling Indian Businesses To Achieve Their Sustainability Milestones	Prof.Sonia Mehrotra
8	ACBSP_AP_2026_110	Factors Influencing The Intention To Adopt Ai-Integrated Erp Systems In Manufacturing Enterprises: Case Study In Vietnam	Giang Huong Mai, Huyen Khanh Nguyen Pham, Anh Hoang Nguyen Thi, Chan Minh Tran Thi, Giang Huong Le



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Category: Academician
Time: 01:00 - 4:00 PM (Hanoi Time)
Session: 07

Date: 26/02/2026
Venue: A2-508

Chairs: Assoc. Prof. Dr. Vu Thi Hoai Thu; Assoc. Prof. Dr. Do Hoai Linh
Link: <https://teams.microsoft.com/meet/4999261963652?p=6M4qCP9AfaletNsLEF>

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_86	Impact of Digital Marketing on Branding of Higher Educational Institutions in Karnataka	Ishwar N Maanay, Mukund Sharma
2	ACBSP_AP__2026_88	Beyond Cybersecurity, the Deepfake Disruption – A Narrative Thematic Analysis	Ragini N Mohanty; Ms Oorja Pal; Jay P Kosminsky
3	ACBSP_AP__2026_93	The Metaverse in Higher Education: A Systematic Review of Applications, Opportunities, and Future Directions	Swapna Pradhan, Chitralkha kumar
4	ACBSP_AP__2026_115	Bridging Academia and Industry: Outcome-Based Curriculum Design for Workforce Readiness in PGDM Programs	R. Suma, Bhagyalekshmi PC, Ms. Elva Selson
5	ACBSP_AP__2026_21	The Impact of Financial Security on Mental Health of Generation-Z in Vietnam: the Moderating Role of Hedonism and Subgroup Differences by Gender and Region	Nguyễn Thị Thanh Huyền, Lê Phạm Bảo Ngọc, Trương Bảo Nhi, Vũ Minh Trang, Phạm Phương Linh
6	ACBSP_AP__2026_66	“Gamification”: An Empirical Study on the Impact of Gamification Elements on Customer Engagement and Brand Attitude in the Marketing Context	My Trinh Bui, Duy Nguyen Quang
7	ACBSP_AP__2026_85	Price-Volume Dynamics, Volatility Transmission, and Predictability in the Cryptopunks Nft Market	Mani Bharathi D, PV Thayyib
8	ACBSP_AP_2026_125	Sustaining Supply Chain Resilience And Performance Amid Risk Exposure	Nguyen Ngoc Anh, Thoa Xuan Thi Pham



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Category: Academician
Time: 01:00 - 4:00 PM (Hanoi Time)
Session: 08

Date: 26/02/2026
Venue: A2-512

Chairs: Assoc. Prof. Dr. Pham Thi Bich Ngoc; Assoc. Prof. Dr. Hoang Phuong Dung
Link: <https://teams.microsoft.com/meet/47436540911159?p=VlrLKrMrohileDITcn>

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_06	From Esg Mandates to Sustainable Practice: An Organizational Development Framework Incorporating Green HRM and Environmental Sustainability	Sujata Das, Madhusmita Dash
2	ACBSP_AP__2026_38	Career Support from Major-Specific Lecturers and University Students' Career Choice Intention: the Role of Self-Efficacy	Nguyễn Trà My, Nguyễn Văn Việt Anh, Cù Thị Ngọc Bích, Trần Thu Việt Hà, Bùi Tuấn Hùng, Nguyễn Anh Thư
3	ACBSP_AP__2026_65	Rethinking Graduate Work Readiness in Vietnam Students	Ta Huy Hung
4	ACBSP_AP__2026_10	Academic Consulting: A Strategic Vehicle for Building Successful Industry Academia Partnerships	Jyoti Joshi Pant, Asha Mathew
5	ACBSP_AP__2026_22	Role of B-Schools in Creating a Sustainable Ecosystem for Innovation and Startups	Savitha G R, Professor
6	ACBSP_AP__2026_53	Bridging the Competences Gap in Vietnamese Tourism Education: Aligning University Curricula with Global Workforce Competency Needs	Minh Ngoc Dao, Thi My Hanh Nguyen
7	ACBSP_AP_2026_82	Assessing The Impact Of Academic Collaboration On Service Innovation In Higher Education	S R Sridharamurthy, Palanisamy Ganesan



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Category: Academician
Time: 8:30 - 11:30 AM (Hanoi Time)
Session: 09

Date: 27/02/2026
Venue: A2-501

Chairs: Assoc. Prof. Dr. Pham Thi Huyen; Dr. Truong Tuan Anh

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_07	How Openness to Experience Shapes School-To-Work Transition: A Mediated-Moderated Model	Ngoc Pham Thi Bich, Thu Chu Phuong, Anh Nguyen Kim Thao, Minh Nguyen Ngoc, Yen Nguyen Thi Hai
2	ACBSP_AP__2026_58	Measuring the Worker Turnover Cost: A Context-Specific Formula for the Vietnamese Garment Industry	Nguyen Ngoc Hien
3	ACBSP_AP__2026_43	When Silence Speaks: the Shifting Narrative of Quiet Quitting	Linh Phuong Bui, Han Minh Bao Nguyen, Hien Ngoc Nguyen, My Thao Truong
4	ACBSP_AP__2026_63	Business English in Vietnamese Higher Education: Students' Perceptions, Learning Challenges, and Employability Implications	Nguyen Thi Nuong
5	ACBSP_AP__2026_112	Exploring the Direct Relationship Between Financial Literacy and Subjective Well-Being in Vietnam	Nguyen Thi Thu Trang, Nguyen Xuan Thanh, Nguyen Thi Hai Yen, Luong Quynh Nhu, Nguyen Khoi Nguyen, Nguyen Thuy Trang
6	ACBSP_AP__2026_120	Explaining Social Media Discontinuance Behavior: A Sequential Perspective	Le Thi Thu Mai, Le Thi Hoai Nhu, Phan Thuy Duong, Nguyen Tra Giang, Cao Thanh Huyen, Dao Thi Quynh Nhu



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Category: Academician
Time: 8:30 - 11:30 AM (Hanoi Time)
Session: 10

Date: 27/02/2026
Venue: A2-502

Chairs: Dr. Dinh Le Hai Ha; Assoc. Prof. Dr. Phung Thanh Quang

No.	Paper Code	Title	Author(s)
1	ACBSP_AP_2026_104	Bridging the Talent Gap: A Competency-Based Framework for Managerial Readiness in an AI-Driven Economy	Anita Santosh Pillai, Asha Mathew
2	ACBSP_AP_2026_106	Impact of Digital Platform Exposure on Herding Tendencies in Mutual Fund Investment: the Mediating Role of Information Overload Among Bank Employees	Meera M S, Sowmya John
3	ACBSP_AP_2026_15	E-Retailer Supply Chain Optimization of Using Iot and Block Chain for a Sustainable Business Process	Alex Nero, Anjali Shukla
4	ACBSP_AP_2026_127	Traditional vs. AI-Based Models for Stock Market Index Prediction: Evidence from Vietnam	Pham Dan Khanh, Dang Quang Huy, Le Minh Anh
5	ACBSP_AP_2026_40	Impact of Gender Diversity on Financial Performance of Financial Cooperative: Case Study from People's Credit Funds in Vietnam	Le Thanh Tam, Mai Thi Tuyet
6	ACBSP_AP_2026_132	Determinants of Graduate Employability in Indian Business Schools: Aligning Business Education with Emerging Industry Needs	Prof. Rohan Job, Dr. Bhavini Patel



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Session: 11

Date: 27/02/2026
Venue: A2-503

Chairs: Assoc. Prof. Dr. Ngo Thi Phuong Thao; Assoc. Prof. Dr. Ha Son Tung

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_49	Integrating Artificial Intelligence Into Finance and Accounting Education: Lessons from Global Universities	Nghiem Anh Thu, Pham Mai Linh, Nguyen Van Anh, Vuong Thi Van Anh
2	ACBSP_AP__2026_59	Digital Transformation in Asia: Evaluating the Performance of Higher Education Institutions in India – A Case Study on Teaching, Learning, and Skill Enhancement	Dr.A. Adishesha Reddy, P. Narayana Reddy; Naresh Ogirala
3	ACBSP_AP__2026_39	A Human-Centered Design Model For Solving Rural Entrepreneurial Challenges: An Evidence-Based Study	Dr.K.V. Ramana Murthy, Manoj Deva Yeddu
4	ACBSP_AP__2026_122	Teaching and Learning with Technology: the Effectiveness of Integrating Information Techonology Into Training - A Case Study of Universities in Hanoi	Nguyen Duc Trong
5	ACBSP_AP__2026_128	The Impact of Esg Disclosure on the Financial Performance of Vietnamese Joint-Stock Commercial Banks: the Moderating Role of Bank Size	Pham Dan Khanh, Truong Thanh Hai, Nguyen Duy Anh, Dao Minh Anh, Le Hong Anh, Tran Dinh Trung



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Session: 12

Date: 27/02/2026
Venue: A2-504

Chairs: Assoc. Prof. Dr. Bach Ngoc Thang; Dr. Tran Huy Duc

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_117	Research on Influential Factors on Adaptability of the Youth in Digital Era	Nguyen Duc Trong, Ngo Thi Huyen Trang
2	ACBSP_AP__2026_87	Dynamic Relationship Between Economic Development, Green Urbanization, and CO2 Emissions in Asean Countries (1995–2024): Quantitative Evidence from PVAR Analysis	Do Hong Quan
3	ACBSP_AP__2026_50	Greening the Leather Industry: Green Innovation As a Pathway to Sustainability	Ragini, Mr. B Dilip
4	ACBSP_AP__2026_56	The Role of Blockchain Technology Trust in Mitigating Perceived Greenwashing: Evidence from Gen Z Consumers in Vietnam	Chu Thi Khanh Huyen, Nguyen Thi Phuong Linh, Nguyen Minh Ngoc, Nguyen Hien Anh, Nguyen Mai Hong, Le Gia Linh
5	ACBSP_AP__2026_60	Aligning Esg Practices with the UN Sustainable Development Goals: Evidence from Bse Sensex Firms in India	Sunitha K, Bhavani J; Hindu Mathi G
6	ACBSP_AP__2026_134	Integrated Faculty–Student Perspectives on Assessment Methods in Management Education	Dr. Carol Rao, Dr. Lalit Khullar, Dr. Yogesh Gharpure



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Session: 13

Date: 27/02/2026
Venue: A2-505

Chairs: Assoc. Prof. Dr. Hoang Phuong Dung; Dr. Le Van Nam

No.	Paper Code	Title	Author(s)
1	ACBSP_AP__2026_61	Integration of AI in Teaching Pedagogy for Effective Learning in Business Schools	P. Narayana Reddy, D. Maheswara Reddy
2	ACBSP_AP__2026_102	Unpacking How User-Generated Content Drives Enrollment Intention: A Multi-Stage S–O–R Model in Higher Education Marketing	Pham Thi Van, Le Thi Phuong Huyen
3	ACBSP_AP__2026_26	Mapping Global Research Trends in AI-Driven Green Consumption: A Bibliometric Analysis of Emerging Insights and Future Directions	Do Thi Hong Van
4	ACBSP_AP__2026_35	The Influence of Online Shopping Experience on Customer Satisfaction: Empirical Evidence from Tiki in Vietnam	Luu Hue Man, Tran Ngoc Dan Thuy, Vo Thi Ngoc Han, Nguyen Thi Nhu Thuan
5	ACBSP_AP__2026_74	Profiling Consumers' Internal Drivers for Refurbished Electronics Adoption Using Latent Profile Analysis	Dung Phuong Hoang, Dat Tuan Nguyen



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Session: 14

Date: 27/02/2026
Venue: A2-512

Chairs: Dr. Nguyen Thi Lien Huong; Dr. Khuc The Anh

No.	Paper Code	Title	Author(s)
1	ACBSP_AP_2026_75	The Impact of Dynamic Pricing Strategy on Purchasing Intention and Buying Strategy of Generation Z on E-Commerce Platforms in Northern Vietnam	Le Thuy Dung, Dinh Hoang Ha, Nguyen Linh Chi, Dang Xuan Mai, Hoang Ha Linh
2	ACBSP_AP_2026_79	Winning the Home Market: What Shapes Gen Z Vietnam's Choice Between Domestic and Foreign Products?	Hoàng Phương Dung, Đặng Chí Thành, Đoàn Hà Phương, Trần Bích Ngọc, Giang Văn Tuấn Minh, Nguyễn Diệu Linh
3	ACBSP_AP_2026_45	The Impact of Digital Leadership on Organizational Commitment in Smes in Vietnam: the Mediating Role of Employee Acceptance	Dinh Quang Tien Anh, Nguyen Thao Nguyen, Dinh Thi Thuy Trang, Dinh Hai Dang and Ngo Viet Yen Trang
4	ACBSP_AP_2026_91	Leadership in the Age of AI: Navigating Startup Challenges in Scaling in the Indian Ecosystem	Madan Kumar Pernati, P. Narayana Reddy
5	ACBSP_AP_2026_54	Transforming Entrepreneurial Ecosystems into Entrepreneurial Learning Outcomes: A Dea-Malmquist Analysis of Intentions and Early-Stage Entrepreneurial Activity	Phi-Hung Nguyen, Lan-Anh Thi Nguyen
6	ACBSP_AP_2026_133	Impact of Smart Technology and Social Media on Customer Behaviour: A Study of Small Food Joints in Nagpur City	Dr. Purna Kothari, Dr. Purna Thakwani