



Strategic Alliance Between

Academy for Global Business Advancement (AGBA), USA

and

*School of Business
International University
Vietnam National University
Ho Chi Minh City
VIETNAM*

Presents

AGBA Vietnam Chapter's Inaugural Conference

Conference Theme

*"Business and Entrepreneurship Development
Across Vietnam in a Globalized and Digitalized Era"*

July 12, 2024

Distinguished Speakers

Conference Chair	Conference Co-Chair	Conference Co-Chair	Conference Co-Chair	Conference Co-Chair
Ha Minh Tri Dean School of Business International University Vietnam National University Ho Chi Minh City VIETNAM	Kyle S. Wells Former Dean College of Business Utah Tech University St. George, Utah, USA	Dana-Nicoleta Lascu Professor of Marketing University of Richmond Richmond, Virginia USA	Gary L. Frankwick Professor of Marketing (Emeritus) University of Texas El Paso, Texas USA	Christopher J. Marquette Tabor School of Business Millikin University Decatur, Illinois, USA
Patron	Patron	Patron	Patron	Patron
Daing Nasir Ibrahim Former Vice Chancellor University Malaysia Pahang Al-Sultan Abdullah Malaysia	Le Van Thang <i>President</i> <i>International University</i> <i>Vietnam National University</i> Ho Chi Minh City VIETNAM	Zafar U. Ahmed President and CEO Academy for Global Business Advancement Washington D.C., District of Columbia USA	Ho Nhut Quang Chairman University Council International University Vietnam National University Ho Chi Minh City VIETNAM	Abdul Razak Bin Rahim Former Vice Chancellor University Melaka Malaysia
Patron	Patron	Patron	Patron	Patron
Mahrina Sari Professor of Marketing University of Lampung Indonesia	To be Announced Shortly	Popy Rufaidah Professor of Marketing Faculty of Economics and Business Padjadjaran University Indonesia	To be Announced Shortly	Viput Ongsakul Former Dean NIDA Business School National Institute of Development Administration Bangkok Thailand

Conference Co-Sponsors

- Utah Tech University, **USA**.
- Millikin University, **USA**.
- National Institute of Development Administration, Bangkok, **Thailand**.
- University of Melaka, **Malaysia**.
- Padjadjaran University, **Indonesia**.
- University of Lampung, **Indonesia**.

Conference Director and Program Chair

Dr. Lê Đình Minh Trí
Head
Office of Graduate Affairs
School of Business
International University
Vietnam National University
Ho Chi Minh City
VIETNAM
Email: ldmtri@hcmiu.edu.vn

Conference Organizing Committee

Chair

Dr. Lê Đình Minh Trí

Head

**Office of Graduate Affairs
School of Business
International University
Vietnam National University
Ho Chi Minh City
VIETNAM
Email: ldmtri@hcmiu.edu.vn**

Member

**Dr. Phan Thi Ngoc Minh,
Lecturer**

**Department of Business Management
School of Business
International University
Vietnam National University
Ho Chi Minh City
VIETNAM**

Member

**Dr. Dinh Thi Le Trinh
Lecturer**

**Department of Marketing
School of Business
International University
Vietnam National University
Ho Chi Minh City
VIETNAM**

Journal Publication Opportunities

Best papers presented at our conference will be eligible for publication in the Special Issues of the following two Swiss Journals after substantial revisions.

- **Journal for International Business and Entrepreneurship development**
(Published by Inderscience of Switzerland and Indexed in Scopus at a Q-2 rank).
It is also Indexed in Elsevier Thomson Reuters Emerging Index (Web of Science (ISI)).
- **Journal for Global Business Advancement**
(Published by Inderscience of Switzerland and indexed in Scopus at a Q-4 rank)

Distinguished Vietnamese Doctoral Students in Attendance

- Do Thanh Tung, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Tran Thi Tuong Vi, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Nguyen Thuy Quynh Anh, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Minh Quan Nguyen, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Pham Thi Phuong Thao, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Mai Tan Binh, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Ma Van Khanh, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Vuong The Luan, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Nguyen Thi Lieu, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Tran Tuan Phuong, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Huynh Huu Phuoc Tho, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Dao Van Han, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Le Tran Bao, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Huynh Chi Dung, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Tran Van Phuong, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Doan Bao Son, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Tu Minh Thuan, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Nguyen Quoc Loc, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Tran Hoang Cam Tu, International University, Vietnam National University - Ho Chi Minh City, Vietnam.
- Pham Thai Ngoc, International University, Vietnam National University - Ho Chi Minh City, Vietnam.

Conference Hotel **Central Palace Hotel**



39 Nguyen Trung Truc, District 1, Ho Chi Minh City, Vietnam.

Host University

City Campus of International University



234 Pasteur, District 3, Ho Chi Minh City, Vietnam

Main Campus International University Vietnam National University, Ho Chi Minh City, Vietnam



AGBA's Profile

AGBA's Brief:

Academy for Global Business Advancement (AGBA) was established in the American State of Texas as a "**Not-for-Profit Charitable American NGO**" in 2000. It is proud to boast today a membership of over 1000 members based in more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, global entrepreneurs, global traders, global exporters and importers, professionals, and consultants based in western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the pace of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA's Vision:

To be globally recognized as a leading "**Not-for-Profit Charitable American NGO**" dedicated to serve the academic, professional, governmental, corporate and entrepreneurial sectors worldwide.

AGBA's Mission:

Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA's Focus:

The main focus of AGBA is to provide an ongoing open global forum to discuss and analyze business and entrepreneurship development from different perspectives and viewpoints in order to improve understanding of underlying forces that (1) impact global developments and (2) shape the destiny of emerging countries such as Turkey, India, China, Thailand, Kenya, Indonesia, Malaysia, United Arab Emirates, and Bahrain, etc. in the contemporary globalized economy. AGBA bridges geographic, cultural, disciplinary, and professional gaps by integrating different business disciplines while actively enhancing practitioner -- academician interactions on a regional and global basis.

AGBA is sponsored by numerous universities, organizations, and agencies across US, Canada, UK, Europe, South America, Asia, and Africa.

AGBA's Core Business:

- Nurture globally competitive talents; expertise and skills across the emerging countries;
- Arrange apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultants on the global stage;
- Provide advisory services to business schools across the world for accreditation by ACBSP, IACBE, AMBA, EQUIS, and AACSB;
- Provide advisory services to peers worldwide to obtain "Fulbright Grants" from the US government successfully;
- Assistant in the Recruitment of Business Faculty Across the World;
- Assistant in the Establishment of Local Campuses of Global Universities;
- Offer customized training worldwide;
- Offer professional development programs;
- Provide "Global Entrepreneurship Development" services; and
- Provide Complimentary Support for the "Supervision of Doctoral Students" across emerging countries for FREE.



Journal for Global Business Advancement

ISSN Online: 1746-9678; ISSN Print: 1746-966X and E-ISSN:1746-9678

Published by
Inderscience Enterprises Ltd
World Trade Center Building
29 Route De Pre-Bois, Case Postale 856,
Geneva (Ch-1215)
SWITZERLAND

<https://www.inderscience.com/jhome.php?jcode=igba>

Indexed in Scopus

<https://www.scopus.com/sourceid/16400154779>

JGBA's Cite Score: 1.8
JGBA's SJR Score: 0.259
JGBA's SNIP Score: 0.467

Scimago Journal & Country Rank

JGBA's *H - Index*: 11

<https://www.scimagojr.com/journalsearch.php?q=16400154779&tip=sid&clean=0>

It is indexed/ listed in:

- **Scopus (Elsevier) at a Q-4 rank;**
- ProQuest
- Academic OneFile (Gale);
- cnpLINKer (CNPIEC);
- Business Collection (Gale);
- Google Scholar;
- Info Trac (Gale);
- Inspec (Institution of Engineering and Technology);
- ProQuest Advanced Technologies Database with Aerospace;
- American Cabell's Directory of Publishing Opportunities;
- Excellence in Research for Australia (ERA);
- JUFO;
- Norwegian Register for Scientific Journals, Series and Publishers;
- <http://www.scimagojr.com/journalsearch.php?q=16400154779&tip=sid>;
- 2018 Academic Journal Guide of Chartered Association of Business Schools (www.charteredabs.org)
- Academic Journal Guide (AJG) 2018, and AIDEA (Italian Academy of Management) Guide. Journal Rating AIDEA—2016. <https://www.accademiaaidea.it/journal-rating-riviste-internazionali/>.



*Journal for International Business and
Entrepreneurship Development*

ISSN Online: 1747-6763, ISSN Print: 1549-9324, and E-ISSN:1747-6763

Published by
Inderscience Enterprises Ltd
World Trade Center Building
29 Route De Pre-Bois, Case Postale 856,
Geneva (Ch-1215)
SWITZERLAND

<https://www.inderscience.com/jhome.php?jcode=jibed>

Indexed in Scopus

<https://www.scopus.com/sourceid/21100886220>

JIBED's **Cite Score**: 1.9
JIBED's **SJR Score**: 0.167
JIBED's **SNIP Score**: 0.346

Indexed in Emerging Sources Citation Index

Web of Science Core Collection:

<https://mjl.clarivate.com/search-results>

Scimago Journal & Country Rank

JIBED's **H Index**: 4

<https://www.scimagojr.com/journalsearch.php?q=21100886220&tip=sid&clean=0>

It is indexed/ listed in:

- **Scopus (Elsevier) at a Q-2 rank;**
- Web of Science (Thomson Reuters Emerging Sources Citation Index (ESCI));
- ProQuest;
- Academic OneFile (Gale);
- cnpLINKer (CNPIEC);
- Business Collection (Gale);
- Google Scholar;
- Info Trac (Gale);
- Inspec (Institution of Engineering and Technology);
- ProQuest Advanced Technologies Database with Aerospace;
- American Cabell's Directory of Publishing Opportunities;
- Excellence in Research for Australia (ERA);
- JUFO;
- Norwegian Register for Scientific Journals, Series and Publishers;
- <http://www.scimagojr.com/journalsearch.php?q=16400154779&tip=sid>;
- 2018 Academic Journal Guide of Chartered Association of Business Schools (www.charteredabs.org)
- Academic Journal Guide (AJG) 2018, and AIDEA (Italian Academy of Management) Guide. Journal Rating AIDEA—2016. <https://www.accademiaidea.it/journal-rating-riviste-internazionali/>

Manuscript Preparation

We welcome manuscripts that address the conference theme as well as all functional areas of Business Administration (e.g., Accounting, Commerce, Economics, Operations, Finance, Information System, Management, Marketing, Public Administration, Entrepreneurship, International Business, Hospitality and Tourism Management, Business Law, Corporate Social Responsibility, Ethics, Islamic Business, Agricultural Economics, Leisure Management, and Recreation Resource Management).

<ul style="list-style-type: none"> • Public Administration • Agricultural Economics • Emerging Markets • Economic Development • Global Business Environment • Offshoring and Outsourcing • Entrepreneurship • Family Business • Business Law • Marketing • Real-estate Management • Actuarial Science • Business Education • Health Care Management • Managerial Communication • Organizational Behavior • Impact of COVID—19 on Businesses 	<ul style="list-style-type: none"> • Health-Care Management • Hospital Management • Patient Care Management • Hospitality Management • Tourism Management • Recreation, Parks and Leisure • Global Economic Meltdown • Artificial Intelligence • Computer Information System • Blockchain and Crypto Currency • Impact of Technologies • E-Commerce and E-Business • Supply Chain Management • Finance and Banking • Commerce • Economics • Accounting and Auditing • Taxation 	<ul style="list-style-type: none"> • Public Sector Management • Public Administration • Management Science • Human Resource Management • Operations Management • Islamic Business Management • Cross-Cultural Management • Environmental Management • Islamic Banking & Finance • Business Ethics • Innovation Management • Green Business Sustainability • Corporate Social Responsibility • Social Entrepreneurship • Knowledge Management • Behavioral Finance • Energy Economics
--	--	---

- Scholars from all over the world are invited to submit all sorts of scholarly papers such as (i) competitive paper, (ii) working paper (research-in-progress), (iii) doctoral colloquium paper, and/or (iv) case.
- All submissions will be subjected to an anonymous double-blind review process.
- All papers must use 12-point Times Roman font; A-4 format with 2.5 cm margin on all sides; an abstract (approximately 150 words), and references. **Scholars who want their work to be included in the E-book conference proceedings must submit a full manuscript that is around 10 pages (single spaced) long.**
- An abstract/paper must include the title of the paper, name(s) of all author(s), and full information about each author (full name without any abbreviation(s), rank/position, department, college/faculty, university, city, state, country and email address).
- Paper submissions must follow the style guidelines of the *Journal of International Business Studies* (<http://www.palgrave-journals.com/jibs/index.html>) and must include a full list of all references cited in the paper.

Manuscript Preparation Continued

- AGBA does NOT acquire the copy rights of your paper.
- Proposals for special sessions on topics of significant research interests are welcomed. Proposals for panels should include the purpose of the panel, the names and affiliations of participants, a summary of contributions, and the justification for the proposal.
- Manuscripts must be submitted in **English** language only.
- **Absolute Deadline for the submission of all manuscripts is: May 15, 2024.**
- Please submit your manuscript to our following Conference Co-Chair, Conference Director/Program Chair:

Dr. Christopher J. Marquette
BS (Illinois), MBA (Illinois), Ph.D., (Texas)
Managing Editor
Journal for Global Business Advancement
Tabor School of Business
Millikin University
Decatur, Illinois,
USA
Email: cmarquette@millikin.edu

Ha Long Bay



A Sample Abstract for Your Benchmarking

Structural Exclusiveness and Poverty: An e-Entrepreneurship Based Approach to Rural Development Across China

Xiaohong He

Professor of International Business
Department of International Business
School of Business
Quinnipiac University
Hamden, Connecticut

USA

Email Xiaohong.He@quinnipiac.edu

Abstract

The growing level of inequality in the 21st century is a social, political and economic issue concerned by conscious citizens, scholars and policy makers around the world. Some on the right argue that inequality motivates progress and punishes laziness. In reality, under harsh conditions without any social safety net, the poor often have to work extremely hard just to survive. There is no real moral argument for concentration of outsize wealth vs. widespread poverty in today's world. To this end, this research study asks the question – "How disruptive forces brought by technology and innovation can be better understood and employed from the perspectives of individuals and communities in rural and less developed regions?" To answer this question, this paper develops a conceptual framework that connects enablers and structural obstacles facing rural e-entrepreneurs; and then applies the framework to explore existing circumstances and to offer explanations leading toward theory building. In this context, this paper uses a case study approach that involving "what", "why" and "how" questions to connect ideas of global importance from local Chinese practice.

Keywords: Structural Exclusiveness, Poverty, e-Entrepreneurship, Rural Development, and China.

Vietnamese Rolling Hills



Why Vietnam???

Host University:

International University, Vietnam National University at Ho Chi Minh City (IU-VNU-HCMC) Vietnam is the first and unique English-medium public research university in Vietnam. Established in 2003, it is now becoming as one of the leading research powerhouses in Vietnam. The university is affiliated to the Vietnam National University, Ho Chi Minh City (VNU-HCMC), Vietnam. The teaching is conducted in English. In addition to entrance exams, students also have to write an English language test or obtain TOEFL, TOEIC, IELTS or equivalent English certificate. International University offers a wide variety of courses in Public Administration, Business Administration, Engineering and Technology at undergraduate, postgraduate and doctoral levels.

Vietnam:

Vietnam (Vietnamese: *Việt Nam*, [vìt nā:m]), officially the Socialist Republic of Vietnam, is a country in Southeast Asia. Located at the eastern edge of mainland Southeast Asia, it covers 311,699 square kilometers (120,348 square miles). With a population of over 100 million, it is the world's fifteenth-most populous country. Vietnam borders China to the north, Laos and Cambodia to the west, and shares maritime borders with Thailand through the Gulf of Thailand, and the Philippines, Indonesia, and Malaysia through the South China Sea. Its capital is Hanoi and its largest city is Ho Chi Minh City (nation's Business Capital).

Vietnamese Economy:

The economy of Vietnam is a mixed socialist-oriented market economy, which is the 37th-largest in the world as measured by nominal gross domestic product (GDP) and 23rd-largest in the world as measured by purchasing power parity (PPP) in 2020. Vietnam is a member of the Asia-Pacific Economic Cooperation, the Association of Southeast Asian Nations and the World Trade Organization.

Since the mid-1980s, through the Đổi Mới reform period, Vietnam has made a shift from a highly centralized command economy to a mixed economy. This economy uses both directive and indicative planning through five-year plans, with support from an open market-based economy. Over that period, the economy has experienced rapid growth. In the 21st century, Vietnam is in a period of being integrated into the global economy. Almost all Vietnamese enterprises are small and medium enterprises (SMEs). Vietnam has become a leading agricultural exporter and serves as an attractive destination for Foreign Direct Investment in Southeast Asia. In the current period, Vietnam's economy relies largely on foreign direct investment to attract the capital from overseas to support its continual economic rigor. Foreign direct investment within the luxury hotels sector and resorts is rising to support its high-end tourism industry.

According to a forecast by PricewaterhouseCoopers, Vietnam may be the fastest-growing of the world's economies, with a potential annual GDP growth rate of about 5.1%, which would make its economy the 10th-largest in the world by 2050.

Conference Logistics

Arrival Day, July 11, 2024

Conference Day, July 12, 2024

Conference Program:

- Conference Registration at 8 am
- Conference Inauguration at 9 am
- Paper Presentations --10 am to 5 pm
- Networking -- 8 am to 8 pm
- Gala Dinner/Award Ceremony at 6 pm

Conference Venue:

- Central Palace Hotel
- <http://www.centralpalacesaigon.com/>

Conference Hotel:

- Central Palace Hotel
- <http://www.centralpalacesaigon.com/>
- Special Conference Rate is:
- \$60 per night inclusive Breakfast and all taxes

Vietnamese Tourist Visa:

- Please apply for the Vietnamese Tourist Visa via following website:
- <https://govietnamvisa.com/>

Registration Fee:

USD \$ XXX for Everybody

Includes:

- Luncheon
- Coffee/Tea
- Conference Documents
- Recognition Award(s)
- Banquet (Gala Dinner)

Full Time Students Pay Only

USD \$ XXX

Attendance Fee for Everybody

else: **USD \$ XXX**

Special Note:

- One Registration is for One Person Only and allows for the presentation of ONE paper ONLY.
- However, delegates are welcome to present additional papers by paying an extra fee of **USD \$ XXX** per additional paper irrespective of their status (educator or student or professional).
- Conference registration fee does NOT include your accommodation, transportation, and sightseeing.
- AGBA does NOT provide any Financial Assistance to help delegates attend its global conferences.
- Please use Ho Chi Minh City (SGN Code) Airport (Vietnam) for your flights.

Ben Thanh Market

Lê Lợi, Phường Bến Thành, Quận 1, Thành phố Hồ Chí Minh, Vietnam



Cao Dai Temple

Phạm Hộ Pháp, TT. Hoà Thành, Hoà Thành, Tây Ninh 80606, Vietnam

