

## Day 1: Feb 22, 2024 (from 8:00 AM – 17:00 PM)

### Pre-Conference: Room name: Seminar 2

From 8:00AM – 5:00PM: Evaluator Training (\$100/ person)

From 6:30PM: VIP Dinner (Only for invited participants)

## Day 2: Feb 23, 2024 - Morning

No	Time	Items	Resource Person	Room
1	8:00-9:00	Registration	Registration officers	Bronze Drum Lobby
2	9:00-9:10	Announcement	MC	Academic Hall
3	9:10-9:25	Traditional Vietnamese Music and Vovinam performance	FPT Students	Academic Hall
4	9:30-9:45	Welcome Address	Leaders of FPT University, Vietnam	Academic Hall
5	9:45-10:00	Welcome Address	Dr. Steve Parscale Chief Accreditation Officer, ACBSP	Academic Hall
6	10:00 – 10:15	ACBSP Teaching Excellence Award	Dr. Smaraki Pattanayak Associate Professor, ASBM University, India	Academic Hall
	10:15-10:30	<b>Tea Break</b>		Hall
7	10:30-11:15	Keynote Speaker 1	Keynote Speech 1 “Profound Knowledge for Partnerships - A Deming Perspective”  Dr. David M. Church ACBSP Baccalaureate Graduate Board Public Member	Academic Hall
8	11:15-12:00	Keynote Speaker 2	Keynote Speech 2 “Charting the Course: Accreditation as a Catalyst for Growth”  Prof. Deborah Gaspard Former Chair of the Board of Directors of ACBSP	Academic Hall
	12:00-13:30	<b>Lunch Break</b>		Lunch Room
<b>Day 2: Feb 23, 2024 - Afternoon</b>				
1	13:30-15:30	ACBSP Accreditation and Process	Accreditation Standards and Process for New and Existing Schools  Dr. Steve Parscale Chief Accreditation Officer, ACBSP	Academic Hall

**Day 2: Feb 23, 2024 - Afternoon Panel 1**

No	Time	Items	Chair session Dr. Lan-Anh Thi Nguyen and Dr. Phi-Hung Nguyen	Room
1	15:35 – 16:00	15-minute presentation 10-minute Q&A	Title: Beyond Classrooms: How Project-Based Learning Fosters the Development of Emotional Competencies  Author(s): Dr. Martin Sviatko CamEd Business School, Cambodia	Seminar 2
2	16:00– 16:25	15-minute presentation 10-minute Q&A	Title: A Study of The Motivating Factors Influencing the Purchasing Behavior of Vietnamese Women Toward Green Personal Care Product in Vietnam  Author(s): Dr. Thuan Thi Nhu Nguyen, Dr. Thanh-Tam Nguyen Thi and Dr. Viet-Ha Hoang Swinburne University	Seminar 2
3	16:25 - 16:50	15-minute presentation 10-minute Q&A	Title: Using Gamification in The Classroom at The University Level to Enhancing The Engagement of Vietnamese Students  Author(s): Dr. Trinh Phan Lan <sup>1</sup> , Dr. Le Thanh Huyen <sup>2</sup> <sup>1</sup> University of Economics and Business, Vietnam <sup>2</sup> University of Education, Vietnam	Seminar 2

**Day 2: Feb 23, 2024 - Afternoon Panel 2**

No	Time	Items	Chair session Dr. Pham Thanh Vinh and Dr. Nguyen Hoang Phuong Linh	Room
1	15:35 – 16:00	15-minute presentation 10-minute Q&A	Title: Holistic Student Development in Management Education: The Role of Student Engagement  Author(s): Prof. Uday Salunkhe, Prof. Bharath Rajan, Prof. Sujatha Natarajan Welingkar Institute of Management Development and Research (WeSchool), Mumbai, India	Seminar 1
2	16:00– 16:25	15-minute presentation 10-minute Q&A	Title: Gender, Compensation, Job Satisfaction, and Faculty Commitment Relationship in the Higher Education Institutions: A Case Study in the Context of Bangladesh  Author(s): Prof. Mohammad A Ashraf, Prof. Mohd H R Joarder, Assistant professor. Md. Jakowan School of Business and Economics, UIU	Seminar 1
3	16:25 - 16:50	15-minute presentation 10-minute Q&A	Title: The Role of Internal and External Factors on Students' Career Preparedness: A Vietnamese Business School View  Author(s): Huynh Phan Hoai Giang, Nguyen Hoang Phuc, Bui Doan Quoc Viet University of Management and Technology HCMC	Seminar 1

**Day 2: Feb 23, 2024 - Afternoon Panel 3**

No	Time	Items	Chair session Dr. Nguyen Thi Minh Anh and Dr. Pham Thi Xuan Thoa	Room
1	15:35 – 16:00	15-minute presentation 10-minute Q&A	Title: University-Industry Collaboration, Value Co-creation, and CSR Performance: A Framework for Developing Context  Author(s): Prof. Dr. Kawsar Ahmmed, Assistant Professor. Dr. Muhammad Hasan Al-Mamun School of Business & Economics United International University, Bangladesh	LB24
2	16:00– 16:25	15-minute presentation 10-minute Q&A	Title: The Importance of Project-Based Learning: Bridging the Gap between Classroom Learning & Real-World Application  Author(s): MA. An Sita and Long Phalin CamEd Business School, Cambodia	LB24
3	16:25 - 16:50	15-minute presentation 10-minute Q&A	Title: Factors Effect to Student Dropout in Public University in Vietnam: The Case Study of School of Advanced Education Program  Author(s): Prof. Bui Huy Nhung, Dr. Pham Dan Khanh, Dr. Nguyen Thi Thu Ha National Economics University, Hanoi, Vietnam	LB24

**Day 2: Feb 23, 2024 - Afternoon Panel 4**

No	Time	Items	Chair session Dr. Nguyen Thi Luu and Dr. Hoang Thanh Tung	Room
1	15:35 – 16:00	15-minute presentation 10-minute Q&A	Title: Exploring the Impact of Mobile Technologies on Self-Directed Learning  Author(s): Dr. Trinh Le Tan, Msc. Vo An Hai, MBA. Nguyen Tan Hoan, Dr. Ngo Tran Xuat, Msc. Nguyen Duc Tri, Msc. Nguyen Quoc Quan FPT University - Da Nang Campus	LB01
2	16:00– 16:25	15-minute presentation 10-minute Q&A	Title: Research the ICPDP (International Collaboration - Personal Development Program) Model Satisfies the Personal Development of Students in FPT University Da Nang, Viet Nam.  Author(s): Dr. Tran Thi Mai Sau, Dr. Duong Thi Thanh Hang, MBA. Nguyen Anh Thu, MBA. Nguyen Tran Tra Linh FPT University - Da Nang Campus	LB01
3	16:25 - 16:50	15-minute presentation 10-minute Q&A	Title: Key Factors Impacting Digital Transformation Adoption and Collaboration in Vietnamese Private Higher Education: A TOE Perspective and a Case Study of FPT Education in Da Nang  Author(s): Dr. Le Thi My Hanh, MBA. Van Ky Long Nguyen, Thi Hien Le, Thi Minh Chau Tran, Nhu Hoa Vo, Quang Huy Huynh, Thi Nhung Quynh Ho FPT University - Da Nang Campus	LB01

**Day 2: Feb 23, 2024 - Afternoon Panel 5**

No	Time	Items	Chair session Dr. Tran Khanh Trang and Dr. Bui Le Minh	Room
1	15:35 – 16:00	15-minute presentation 10-minute Q&A	<p>Title: Fostering Students' Engagement with Student-Oriented Industry Guest Speakers Activities</p> <p>Author(s): MBA. Trang Thuy Pham, MSc. Hai An Vo, MSc. Mai Hoang Vy Nguyen FPT University - Da Nang Campus</p>	LB13
2	16:00– 16:25	15-minute presentation 10-minute Q&A	<p>Title: Factors Affecting Student Satisfaction in an Internship Program to Strengthen University Industry Partnership: A Case Study of FPT University in Viet Nam</p> <p>Author(s): Dr. Le Thi My Hanh<sup>1</sup>, Le Thi Thu Hien<sup>2</sup>, Hoang Ngoc Uyen Phuong<sup>1</sup>, Phan Nguyen Phuc An<sup>1</sup>, Dinh Le Thao Uyen<sup>1</sup> <sup>1</sup>FPT University - Da Nang Campus <sup>2</sup>FPT Polytechnic Da Nang</p>	LB13
3	16:25 - 16:50	15-minute presentation 10-minute Q&A	<p>Title: Faculty and Alumni Perspectives of International Student Exchange Programs in Higher Education: The Benefits and Challenges Evaluation</p> <p>Author(s): Nguyen Xuan Tri, Nguyen Ngoc Ai Thy, Nguyen Hoang Linh FPT University – Ho Chi Minh City Campus</p>	LB13

### Day 3: Feb 24, 2024 - Morning

No	Time	Items	Resource Person	Room
1	9:00-10:00	Panel Discussion	Panel Discussion of ACBSP Region 10 Officers Topic: "Be Extraordinary - Emerging Partnership for Student Success"	Academic Hall
2	16:15-16:30	Conference Synopsis	MC	Academic Hall
3	16:30-16:45	Closing remark	Dr. Tran Ngoc Tuan Vice Rector, FPT University, Vietnam Chair, ACBSP Region 10	Academic Hall
4	16:45-17:00	Lucky Draw	MC	Academic Hall

### Day 3: Feb 24, 2024 - Morning Panel 1 - Best of the Region

No	Time	Items	Resource Person	Room
1	10:15- 10:35	20-minute presentation	Title: Why does Student Absenteeism Matter? Impact of Student Attendance on Academic Performance with Moderation Effects, and Implication for Attendance Policy  Author(s): Dr. Thanh-Tung Hoang, Dr. Thanh-Vinh Pham FPT University - Hanoi Campus	Seminar 1
2	10:35-10:55	20-minute presentation	Title: Social Constructivism: Is it a One-Size-Fits-All Solution for Student Engagement in Higher Education Institutions?  Author(s): Dr. Pho Thi My Hanh, MIB. Phan Hoang Ha, MSc. Nguyen Thi Que Anh FPT University – Ho Chi Minh City Campus	Seminar 1
3	10:55- 11:15	20-minute presentation	Title: Deciphering the Internship Decision: A Mixed Methods Study on Drivers of Students' Company Choice  Author(s): Dr. Lan-Anh Thi Nguyen, Dr. Phi-Hung Nguyen FPT University - Hanoi Campus	Seminar 1
4	11:15 - 11:35	20-minute presentation	Title: Models and Impacts of Partnerships between University and Industry in Vietnam  Author(s): Dr. Minh-Huy Nguyen Duong <sup>1</sup> , MBA. Bui Minh Trang <sup>2</sup> and Dr. Duong Mong Ha <sup>3</sup> <sup>1</sup> FPT University - Da Nang Campus <sup>2</sup> VN – UK Institute for Research and Executive Education, University of Da Nang <sup>3</sup> Saigon Center for Educational Accreditation	Seminar 1
	12:00-13:30	<b>Lunch Break</b>		Lunch Room

**Day 3: Feb 24, 2024 - Afternoon Panel 1 - Best of the Region**

No	Time	Items	Resource Person	Room
5	13:45- 14:05	20-minute presentation	Title: Evaluating Students' Perception of Integrating Service-Learning Pedagogy into Business Schools  Author(s): MBA. Nu Thi Chu, Dr. Nguyen Thi Bich Thu, MA. To Hong Dung and MA. Nguyen Thi Thanh Binh FPT University - Quy Nhon AI Campus	Seminar 1
6	14:05 - 14:25	20-minute presentation	Title: Invoking Indigenous Wisdom in the Internationalization of Business Education: Opportunities and Challenges in Vietnam  Author(s): Dr. Xuan-Thoa Pham Thi <sup>1</sup> , Dr. Trinh Trong Hung <sup>1</sup> and Dr. Nguyen Ngoc Anh <sup>2</sup> <sup>1</sup> FPT University - Hanoi Campus <sup>2</sup> Vietnam National University Hanoi	Seminar 1
7	14:25 - 14:45	20-minute presentation	Title: Drivers of Business Student Satisfaction with the Internship Program: What Matters Most in the Case of FPT University?  Author(s): Dr. Phuong-Linh Hoang Nguyen and Dr. Luu Thi Nguyen FPT University - Hanoi Campus	Seminar 1
8	14:45 - 15:05	20-minute presentation	Title: Influencing Factors of Academic Performance of University Students  Author(s): Dr. Minh-Anh Thi Nguyen FPT University - Hanoi Campus	Seminar 1
9	15:05- 15:25	20-minute presentation	Title: The Combination of Individual and Institutional Factors in Explaining Social Entrepreneurship: A Country-Based Comparison Using fsQCA  Author(s): Dr. Luu Thi Nguyen FPT University – Hanoi Campus	Seminar 1

**Day 3: Feb 24, 2024 - Morning Panel 1 - Student Showcase**

No	Time	Items	Resource Person	Room
1	10:15- 10:35	20-minute presentation	<p>Title: Predicting Student Dropout in Higher Education: Insights from University Administrators' Evaluation of Critical Factors</p> <p>Author(s): Trinh Thi Anh Minh<sup>1</sup>, Dr. Nguyen Ngoc Ai Thy<sup>1</sup>, Nguyen Ngoc An Thy<sup>2</sup>, Dr. Dang Thanh Tuan<sup>3</sup></p> <p><sup>1</sup>Faculty of Business, FPT University, Ho Chi Minh City, Vietnam</p> <p><sup>2</sup>Ho Chi Minh City Industry and Trade College, Ho Chi Minh, Vietnam</p> <p><sup>3</sup>Department of Logistics and Supply Chain Management, Hong Bang International University, Ho Chi Minh City, Vietnam</p>	Seminar 2
2	10:35-10:55	20-minute presentation	<p>Title: The Impact of Sustainable Marketing on Product Support Among Vietnamese Young Generation: The Application of the GREEN Model</p> <p>Author(s): Thuy-Linh Thi Tran, Duy-Anh Bui, Van Thi Nguyen, Huong Thi Nguyen, Ba-Cong Nguyen, Dr. Nguyen Thi Luu</p> <p>FPT University - Hanoi Campus</p>	Seminar 2
3	10:55- 11:15	20-minute presentation	<p>Title: Illuminating The Complexity of Innovation Capability: A Grey Modeling Study of IT Firms</p> <p>Author(s): Dr. Phi-Hung Nguyen<sup>1</sup>, PhD.c Thu-Hien Tran<sup>2</sup>, Thu-Hoai Thi Nguyen<sup>1</sup>, Tra-Giang Vu<sup>1</sup>, MBA. Hue Thi Nguyen<sup>1</sup></p> <p><sup>1</sup>FPT University - Hanoi Campus</p> <p><sup>2</sup>National Taipei University of Technology, Taiwan</p>	Seminar 2
4	11:15 - 11:35	20-minute presentation	<p>Title: Assessing the Influence of Students' Internship Experience Toward Students' Career Goals and The Roles of University-Industry Partnerships: What Do Students Need?</p> <p>Author(s): Nguyen Tien Son, Tran Thi Minh Chau, Dr. Le Thi My Hanh</p> <p>FPT University – Da Nang Campus</p>	Seminar 2
	12:00-13:30	<b>Lunch Break</b>		Lunch Room

**Day 3: Feb 24, 2024 - Afternoon Panel 1 - Student Showcase**

No	Time	Items	Resource Person	Room
5	13:45- 14:05	20-minute presentation	<p>Title: Critical Success Factors of Information Sharing and Transparency in Vietnamese Agricultural Logistics Industry</p> <p>Author(s): Dr. Phi-Hung Nguyen, Thu-Uyen Thi Truong, Thi-Thuong Hoang, Ngoc-Sam Dinh, Le-Duong Nguyen, Quy-Hieu Nguyen FPT University - Hanoi Campus</p>	Seminar 2
6	14:05 - 14:25	20-minute presentation	<p>Title: How Advertising Music Video Create Product Impressions: A Case Study of Vietnamese Students' Perspective</p> <p>Author(s): Do Hoang Anh, Dr. Le Thi My Danh, Huynh Nguyen Yen Minh, Tran Hoang Bao Chi, Dinh Thi Thuy Hoa, Dao Huyen Nhi, and Le Hong Minh Thu FPT University – Ho Chi Minh City Campus</p>	Seminar 2
7	14:25 - 14:45	20-minute presentation	<p>Title: A Study of Undergraduate Students' Academic Performance and its Relationship with Student's Depression Level, Family Stress, and Academic Stress</p> <p>Author(s): Nguyen Khanh Phuong Ha, Do Nguyen Hoang, Pham Bao Tam FPT University – Ho Chi Minh City Campus</p>	Seminar 2
8	14:45 - 15:05	20-minute presentation	<p>Title: Enhancing Motivation of FPT University Students in Proactive Career Behaviors: A Study applying Goal-Setting Theory and the Job Demands-Resources Model</p> <p>Author(s): Nguyen Thi Truc Linh, Dương Thanh Quynh Giang, Tran Nguyen Hoang Anh, Dr. Le Thi My Danh FPT University – Ho Chi Minh City Campus</p>	Seminar 2
9	15:05- 15:25	20-minute presentation	<p>Title: The Effect of Message Framing on Vietnamese Young Generation's Attitude and Purchase Intention for Products Made from Recycled Materials</p> <p>Author(s): Dr. Nguyen Thi Lan Anh, Doan Le Phuong Linh, Le Tuyet Anh, Nguyen Quang Hanh, Phan Thanh The Hien FPT University – Hanoi Campus</p>	Seminar 2

**Day 3: Feb 24, 2024 - Morning Panel 1**

No	Time	Items	Chair session: Dr. Hoang Thanh Tung and Dr. Nguyen Thanh Huyen	Room	
1	10:15- 10:40	15-minute presentation 10-minute Q&A	Title: Interest Rate and Relationship with Vietnam's Economic Growth  Author(s): Dr. Pham Thanh Dat, Dr. Pham Dan Khanh National Economics University	LB24	
2	10:40-11:05	15-minute presentation 10-minute Q&A	Title: Exploring First-Year Student Needs and the Role of Peer-to-Peer (P2P) Partnership in students' Self-Growth within the academic Environment: A Case Study of the 'Brothers and Sisters' Program at FPT University  Author(s): Do Viet Minh Triet, Van Tran Hoai Thuong, Dang Thi Hong Huong, Dang Thi Hong Diem FPT University - Da Nang Campus	LB24	
3	11:05- 11:30	15-minute presentation 10-minute Q&A	Title: Factors That Motivate University Students in Vietnam to Watch Live Streaming E-Commerce (LSE) Especially By KOLS, KOCS and Influencers  Author(s): Dang Ngoc Anh Thu, Nguyen My Ngoc, Nguyen Gia Minh, Dao Huyen Nhi, Trinh Khoi Nguyen, Dr. Le Thi My Danh FPT University – Ho Chi Minh City Campus	LB24	
4	11:30 - 11:55	15-minute presentation 10-minute Q&A	Title: The Impacts of Lecturers' Prosody on University Students: A Transitional Instrument towards Autonomous Learning  Author(s): MA. Pham Quang Minh <sup>1</sup> , Dr. Nguyen Tuong Van <sup>2</sup> <sup>1</sup> FPT University – Hanoi Campus <sup>2</sup> University of Economics and Business, Vietnam National University	LB24	
	12:00-13:30	<b>Lunch Break</b>			Lunch Room

**Day 3: Feb 24, 2024 - Afternoon Panel 1**

No	Time	Items	Chair session: Dr. Phi-Hung Nguyen and Dr. Lan-Anh Thi Nguyen	Room
5	13:15- 13:40	15-minute presentation 10-minute Q&A	Title: Demand of Local Businesses in Binh Dinh Province (Vietnam) on Partnering with University Students for Internships  Author(s): Dr. Tran Ky Han, MBA. Le Thi Dieu Thoa, MSc. Tran Nguyen Nam Anh FPT University - Quy Nhon AI Campus	LB24

**Day 3: Feb 24, 2024 - Afternoon Panel 1**

No	Time	Items	Chair session: Dr. Phi-Hung Nguyen and Dr. Lan-Anh Thi Nguyen	Room
6	13:40 - 14:05	15-minute presentation 10-minute Q&A	Title: Work-integrated Learning towards a Sustainable Partnership between Industry and Academia: An Exploratory Study from a Private University in Vietnam.  Author(s): Ph.D.c La Thi Cam Tu, MBA. Du Tieu Duong, MBA. Nguyen Hoang Linh FPT University - Ho Chi Minh City Campus	LB24
7	14:05- 14:30	15-minute presentation 10-minute Q&A	Title: Rethinking about University-Industry Partnerships and Graduate Employment  Author(s): Ph.D.c Tien Quyet Nguyen FPT University – Hanoi Campus	LB24
	14:30-14:45	<b>Tea Break</b>		
8	14:45- 15:10	15-minute presentation 10-minute Q&A	Title: An Introductory Review of The Impacts of Partnerships on Student Outcomes  Author(s): Thu Le-Anh Tran <sup>1</sup> , Duyen Tuong-Khanh Lam <sup>1</sup> , Bang Le-Anh Tran <sup>1</sup> , Huong Thi Pham <sup>2</sup> <sup>1</sup> Ho Chi Minh City University of Management and Technology <sup>2</sup> Ho Chi Minh City University of Education	LB24
9	15:10 - 15:35	15-minute presentation 10-minute Q&A	Title: Constructivist Classroom in the 4.0 Era: An Application of EduNext Software in Online Constructivist Classroom at FPT University – Hoa Lac Campus  Author(s): Dr Nguyen Thanh Huyen, Ph.D.c Dang Tran Hieu FPT University, Hanoi Campus	LB24
10	15:35- 16:00	15-minute presentation 10-minute Q&A	Title: The Significance of Start-ups in Driving Economic Growth: A Comparative Analysis of Emerging Economies with evidence from Singapore and Japan  Author(s): Ph.D.c Ngo Tan Lam Huy FPT University - Ho Chi Minh City Campus	LB24

**Day 3: Feb 24, 2024 - Morning Panel 2**

No	Time	Items	Chair session: Dr. Tran Thi Mai Sau and Dr. Tran Khanh Trang	Room
1	10:15- 10:40	15-minute presentation 10-minute Q&A	Title: Teamwork Barriers and How to Overcome: A Case Study in Experiential Entrepreneurship Courses at FPT University  Author(s): MBA. Pham Thi Mai Anh and Dr. Phi-Hung Nguyen FPT University – Hanoi Campus	LB01
2	10:40-11:05	15-minute presentation 10-minute Q&A	Title: Cultivating Social Responsibility in Universities: Strategies and Expected Outcomes  Author(s): Dr. Hien Thanh Hoang <sup>1</sup> , MBA. Pham Thi Hoang Dung <sup>2</sup> <sup>1</sup> FPT University - Da Nang Campus <sup>2</sup> Duy Tan University	LB01
3	11:05- 11:30	15-minute presentation 10-minute Q&A	Title: Applying Guided Video Instruction to Enhance FPT Students' Academic Performance and Learning Experience in Corporate Finance Subjects  Author(s): Dr. Bui Le Minh FPT University – Hanoi Campus	LB01
4	11:30 - 11:55	15-minute presentation 10-minute Q&A	Title: Students' Well-Being, Academic Performance and Academic Expectation: A Study at FPT University in Ho Chi Minh City  Author(s): MBA. Truong Dinh Hong Thuy, Master. Dinh Thi Phuong Mai, Master. Do Vu Thien Nhan FPT University – Ho Chi Minh City Campus	LB01
	12:00-13:30	<b>Lunch Break</b>		Lunch Room

**Day 3: Feb 24, 2024 - Afternoon Panel 2**

No	Time	Items	Chair session: Dr. Pham Thanh Vinh and Dr. Le Thi My Hanh	Room
5	13:15- 13:40	15-minute presentation 10-minute Q&A	Title: The Influence of Emotional Intelligence on Academic Performance: A Case Study of FPT Students Reading Multimedia Communication  Author(s): Cao Minh Chi, Huynh Nguyen Chinh, Nguyen Van Quang, Pham Thi Hong Nhung, Lu Vuong Hoang Vu, Pham Doan Tuyet Binh FPT University – Ho Chi Minh City Campus	LB01

**Day 3: Feb 24, 2024 - Afternoon Panel 2**

No	Time	Items	Chair session: Dr. Pham Thanh Vinh and Dr. Le Thi My Hanh	Room
6	13:40 - 14:05	15-minute presentation 10-minute Q&A	Title: Bridging Tradition and Innovation: A Digital Platform for Collaborations in Cultural Time-honored Product Communications between Vietnamese SMEs and FPT University Students  Author(s): MA. Hoang Vu Quoc Anh, MA. Nguyen Tran Huong Thao, Nguyen Ngoc Thanh Thao, Ly Quoc Phong, Tran Dang Minh Dac, Nguyen Hoang Ai Thanh, Huynh Trung Duong and Dang Nguyen Minh An FPT University – Ho Chi Minh City Campus	LB01
7	14:05- 14:30	15-minute presentation 10-minute Q&A	Title: Factors Affecting University Choice of High School Students in Vietnam during the Covid-19 Pandemic  Author(s): MA. Bui Thuy Duong, MA Dr. Luu Thi Nguyen FPT University – Hanoi Campus	LB01
	14:30-14:45	<b>Tea Break</b>		
8	14:45- 15:10	15-minute presentation 10-minute Q&A	Title: Technostress in Higher Education: Identifying Influential Elements and Measuring Its Impact on Students' Academic Productivity  Author(s): Duong Hong Ngoc, Ngo Ngoc Lam Oanh, Nguyen Hoang Chau, Huynh Quang Gia Dinh, Nguyen Quoc Tuan, Nguyen Cuong Lam, Dr. Pho Thi My Hanh and Phan Hoang Ha FPT University – Ho Chi Minh City Campus	LB01
9	15:10 - 15:35	15-minute presentation 10-minute Q&A	Title: Effect of Ethical Leadership on Corporate Social Responsibility: A Literature Review  Author(s): Dr. Tran Khanh Trang, Ph.D.C Tran Vi Anh, MBA. Pham Khanh Huyen FPT University – Hanoi Campus	LB01
10	15:35- 16:00	15-minute presentation 10-minute Q&A	Title: Leveraging Industry Guest Speakers to Enhance Business Student Outcomes: An Integrative Review of Multidisciplinary Literature  Author(s): Trang Thi Doan Nguyen, Anh Tran Phan Lan, Thao Dieu Truong FPT University - Da Nang Campus, Vietnam	LB01

**Day 3: Feb 24, 2024 - Afternoon Panel 3**

No	Time	Items	Chair session: Dr. Hoang Thanh Tung and Dr. Pham Thi Xuan Thoa	Room
1	13:15- 13:40	15-minute presentation 10-minute Q&A	Title: Replacement or Partnership? A Systematic Review of the AI-based Collaboration in Higher Education from an Instructor-oriented Perspective  Author(s): Dr. Anh Tran Phan Lan, MBA. Duyen Duong Thuy, MBA. Thu Nguyen Anh FPT University – Da Nang Campus	LB13
2	13:40 - 14:05	15-minute presentation 10-minute Q&A	Title: The Evaluation of User Experience of Emoji based Form Using UEQ: A Case Study of University in Vietnam  Author(s): Tran Mai Anh, Nguyen Trung Tin, Nguyen Van Huong, Pham Anh Thy, Ha Hien Long, Dr. Le Thi My Danh FPT University – Ho Chi Minh City Campus	LB13
3	14:05- 14:30	15-minute presentation 10-minute Q&A	Title: Critical Factors Influencing the Training Institutions' Adoption of Logistics Simulation Software: Evidence from Vietnam Universities and Colleges  Author(s): Dr. Duy-Hong Nguyen, Dang-Duong Pham FPT University – Hanoi Campus	LB13
	14:30-14:45	<b>Tea Break</b>		
4	14:45- 15:10	15-minute presentation 10-minute Q&A	Title: Identifying Factors Affecting Learner Satisfaction of MOOCs in Higher Education Institutes in Vietnam  Author(s): Tran Thi Bao Le, Dang Lam Kien, Le Ngoc Phung, Nguyen Do Tra My, Doan Ngoc Khanh Linh FPT University – Ho Chi Minh City Campus	LB13
5	15:10 - 15:35	15-minute presentation 10-minute Q&A	Title: Educational Partnerships and Student Outcomes: A Case Study of The Coursera MOOCs  Author(s): Dr. Phan Phuong Hao, Ngo Thi Thanh Dung FPT University - Ho Chi Minh City Campus	LB13
6	15:35- 16:00	15-minute presentation 10-minute Q&A	Title: Social Responsibility and Business Ethics in Business Education: Current Situations in Vietnamese Universities  Author(s): Dr. The Buu Thi Le, MBA. Bich Thuong Thi Nguyen, MBA. La Thi Kim Khanh FPT University – Quy Nhon AI Campus	LB13

**Day 4 and Day 5  
Feb 25 - 26, 2024**

**Tour to Mekong Delta, Vietnam**