



# 2ND VIETNAM SYMPOSIUM IN SUPPLY CHAIN MANAGEMENT

## VSSCM2023

◇ THUONGMAI  
UNIVERSITY,  
HANOI

◇ 23 OCTOBER

◇ 08:00-17:00



# Summary

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# Welcoming Note

We are very pleased to welcome you to the second edition of the **Vietnam Symposium in Supply Chain Management** (VSSCM-2023, 23-24 October 2023), which is jointly organized by the **Association of Vietnamese Scientists and Experts (AVSE Global)** and the **Thuongmai University**.

The Symposium aims at providing academics, doctoral students, and practitioners with a forum for presenting their research findings and discussing current and challenging issues in supply chain management field. The Symposium is also an ideal occasion for Vietnamese scholars to exchange research experiences and develop research projects with their international colleagues.

This year, we have the great privilege to welcome two outstanding Guest Keynote Speakers, **Zied Babai** from **Kedge Business School** (France) and **Constantin Blome** from **Lancaster University Leipzig** (Germany), together with **Professor Duc Khuong Nguyen** from **EMLV Business School** (France) and **Assoc Prof. Hoang Nguyen** from **Thuongmai University** (Vietnam) as the advisors. They are among the world's leading supply chain management experts. We are grateful to them for their presence and kind support.

Finally, we would like to thank **Assoc Prof. Hoang Nguyen** (*Rector of the Thuongmai University*) and **Assoc Prof. Huu Duc Bui** (*Chairman of the Thuongmai University*), for their outstanding support to make this event a great success. Also, our special thanks go to the members of our organizing committee and supporters for their great contributions to the preparations of this scientific event.

We wish you all an intellectually stimulating and productive conference as well as a chance to meet new colleagues and establish collaborations. We hope that you will have the occasion to exchange ideas and enjoy the virtual environment of the conference!

*On behalf of the Organizing and Scientific Committees  
The Conference Co-Chairs*

**Michael Christofi, Ngoc Thang Doan, and Thi Le Hoa Vo**

# Conference Scope

The Second Vietnam Symposium in Supply Chain Management (VSSCM-2023) aims at providing academics, doctoral students, and practitioners with a forum for presenting their research findings and discussing current and challenging issues in supply chain management field. The Symposium is also an ideal occasion for Vietnamese scholars to exchange research experiences and develop research projects with their international colleagues.

The symposium organizers welcome submissions of theoretical and empirical research papers in all areas of Sustainability and Innovation for presentation. The main topics of the conference include, but not limited to:

- Business strategies for transitions towards sustainable systems
- Challenges of climate change
- Closed-loop sustainability development
- Data analytics
- Demand forecasting
- E-supply chains
- Integration and collaboration
- IoT in Logistics
- Lean and agile management
- Logistics management
- Operations management on innovation and sustainability
- Performance drivers and measurement
- Resilience for sustainable, inclusive growth
- Reverse and closed loop supply chains
- Risk management in supply chain
- Stakes and challenges for sustainable development
- Supply chain efficiency and effectiveness
- Supply chain network design
- Sustainability challenges: Ecological and economic development
- Sustainability in the digital economy
- Sustainable management practices
- Supply chain finance
- Sustainable supply chain management in tourism
- Transition management for sustainable development
- Transitions to sustainable futures
- Value chain strategies

# Keynote Speakers



**Zied Babai**

*Senior Professor in Operations and Supply Chain  
Management Kedge Business School,  
France*

M. Zied BABAI is Senior Professor in Operations and Supply Chain Management at Kedge Business School (France). He holds a PhD in Industrial Engineering from Ecole Centrale Paris (France) where he also worked as a Teaching and Research Assistant for four years. From October 2006 to September 2008, he joined the Centre for Operational Research and Applied Statistics at the University of Salford (UK), working on a project funded by the Engineering and Physical Sciences Research Council (EPSRC, UK). He also had research fellowships and visiting positions at King Saud University (KSA), Bucks New University (UK), AIMST University (Malaysia) and University of Portsmouth (UK).

His research interests relate primarily to demand forecasting and inventory management in supply chains with a special emphasis on the development of quantitative models. He is the Editor-In-Chief of Supply Chain Forum: An International Journal (Francis & Taylor), the "Operations Management" Area Editor of IMA Journal of Management Mathematics (Oxford Press) and Associate Editor of the International Journal of Production Research (Francis & Taylor).



**Constantin Blome**  
*Professor of Operations Management,  
Lancaster University Leipzig,  
Germany*

Constantin Blome is Academic Dean of Lancaster University Leipzig since September 2022. He is also Co-Editor-in-Chief of the International Journal of Operations & Production Management. Constantin's research interests include supply chain management, procurement, and operations management with strong focus on sustainability, innovation, and risk issues. In 2020 and 2021, he received the highly cited research award from Clarivate in the category "cross field", highlighting the top 0,1% cited scholars. Constantin is regular keynote speaker at academic and practitioner conferences. His research won several prestigious awards. Constantin is also co-owner and board member of two companies (n-side, Belgium, and Procurence, Poland). Overall, Constantin raised more than 5 million Euro research funding with a strong focus on industry funding. In earlier years, Constantin was Associate Dean of Research, Head of the Management Group and Professor of Operations Management at the University of Sussex Business School where he was also responsible for the REF position. Before Constantin was the GlaxoSmithKline Chaired Professor in Strategic Sourcing and Procurement at UCLouvain, Belgium and affiliated with the Center of Operations Research and Econometrics (CORE). Today he still works part-time as Kronos Group Endowed Chair at UCLouvain/CORE. In his earlier career, he was supply chain consultant in Switzerland, assistant professor at EBS Business School, Germany, visiting scholar at IIM Bangalore, India. During his career he lectured and pursued research at institutions in the US, Canada, India, China, France, Belgium, Thailand, etc.

His research interest focuses on empirical research in the area of supply chain management, particularly upstream supply chains (procurement). Particularly topics that shape managerial practice and reactions of firms to internal and external supply chain challenges are in focus. In recent years this led to extensive research in risk management & sustainability topics.

# Meet the Session Chair

SPECIAL SESSION ON DIGITAL STRATEGY DESIGN & TRANSFORMATION IN  
INTERNATIONAL MARKETING

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**Michael Christofi**

*Faculty member at School of Management and Economics  
Cyprus University of Technology,  
Cyprus*



**Grigorios Lamprinakos**

*Assistant Professor in Marketing  
the University of Birmingham,  
UK*

Dr Grigorios Lamprinakos is an Assistant Professor in Marketing at the University of Birmingham. Prior to his current position, Grigorios worked as a post-doctorate researcher in the Centre for Responsible Business. He holds a dual PhD from Athens University of Economics and Business (Marketing department) and Autonoma de Madrid (psychology of Psychology).

His main research interests involve mechanisms underlying attitudinal and behavioral change. Specifically, Grigorios investigates the cognitive and metacognitive processes that drive sustainable consumption and socially responsible behavior. He has published his research in academic journals such as the Journal of Personality and Social Psychology (4\*), Journal of Experimental Social Psychology (4\*), Journal of Business Research (3\*), European Journal of Marketing (3\*), Information Technology and people (3\*) among others.





## Duc Khuong Nguyen

*Professor of Finance, EMLV Business School, France  
& President, AVSE Global*

Dr. Duc Khuong Nguyen holds an MSc. and a Ph.D. in Finance from the University of Grenoble Alpes (France) and obtains his HDR (Habilitation for Supervising Doctoral Research) in Management Sciences in June 2009. He also completed the "Leaders in Development" program at Harvard University, John F. Kennedy School of Government, Executive Education (2013). He joined De Vinci Higher Education as Director of International Development and EMLV Business School (AACSB/AMBA/EFMDa accredited) as Associate Dean (Managing Director), in September 2023. Before joining De Vinci Higher Education, He held various positions at IPAG Business School, including, among others, Department Head, Dean for Research, Dean of Faculty & Research, and Interim Director General. Previously, he served as Professor of Finance and Head of the Department of Finance and Information Systems at ISC Paris Business School, Lecturer at Grenoble Graduate Institute of Business, and Research and Teaching Assistant at EM Lyon Business School. He is currently a Visiting Professor at Vietnam National University, Hanoi - International School and Prague University of Economics and Business. He was a Non-Resident Research Fellow at Paul H. O'Neill School of Public and Environmental Affairs, Indiana University, and a Research Associate at the Department of Finance, Centre d'Economie de la Sorbonne (CES), University Paris 1 Panthéon-Sorbonne (2011-2015).

He is Co-Editor-in-Chief of *Politická ekonomie*, Editor of *Annals of Operations Research*; Co-Editor for the Middle East, Asia, and the Pacific of *Journal of Economic Asymmetries*; Department Editor of *Journal of Forecasting*; Subject Editor at *Emerging Markets Review*, *Journal of International Financial Markets, Institutions, and Money*; Associate Editor at *Finance Research Letters*, *International Review of Financial Analysis*, *Environmental Modeling & Assessment*; and Area Editor at *Research in International Business and Finance*.

His principal research areas concern asset pricing, financial markets, international finance, quantitative finance, emerging markets finance, energy finance, volatility modeling, and risk management. His most recent articles are forthcoming and published in refereed journals such as *European Journal of Operational Research*, *Journal of Banking and Finance*, *Journal of Economic Dynamics and Control*, *Journal of Empirical Finance*, *Journal of Economic Behavior and Organization*, *Journal of Forecasting*, *Journal of International Financial Markets, Institutions and Money*, *Journal of International Money and Finance*, *Journal of Macroeconomics*, *Journal of the Operational Research Society*, *Macroeconomic Dynamics*, *Quarterly Review of Economics and Finance*, *Review of International Economics*, *Review of Quantitative Finance and Accounting*, and *World Economy*.





## Phuong Tra Tran

*IPAG Business School & Director of Economic Policy Network, AVSE Global*

Phuong Tra Tran holds a Ph.D. in Management Sciences from the Sorbonne Business School, as well as a Master's degree in Applied Organizations from HEC and Sorbonne Business School. She worked previously as a researcher at the National Center for Scientific Research, where she was in charge of the coordination of two research projects on the topic of Smart Grids and Smart City. Specialized in the topic of public procurements, she currently collaborates with the research group "The Economics of Public Private Partnerships", the Ministry of Economy and Finance, the City of Paris, and the French Energy Council. She also realizes frequent consultancy missions and training for the Government of Vietnam. She has published articles to peer-reviewed journals such as the International Journal of Industrial Organization and the Revue d'Economie Industrielle.

Her main research interests involve Organizational Forms (inter-firm and intra-firm), Inter-firm Relationships, Public Procurement, Public Private Partnerships, Contract Theories.



**Imen Noura**

*Full Professor at Rennes School of Business (France),  
Department of Supply chain and Information Systems*

Dr. Imen Noura is currently an associate professor at Rennes School of Business (France), Department of Supply chain and Information Systems. She received her PhD degree in Industrial Engineering from the Grenoble INP, Engineering and Management, in 2013.

Her research interests include the design of green supply chains, low carbon supply chain management and agri-food supply chains, with both empirical and mathematical-modeling approaches. Dr. Noura published her works in several journals including Decision Sciences, European Journal of Operational Research, and International Journal of Production Economics.



**Ariful Hoque**

*Senior Lecturer in Finance at the Murdoch Business College,  
Murdoch University,  
Australia*

Dr Ariful Hoque, the Senior Lecturer in Finance at the Murdoch Business College, Murdoch University. He earned his Bachelor of Science in Civil Engineering from the Bangladesh University of Engineering and Technology and Doctor of Philosophy (PhD) in Finance from Curtin University (Australia). He held different positions in the industry for thirteen (13) years before commencing his academic profession. He worked as a business analyst, programmer, and software developer for several well-reputed organisations, including St George Bank (Australia) and Air New Zealand (New Zealand). He also served as a civil engineer for several multinational construction companies in Bangladesh.

He has had twenty (20) years of experience teaching in all areas of Finance, including research methodology and data analytics to undergraduate and postgraduate students at Curtin University, University of Dubai (AACSB accredited), University of Southern Queensland, University of South Australia, and Murdoch University. Also, he has authored one of the top five international finance textbook entitled 'International Financial Management' (<https://au.cengage.com/c/isbn/9780170449014/>). Since Semester 2, 2018, the International Financial Management first Asia-Pacific edition has been using in sixteen (16) institutions in Australia and New Zealand including the University of Western Australia, the University of Technology Sydney, the Macquarie University, and the Waikato University. His research interest areas (alphabetically) include, but are not limited to, Data Analytics, Derivatives, Financial Engineering, Fintech, crowdfunding, and Market Microstructure. He has published his high-quality research works in various journals including Energy Economics, International Review of Economics and Finance, Pacific-Basin Finance Journal, Global Finance Journal, International Journal of Managerial Finance, Energy Policy, and Multinational Finance Journal. He had also received several grants and awards for excellence in research. He had presented his research works in twenty-nine (29) international conferences. He has authored a research-based finance text entitled Essays in Foreign Currency Options Markets (<https://www.bookdepository.com/Essays-in-Foreign-Currency-Options-Markets-Ariful-Hoque/9783639299571>). He supervised several PhD and Master by Research students. Currently, he has been supervising a number of PhD students with their area of research focuses on the financial technology (Fintech) and Crowdfunding, the digital financial platform. He possesses good leadership skills in the academic arena and served as the Associate Dean International (September 2016-December 2017) and Associate Dean for Postgraduate Degrees (May 2012-July 2015).



## Ferry Jie

*Associate Professor in Supply Chain and Logistics Management, in the School of Business and Law, Edith Cowan University, Australia*

Ferry Jie is the Associate Professor in Supply Chain and Logistics Management, in the School of Business and Law. Ferry is currently a Secretary to the Chartered Institute Logistics and Transport (CILT) Western Australia (WA) Committee. Ferry is also a part of the Supply Chain & Logistics Association of Australia (SCLAA) WA Committee. Previously, he was a Senior Lecturer and taking a program coordinator role in Logistics and Supply Chain Management (LSCM) at RMIT University. He was managing and coordinating the undergraduate program in LSCM at RMIT from 2015 to 2016. Ferry Jie has maintained a high quality of research throughout his academic career including international scholarly leadership in the areas of supply chain management and logistics, including regularly being invited to be a keynote speaker and to give public lectures at symposiums and international conferences in Indonesia, Malaysia, Vietnam, China, UK, and Australia. From 2017 to now, published more than 55 refereed journal articles—including 31 articles in Q1-ranked in the Scimago and 23 articles in Q2-ranked in the Scimago, and 10 refereed conference papers. Furthermore, Dr Jie has received research grants/awards adding up to over \$1.85 million between 2010 and 2022. Dr Jie has professional and community engagement activities to contribute significantly to improve the university's reputation through contribution to the wider community. They are active participation in professional or governmental organisations at the Local, State, National, or International level; professional engagement; Media Star (speaking to national/international participants, professional agency, including international guest lecturer at universities).

Awards and recognition: 2022 – The 61st Australian Supply Chain and Logistics Awards (ASCLA); 2021 – ECU High Achieving Researcher Scheme: Securing Digital Futures; 2020 – He won the prize for the most active individual with the highest average daily steps at ECU; 2020, 2019 - High Commendation Award for Training, Education & Development Category by Supply Chain and Logistics Association of Australia (SCLAA); 2019 – He won the prize for the most active individual with the highest average daily steps at ECU; 2019 - Mid Career Researcher Career Highlight awarded by EMCRN at ECU; 2019 - Smart Cities Awards for Best Integration of an Individual Technology Category, City of Wanneroo (Railsmart Project - working together with PATREC (UWA), ECU.



**Thi Le**

*Lecturer in Accounting and Finance at  
the Murdoch Business College, Murdoch University,  
Australia*

Thi Le is the Lecturer in Accounting and Finance at the Murdoch Business College, Murdoch University, Australia. She achieved a PhD in Finance at Murdoch in August 2020, a Master of Finance at Curtin University in 2012, and a Bachelor in Economics at the Academy of Finance in 2008. Thi Le's research interest focuses on accounting frameworks, financial forecasting, fintech, supply chain, supply chain finance, shared mobility, connected and autonomous vehicle, and quantitative finance. As an active academic researcher, Thi Le has published many refereed journal articles, one (01) book with Springer Nature Publisher, and several international conference papers. Thi Le has solid industrial experience through the successful delivery of many industrial projects, including Australian Postgraduate Research projects supported by the Australian Government Department of Education, Skills, and Employment, to bridge Australian businesses with the brightest emerging research talent and tap into new worlds of innovation. She has been supervising a number of PhD students with their area of research focusing on financial technology (Fintech) and Crowdfunding, the digital financial platform.

## **SPECIAL SESSION ON SUPPLY CHAIN & FINANCE**

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**Dinh Anh Phan**

*Teacher at University of Economics, The University of  
Danang, Viet Nam*

His research includes supply chain finance, sustainable supply chain management and operations management.

# Committees

## CONFERENCE CO-CHAIRS



**Michael Christofi** Faculty member at School of Management and Economics Cyprus University of Technology, Cyprus



**Ngoc Thang Doan** Deputy Dean of International Business Faculty, Banking Academy of Vietnam, Vietnam



**Thi Le Hoa Vo** Full Professor, IGR-IAE Rennes, University of Rennes, France

## SCIENTIFIC COMMITTEE

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**CHARGUI Tarik**, Univ. Polytechnique Hauts-de-France, CNRS, UMR 8201 - LAMIH, Valenciennes, France

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**LAI Anh Ngoc**, University of Rennes, France

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MORAUX Franck, *University of Rennes, France*

MORVAN Thierry, University of Rennes, France

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NGUYEN Hoang Viet, Thuongmai University, Vietnam

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PACHE Gilles, Aix-Marseille University, France

PETR Christine, University of Bretagne Sud, France

PHAN Dinh Anh, The University of Danang, Vietnam

SENKEL Marie-Pascale, University of Nantes, France

SEURING Stefan, University of Kassel, Germany

THIEL Daniel, University of Paris 13, France

TRAN Kim Phuc, ENSAIT, France

TRAN Phuong Tra, IPAG Business School & Director of Economic Policy Network, AVSE Global

VIVIANI Jean-Laurent, University of Rennes, France

VO Thi Le Hoa, University of Rennes, France

**ORGANIZING COMMITTEE**

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NGUYEN Viet Thai, Head of Dept. of External Affairs and Communication, Thuongmai University, Vietnam

PHAM Thi Thu Thuy, Head of Dept. of Financial Planning, Thuongmai University, Vietnam



# Associated Journals




In consultation with the conference organizers and the Editor-in-Chief of the [Journal of Knowledge Management](#) (IF: 7.0), [Research in International Business and Finance](#) (IF: 6.5), [Supply Chain Forum: An International Journal](#) (CiteScore: 5.8), and [Journal of Trade Science](#), authors of best conference papers will be invited to submit their papers to a regular issue of the Journal.

# Program Overview

## Monday, 23 October 2023

08:00 – 08:45	<b>Welcome and Opening Ceremony</b> <i>Van Su Ha, Vice Rector of the Thuongmai University, Vietnam</i> <i>Duc Khuong Nguyen, Professor of Finance, EMLV Business School, France</i> <i>Thi Le Hoa Vo, Professor of Operations Management, University of Rennes, France</i>	H3 building
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## 08:45 – 09:30 Plenary Keynote

08:45 – 09:30	<b>When it's the slaves that pay: the rugged landscape of sustainable supply chain innovation</b>	H3 building
	<b>Constantin Blome</b> , Professor of Operations Management, Lancaster University Leipzig, Germany	

9:30 – 10:00	Break	H3 building
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## 10:00 – 11:30 Parallel Session (A1)

10:00 – 11:30	<a href="#">A1.1: Logistics management</a> Chair: Zied Babai, Kedge Business School, France	H3 building
10:00 – 11:30	<a href="#">A1.2: Supply Chain &amp; Finance</a> Chair: Franck <b>Morau</b> x, University of Rennes, France Dinh Anh Phan, University of Danang, Vietnam	Conference Room 1 – 6 <sup>th</sup> Floor, F building
10:00 – 11:30	<a href="#">A1.3: Digital Strategy Design &amp; Transformation in International Marketing</a> Chair: Michael C. Christofi, Cyprus University of Technology, Cyprus	Conference Room 2 – 6 <sup>th</sup> Floor, F building

10:00 – 11:30	<a href="#">A1.4: Sustainability and innovation</a>	Meeting Room 1 – 6 <sup>th</sup> Floor, F building
	Chair: Nguyen The Ninh and Hoang Xuan Trung, <i>Thuongmai University, Vietnam</i>	

11:30 – 13:00	Lunch	H2 building
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### 13:00 – 13:45 Plenary Keynote 2

13:00 – 13:45	Supply Chain Forecasting: Some Novel Approaches for Fast and Slow Moving Products	H3 building
	<b>Zied Babai</b> , Senior Professor in Operations and Supply Chain Management at Kedge Business School, France	

### 14:00 – 15:30 Parallel Sessions (B1)

14:00 – 15:30	<a href="#">B1.1: Performance drivers and measurement (1)</a>	Conference Room 1 – 6 <sup>th</sup> Floor, F building
	Chair: Panupong Wanjantuk, <i>Khon Kaen University, Thailand</i>	

14:00 – 15:30	<a href="#">B1.2: Green Agrifood Supply Chains (1)</a>	H3 building
	Chair: Imen Nouira and Ramzi Hammami, <i>Rennes School of Business, France</i>	

14:00 – 15:30	<a href="#">B1.3: Value chain strategies (1)</a>	Conference Room 2 – 6 <sup>th</sup> Floor, F building
	Chair: Frédéric Gautier, <i>Pantheon-Sorbonne University, Paris, France</i>	

14:00 – 15:30	<a href="#">B1.4: Supply Chain Digitalization and Transformation (1)</a>	Meeting Room 1 – 6 <sup>th</sup> Floor, F building
	Chair: Ariful Hoque & Le Thi Ngoc Quynh, <i>Murdoch Business College, Murdoch University, Australia</i> Ferry Jie, <i>Edith Cowan University, Australia</i>	

15:30 – 15:45	Break	6 <sup>th</sup> Floor, F building
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## 15:45 – 17:00 Parallel Sessions (B2)

15:45 – 17:00	<a href="#">B2.1: Performance drivers and measurement (2)</a>	Conference Room 1 – 6 <sup>th</sup> Floor, F building
	Chair: Panupong Wanjantuk, <i>Khon Kaen University, Thailand</i>	
15:45 – 17:00	<a href="#">B2.2: Green Agrifood Supply Chains (2)</a>	H3 building
	Chair: Imen Noura and Ramzi Hammami, <i>Rennes School of Business, France</i>	
15:45 – 17:00	<a href="#">B2.3: Value chain strategies (2)</a>	Conference Room 2 – 6 <sup>th</sup> Floor, F building
	Chair: Frédéric Gautier, <i>Pantheon-Sorbonne University, Paris, France</i>	
15:45 – 17:00	<a href="#">B2.4: Supply Chain Digitalization and Transformation (2)</a>	Meeting Room 1 – 6 <sup>th</sup> Floor, F building
	Chair: Ariful Hoque & Le Thi Ngoc Quynh, <i>Murdoch Business College, Murdoch University, Australia</i> Ferry Jie, <i>Edith Cowan University, Australia</i>	

18:00 – 20:00 Gala dinner

*Participants will take a coach prepared by the Thuongmai University to the Hyatt Regency West Hanoi.  
3 best paper awards will be presented during the Gala dinner*

*Hyatt Regency West Hanoi, 36 Le Duc Tho Street, My Dinh 2 Ward, Nam Tu Liem District.*




END OF CONFERENCE

# Program in Detail

## Monday, 23 October 2023

08:00 – 08:45	<b>Welcome and Opening Ceremony</b> <i>Van Su Ha, Vice Rector of the Thuongmai University, Vietnam</i> <i>Duc Khuong Nguyen, Professor of Finance, EMLV Business School, France</i> <i>Thi Le Hoa Vo, Professor of Operations Management, University of Rennes, France</i>	H3 building
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## 08:45 – 09:30 Plenary Keynote

08:45 – 09:30	<b>When it's the slaves that pay: the rugged landscape of sustainable supply chain innovation</b>	H3 building
	<b>Constantin Blome</b> , Professor of Operations Management, Lancaster University Leipzig, Germany	

9:30 – 10:00	Break	H3 building
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## 10:00 – 11:30 Parallel Session (A1)

10:00 – 11:30	<b>A1.1: Logistics management</b> <b>Chair: Zied Babai</b> , <i>Kedge Business School, France</i> <b>Logistics outsourcing management: a structured literature review</b> <b>Frédéric Gautier</b> ( <i>Pantheon-Sorbonne University, Paris, France</i> ), <b>Duy Tran</b> ( <i>Pantheon-Sorbonne University, Paris, France</i> )	<b>H3 building</b> Discussant <b>Dinh Thi Ha</b> <i>(Thuongmai University)</i>
	<b>Selection Supplier for Textile and Garment Enterprises in Vietnam Using Association Rules</b> <b>Ha Dinh Thi</b> ( <i>Thuongmai University, Vietnam</i> ) <b>Thuy Nguyen Thi Thu</b> ( <i>Thuongmai University, Vietnam</i> ) <b>Tam Do Thi</b> ( <i>Thuongmai University, Vietnam</i> ) <b>Trang Nguyen Thi Van</b> ( <i>Thuongmai University, Vietnam</i> )	<b>Panupong Wanjantuk</b> <i>(Khon Kaen University, Thailand)</i>

	Long Nguyen Hung ( <i>Thuongmai University, Vietnam</i> ) Giap Cu Nguyen ( <i>Thuongmai University, Vietnam</i> ) Lich Nghiem Thi ( <i>Thuongmai University, Vietnam</i> )	
	<a href="#">Explainable AI approach for identifying critical factors affecting on-time arrival of trucks in logistics</a> <b>Panupong Wanjantuk</b> ( <i>Khon Kaen University, Thailand</i> ), Ruth Banomyong ( <i>Thammasat University, Thailand</i> )	<b>Frédéric Gautier</b> ( <i>Pantheon-Sorbonne University, Paris, France</i> )
<b>10:00 – 11:30</b>	<b><a href="#">A1.2: Supply Chain &amp; Finance</a></b>	<b>Conference Room 1 – 6<sup>Th</sup> Floor, F building</b>
	<b>Chair: Franck Moraux</b> , <i>University of Rennes, France</i> and <b>Dinh Anh Phan</b> , <i>University of Economics - The University of Danang</i>	Discussant
	<a href="#">The role of inventory in firm resilience to the Covid-19 pandemic</a> <b>Shushu Liao</b> ( <i>Kühne Logistics University, Germany</i> ), Olga Dodd ( <i>Auckland University of Technology, New Zealand</i> )	<b>Dinh Anh Phan</b> ( <i>University of Economics, The University of Danang, Viet Nam</i> )
	<a href="#">From recourse factoring to non-recourse factoring: Value creation for SME suppliers in blockchain-driven supply chain finance</a> <b>Yishuai Ren</b> ( <i>Hunan University, China</i> ) Dong-Qing Chen ( <i>Hunan University, China</i> ) <b>Online presentation</b>	<b>Shushu Liao</b> ( <i>Kühne Logistics University, Germany</i> )
	<a href="#">CSR-Driven Financing Services for SME Suppliers on E-commerce Platforms</a> <b>Dinh Anh Phan</b> ( <i>University of Economics, The University of Danang, Viet Nam</i> ) Thi Le Hoa Vo ( <i>University of Rennes, France</i> ).	<b>Yishuai Ren</b> ( <i>Hunan University, China</i> )
<b>10:00 – 11:30</b>	<b><a href="#">A1.3: Digital Strategy Design &amp; Transformation in International Marketing</a></b>	<b>Conference Room 2 – 6<sup>Th</sup> Floor, F building</b>
	<b>Chair: Michael C. Christofi</b> , <i>Cyprus University of Technology, Cyprus</i>	Discussant
	<a href="#">Impact of reverse logistics on customer satisfaction : A research on e-commerce purchase in Vietnam</a> <b>Nguyen Khac Huy</b> ( <i>Thuongmai University, Vietnam</i> ), Tran Thi Thu Huong ( <i>Thuongmai University, Vietnam</i> ), Vu Minh Hai ( <i>Thuongmai University, Vietnam</i> )	<b>Cao Hong Loan</b> ( <i>Thuongmai University, Vietnam</i> )
	<a href="#">Sustainability assessment tools and their impact on corporate branding</a>	<b>Nguyen Viet Thai</b>




	<b>Cao Hong Loan</b> ( <i>Thuongmai University, Vietnam</i> ), Nguyen Phu Giang ( <i>Thuongmai University, Vietnam</i> )	( <i>Thuongmai University, Vietnam</i> )
	<a href="#">The impact of sustainable hotel supply chain management results in customer loyalty: a case study at 4-5 star hotels in Vietnam</a> <b>Nguyen Viet Thai</b> ( <i>Thuongmai University, Vietnam</i> ), Bui Thi Quynh Trang ( <i>Thuongmai University, Vietnam</i> ), Pham Thi Phuong ( <i>Thuongmai University, Vietnam</i> )	<b>Tran Thi Thu Huong</b> ( <i>Thuongmai University, Vietnam</i> )

<b>10:00 – 11:30</b>	<b><a href="#">A1.4: Sustainability and innovation</a></b>	<b>Meeting Room 1 – 6<sup>th</sup> Floor, F building</b>
	<b>Chair: Nguyen The Ninh and Hoang Xuan Trung,</b> <i>Thuongmai University, Vietnam</i>	Discussant
	<a href="#">Factors influencing green innovation and competitive advantage: intermediate role of sustainable development at Vietnam enterprises</a> Dinh Thi Huong ( <i>Thuongmai University, Vietnam</i> ), Bui Thi Thu Ha ( <i>Thuongmai University, Vietnam</i> ), Vu Thi Minh Xuan ( <i>Thuongmai University, Vietnam</i> ), <b>Nguyen Ngoc Anh</b> ( <i>Thuongmai University, Vietnam</i> )	<b>Hoang Van Hai</b> ( <i>University of Economics, The university of Danang, Vietnam</i> )
	<a href="#">The green logistics management practices : a study on the hospitality sector</a> <b>Hoang Van Hai</b> ( <i>University of Economics, The university of Danang, Vietnam</i> ), Phan Kim Tuan ( <i>University of Economics, The university of Danang, Vietnam</i> ), Le Van Huy ( <i>University of Economics, The university of Danang, Vietnam</i> )	<b>Nguyen Ngoc Anh</b> ( <i>Thuongmai University, Vietnam</i> )
	<a href="#">Fostering Environmental Sustainability Through Green Practices</a> <b>Rehan Husain</b> ( <i>Jaipuria Institute of Management [Lucknow], India</i> )	<b>Bui Thi Thu Ha</b> ( <i>Thuongmai University, Vietnam</i> )
	<a href="#">Online presentation</a>	

<b>11:30 – 13:00</b>	<b>Lunch</b>	<b>H2 building</b>
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## 13:00 – 13:45 Plenary Keynote 2

13:00 – 13:45	Supply Chain Forecasting: Some Novel Approaches for Fast and Slow Moving Products	H3 building
	<b>Zeid Babai</b> , Senior Professor in Operations and Supply Chain Management at Kedge Business School, France	

## 14:00 – 15:30 Parallel Sessions (B1)

14:00 – 15:30	<b>B1.1: Performance drivers and measurement (1)</b>	Conference Room 1 – 6 <sup>th</sup> Floor, F building
	Chair: Panupong Wanjantuk, <i>Khon Kaen University, Thailand</i>	Discussant
	Return on assets and factors affecting return on assets of commercial banks in Vietnam <b>Dang Thi Lan Phuong</b> ( <i>Thuongmai University, Vietnam</i> ), Vu Ngoc Diep ( <i>Thuongmai University, Vietnam</i> )	<b>Hue Man Thi</b> ( <i>Thuongmai University, Vietnam</i> )
	Enhancing retail business operations with power bi data analysis <b>Mai Nguyen Thi Ngoc</b> ( <i>Thuongmai University, Vietnam</i> ), Hue Man Thi ( <i>Thuongmai University, Vietnam</i> )	<b>Dang Thi Lan Phuong</b> ( <i>Thuongmai University, Vietnam</i> )
	Disruptions in the pandemic in the supply chains of the automotive industry as crucial for the Polish economy <b>Tomasz Rokicki</b> ( <i>Warsaw University of Life Sciences, Poland</i> ), Piotr Bórawski ( <i>University of Warmia and Mazury in Olsztyn, Poland</i> ), Aneta Bełdycka-Bórawska, ( <i>University of Warmia and Mazury in Olsztyn, Poland</i> )	<b>Mai Nguyen Thi Ngoc</b> ( <i>Thuongmai University, Vietnam</i> )
	Online presentation	

14:00 – 15:30	<b>B1.2: Green Agrifood Supply Chains (1)</b>	<b>H3 building</b>
	<b>Chair: Imen Nouira and Ramzi Hammami, Rennes School of Business, France</b>	Discussant
	<b>The process of purchasing raw coffee at coffee-processing enterprises in Vietnam-Situation &amp; solutions</b> <b>Doan Ngoc Ninh (Thuongmai University, Vietnam)</b>	<b>Trinh Thi Huong</b> (Thuongmai University, Vietnam)
	<b>The Role of Supply Chain Collaboration in Reducing Food Loss and Waste: A Systematic Literature Review</b> <b>Lien Bui (Foreign trade University, Vietnam),</b> Frédéric Gautier (Pantheon-Sorbonne University, Paris, France)	<b>Doan Ngoc Ninh</b> (Thuongmai University, Vietnam)
	<b>Evolution of the Financial Performance and Distress Profiles during Covid-19: the Case of Fishery and Food Production Firms in Vietnam</b> <b>Trinh Thi Huong (Thuongmai University, Vietnam),</b> Dao Thi Thanh Binh (Hanoi University, Vietnam), Phuong Lai Hoai (Hanoi University, Vietnam), Dam Thi Thu Trang (Thuongmai University, Vietnam), Germà Coenders (University of Girona, Spain)	<b>Lien Bui</b> (Foreign trade University, Vietnam)
14:00 – 15:30	<b>B1.3: Value chain strategies (1)</b>	<b>Conference Room 2 – 6<sup>th</sup> Floor, F building</b>
	<b>Chair: Frédéric Gautier, Pantheon-Sorbonne University, Paris, France</b>	Discussant
	<b>Electronic Products and Integration Patterns in Global Value Chains</b> <b>Hervé Boismery (Aix-Marseille Université, France)</b>	<b>Vu Thi Thanh Huyen</b> (Thuongmai University, Vietnam)
	<b>Online presentation</b>	
	<b>The Vietnamese enterprises' participation in the global footwear supply chain</b> <b>Luc Thi Thu Huong (Thuongmai University, Vietnam),</b> Pham Thi Oanh (Trade Union University, Vietnam)	<b>Hervé Boismery</b> (Aix-Marseille Université, France)
	<b>Factors affecting on participation of Vietnam's Manufacturing and Processing industry in Global value chains</b> <b>Vu Hung Phuong (National Economics University, Vietnam),</b> Vu Thi Thanh Huyen (Thuongmai University, Vietnam), Do Van Lam (Ministry of Planning and Investment, Vietnam),	<b>Luc Thi Thu Huong</b> (Thuongmai University, Vietnam)

	Tran Viet Thao ( <i>Thuongmai University, Vietnam</i> ), Nguyen Thi Thu Hien ( <i>Thuongmai University, Vietnam</i> )	
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14:00 – 15:30	<b><a href="#">B1.4: Supply Chain Digitalization and Transformation (1)</a></b>	<b>Meeting Room 1 – 6<sup>th</sup> Floor, F building</b>
	<b>Chair: Ariful Hoque &amp; Le Thi Ngoc Quynh, Murdoch Business College, Murdoch University, Australia</b> <b>Ferry Jie, Edith Cowan University, Australia</b>	Discussant
	<b><a href="#">Digital transformation for the logistics industry in Vietnam</a></b> Le Mai Trang ( <i>Thuongmai University, Vietnam</i> ), Tran Kim Anh ( <i>Thuongmai University, Vietnam</i> ), <b>Nguyen Thi Yen Hanh</b> ( <i>Thuongmai University, Vietnam</i> ), Nguyen Thi Quynh Huong ( <i>Thuongmai University, Vietnam</i> ), Vu Ngoc Tu ( <i>Thuongmai University, Vietnam</i> )	<b>Le Dinh Hoang Vu</b> ( <i>Thuongmai University, Vietnam</i> )
	<b><a href="#">Leveraging Data-Driven Research to Explore New Operational Research Opportunities within the Outpatient Chemotherapy Context</a></b> <b>Majed Hadid</b> ( <i>Hamad Bin Khalifa University, Qatar</i> ), Adel Elomri ( <i>Hamad Bin Khalifa University, Qatar</i> ), Laoucine Kerbache ( <i>Hamad Bin Khalifa University, Qatar</i> )	<b>Nguyen Thi Yen Hanh</b> <b>Tran Kim Anh</b> ( <i>Thuongmai University, Vietnam</i> )
	<b><a href="#">Internet of Things, Big Data Analytics - disruptive technologies on Supply chain digitalization</a></b> <b>Le Dinh Hoang Vu</b> ( <i>Thuongmai University, Vietnam</i> )	<b>Majed Hadid</b> ( <i>Hamad Bin Khalifa University, Qatar</i> )

15:30 – 15:45	Break	<b>6<sup>th</sup> Floor, F building</b>
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### 15:45 – 17:00 Parallel Sessions (B2)

15:45 – 17:00	<b><a href="#">B2.1: Performance drivers and measurement (2)</a></b>	<b>Conference Room 1 – 6<sup>th</sup> Floor, F building</b>
	<b>Chair: Panupong Wanjantuk, Khon Kaen University, Thailand</b>	Discussant
	<b><a href="#">Exploring the relationship between National Logistics Cost and the Logistics Performance Index: An ASEAN perspective</a></b> <b>Puthipong Julagasigorn, (Srinakharinwirot University, Thailand),</b>	<b>Viet Ha Le</b> ( <i>Thuongmai University, Vietnam</i> )

	Ruth Banomyong, ( <i>Thammasat University, Thailand</i> ), Paitoon Varadejsatitwong, ( <i>Srinakharinwirot University, Thailand</i> )	
	<a href="#">Assessing the business efficiency of Vietnamese retail enterprises when deploying Supply Chain Management Software</a> <b>Viet Ha Le</b> ( <i>Thuongmai University, Vietnam</i> ), Quoc Huu Dang ( <i>Thuongmai University, Vietnam</i> )	<b>Puthipong Julagasigorn</b> ( <i>Srinakharinwirot University, Thailand</i> )
<b>15:45 – 17:00</b>	<b><a href="#">B2.2: Green Agrifood Supply Chains (2)</a></b>	<b>H3 building</b>
	<b>Chair: Imen Noura and Ramzi Hammami</b> , <i>Rennes School of Business, France</i>	Discussant
	<a href="#">Olive oil procurement and production strategies under yield uncertainty</a> Imen Noura ( <i>Rennes School of Business, France</i> ), <b>Amina Chelly</b> ( <i>University of Tunis El Manar, Tunisia</i> ), Ramzi Hammami ( <i>Rennes School of Business, France</i> ), Guillaume Bagnarosa ( <i>Rennes School of Business, France</i> )	<b>Thi Thuy Hanh Nguyen</b> ( <i>Vietnam National University, Ho Chi Minh City, Vietnam</i> )
	<b>Online presentation</b>	
	<a href="#">An Analysis of Poultry feed Supply Chains in India</a> <b>Dipanjan Kashyap</b> ( <i>Indian Institute of Technology Kharagpur, India</i> ), Sanjib Bhuyan ( <i>Rutgers University, USA</i> ), Kishor Goswami ( <i>Indian Institute of Technology Kharagpur, India</i> )	<b>Imen Noura</b> ( <i>Rennes School of Business, France</i> )
	<a href="#">Current situation of coffee supply chain – the case study of Kontum, Vietnam</a> <b>Thi Thuy Hanh Nguyen</b> ( <i>Vietnam National University, Ho Chi Minh City, Vietnam</i> )	<b>Dipanjan Kashyap</b> ( <i>Indian Institute of Technology Kharagpur, India</i> )
	<b>Online presentation</b>	
<b>15:45 – 17:00</b>	<b><a href="#">B2.3: Value chain strategies (2)</a></b>	<b>Conference Room 2 – 6<sup>th</sup> Floor, F building</b>
	<b>Chair: Frédéric Gautier</b> , <i>Pantheon-Sorbonne University, Paris, France</i>	Discussant
	<a href="#">Does global value chain participation improve technical efficiency of SMEs? Evidence from Vietnam</a> <b>Huy Vu Le</b> , ( <i>Foreign Trade University, Vietnam</i> ) Ngoc Kien Do, ( <i>Foreign Trade University, Vietnam</i> ) Huong Giang Nguyen, ( <i>Foreign Trade University, Vietnam</i> ) Kim Phuong Thuy Nguyen, ( <i>Foreign Trade University, Vietnam</i> )	<b>Nguyen Thi Thanh</b> ( <i>Thuongmai University, Vietnam</i> )

	<p><a href="#">How to integrate domestic firms into global value chains (GVCs): A case study of the manufacturing sector in Vietnam</a>  <b>Nguyen Thi Thanh</b> (<i>Thuongmai University, Vietnam</i>)</p>	<p><b>Huy Vu Le</b>  <i>(Foreign Trade University, Vietnam)</i></p>
15:45 – 17:00	<p><a href="#">B2.4: Supply Chain Digitalization and Transformation (2)</a></p>	<p><b>Meeting Room 1 – 6<sup>th</sup> Floor, F building</b></p>
	<p><b>Chair: Ariful Hoque &amp; Le Thi Ngoc Quynh</b>, <i>Murdoch Business College, Murdoch University, Australia</i>  <b>Ferry Jie</b>, <i>Edith Cowan University, Australia</i></p>	<p>Discussant</p>
	<p><a href="#">Technology, Innovation and Firm Performance: The Empirical Evidence from Small and Medium-Sized Enterprises in Vietnam’s Logistics Sector</a>  <b>Thanh Tuan Nguyen</b> (<i>Université Polytechnique Hauts-de-France, France</i>),  Abdelghani Bekrar (<i>Université Polytechnique Hauts-de-France, France</i>),  Thi-Muoi Le (<i>Université Polytechnique Hauts-de-France, France</i>),  Abdelhakim Artiba (<i>Université Polytechnique Hauts-de-France, France</i>),  Tarik Chargui (<i>Université Polytechnique Hauts-de-France, France</i>),  Thi Le Hoa Vo (<i>University of Rennes, France</i>)</p>	<p><b>Nguyen Dang Nhat Minh</b>  <i>(National Economics University, Vietnam)</i></p>
	<p><a href="#">Perception and purchase intention of Blockchain-based traceable food among consumers in Hanoi</a>  <b>Nguyen Dang Nhat Minh</b> (<i>National Economics University, Vietnam</i>),  Do Thi Hien Mai (<i>National Economics University, Vietnam</i>),  Tran Thi Ngoc Diep (<i>National Economics University, Vietnam</i>),  Hoang Thi My Linh (<i>National Economics University, Vietnam</i>),  Nguyen Thi Phuong Linh (<i>National Economics University, Vietnam</i>)</p>	<p><b>Thanh Tuan Nguyen</b>  <i>(Université Polytechnique Hauts-de-France, France)</i></p>
	<p><b>Online presentation</b></p>	

18:00 – 20:00 Gala dinner

*Participants will take a coach prepared by the Thuongmai University to the Hyatt Regency West Hanoi.  
3 best paper awards will be presented during the Gala dinner*

*Hyatt Regency West Hanoi, 36 Le Duc Tho Street, My Dinh 2 Ward, Nam Tu Liem District.*



END OF CONFERENCE



# Best Paper Awards

VSSCM2023 presents **3 Best Paper Awards**.

The recipient of the awards:

- Addresses a significant organizational phenomenon
- Shows appropriate consideration of relevant theoretical and empirical literature
- Offers reasonable interpretations of the research results, draws appropriate inferences about the theoretical and applied implications of the results, and suggests promising directions for future research
- Yields information that is both practically and theoretically relevant and important
- Presented logically, succinctly, and clearly

Award Committee Charges:

- The Scientific Committee has the responsibility of selecting the final candidates for the Awards.

Presentation of Awards:

- The 3 Awards are presented during the Gala Dinner on **Oct 23th 2023**.

# List of Abstracts

Monday, 23 October 2023

A1.1: Logistics management

[Logistics outsourcing management: a structured literature review](#)

Frédéric Gautier, Duy Tran

## Abstract

**Purpose:** The primary objective of this manuscript is to provide a well-organized examination of literature known as a structured literature review (SLR) and offer a methodical perspective on logistics outsourcing research. This analysis aims to pinpoint areas where knowledge is deficient and suggest avenues for future research in logistics outsourcing.

**Design/Methodology:** This paper comprehensively analyses the logistics outsourcing literature. Information from academic journals is identified, synthesized, and evaluated based on research designs, methods, data collection, and analysis techniques. The study also considers regional classification, year of publication, publishers, journals, and theories referenced in the reviewed papers. To gather a comprehensive list of relevant articles, various online databases from 1992 to February 2023 were searched using the keywords "logistics outsourcing," "logistics services," and "logistics providers" in their titles and/or abstracts. Data was collected based on several criteria, and 207 articles were selected for analysis. A content analysis was then performed to gain insights into developing the logistics outsourcing literature.

**Findings:** This analysis revealed that nearly 62% of this field's reviewed papers were survey-based. This research trend indicates the development of structural equation modeling (SEM) methods. Moreover, the Resource-Based View (RBV) was the theory most frequently used. The articles were classified into five unique themes: outsourcing strategy, advanced technology in logistics outsourcing, relationship development, the era of disruption, and sustainable logistics outsourcing.

**Limitations/Implication:** The scope of this paper is restricted to an examination of academic articles available in seven widely-used databases, which utilize the terms "logistics outsourcing," "logistics services," and "logistics providers" in their titles and/or abstracts. Furthermore, this study did not include other academic sources such as books and conference papers.

[Selection Supplier for Textile and Garment Enterprises in Vietnam Using Association Rules](#)

Dinh Thi Ha, Nguyen Thi Thu Thuy, Do Thi Thanh Tam, Nguyen Thi Van Trang, Nguyen Hung Long, Cu Nguyen Giap, Nghiem Thi Lich

## Abstract

The research aims to investigate the support suppliers' decision making for Textile and Garment Vietnamese Enterprises based on using association rules mining. The Vietnamese Enterprises participate in the textile and garment production process through importing raw materials from other countries such as China, Korea, etc. Therefore, the selection supplier issue is very important to them to enhance their business products. The association rule (AR) presents a nonlinear relationship of data features or between observation's items in transaction dataset. The value of an AR can be measured through its support and confidence quantities based on the frequencies of items in the data domain via "if-then" rules. Each rule

has two main parts of the antecedence and the consequence respectively to represent the scenario for the nonlinear relationship. If the antecedence and consequence sections contain only the items that appear in the transactions, it is called positive ARs (or PARs), whereas others containing at least one item that doesn't appear in the transaction is called negative ARs (or NARs). This study researches on finding positive ARs and negative ARs in Textile and Garment data domain via three scenarios to define the relationship of alternative criteria for selection suppliers. The experimental results show that Textile and Garment enterprises in Vietnam appreciate highly to CSR factor. This means that, in this field, the corporate social responsibility (CSR) plays as an important role to reflect company's image and it is the first of decision choice. The other criteria are considered after including Cost, Quality, and Delivery respectively. The remain factors of Service, Capability, Relationship, and Sourcing Country are not highly evaluated via the experiments. Basing on the findings, the factors implications will be a contribution to show the needs for suppliers to improve themselves to meet the requirements.

### [Explainable AI approach for identifying critical factors affecting on-time arrival of trucks in logistics](#)

Panupong Wanjantuk, Ruth Banomyong

#### **Abstract**

**Purpose:** Effective supply chain management depends on on-time delivery, and knowing what influences on-time arrival can help logistics organizations optimize their processes and improve customer satisfaction. This study explores the key factors that affect the on-time arrival of trucks in logistics operations using an explainable AI technique.

**Design/methodology/approach:** This study identifies the key factors that have a significant impact on the on-time arrival of trucks using explainable AI techniques and a large dataset made up of historical delivery records, current location, transportation distance, vehicle type, supplier, material shipped, vehicle state, destination state, and other relevant factors.

**Findings:** The research's conclusions provided clear understandings into the causes of delivery delays by shedding light on the relative significance and interplay of these factors.

**Research limitations:** The research may face limitations due to the availability and quality of data. Access to comprehensive and up-to-date datasets containing information on various factors that influence on-time arrival of trucks in logistics might be challenging. Insufficient or biased data can affect the accuracy and generalizability of the findings.

Practical implications the logistics sector will be significantly impacted by the results of the study. Logistics organizations may enhance their delivery schedules, manage resources more wisely, and put plans in place to reduce risks by developing a thorough grasp of the essential elements influencing on-time arrival. Cost reductions increased operational effectiveness, and an overall improvement in logistics performance can result from this.

**Originality/value:** By particularly applying explainable AI techniques to the logistics context and concentrating on the on-time arrival of trucks, this research makes a contribution to the area. The proposed technique stands out for its transparency and interpretability, guaranteeing that stakeholders can understand the model's decision-making process and develop trust in AI-driven logistics solutions.

### [From recourse factoring to non-recourse factoring: Value creation for SME suppliers in blockchain-driven supply chain finance](#)

Yishuai Ren, Dong-Qing Chen

#### **Abstract**

Factoring is a financing scheme where the supplier sells accounts receivable to the factor and receives advanced cash for immediate working capital needs. Factoring is usually done on a recourse basis when it's difficult to assess retailer's default risk in traditional supply chain. The credibility and transparency of blockchain can reduce buyer's default risk in trade credit, which makes non-recourse factoring possible for suppliers. In this paper, we use the Stackelberg game to investigate operations and financing strategies of the supplier and the retailer in recourse factoring under traditional supply chain (named NR) and non-recourse factoring based on blockchain technology (named BN). First, we find that NR is feasible if the supplier's non-default probability is relatively high, whereas BN is applicable to such condition where the retailer has lower default risk. Second, when both factoring schemes are available to the supplier, BN is at least a sub-optimal solution for the supplier from the perspective of buyer's default risk transfer, and BN sometimes improves the supplier's profit when the retailer's default risk is not particularly exaggerated. Third, from the perspective of supply chain, we find that BN improves the supply chain's profit efficiency and even brings Pareto improvement to both firms sometimes when retailer's default risk is medium and below.

### [The role of inventory in firm resilience to the Covid-19 pandemic](#)

Shushu Liao, Olga Dodd

#### **Abstract**

We study the role of inventory holdings in corporate resilience to Covid-19 that triggered exogenous shocks to consumer demand, commodity prices, and supply chains. The sharp, unexpected drop in consumer demand and commodity prices during the Covid-19 crisis in the first part of 2020 increases the costs of holding inventory. On the flip side, inventory holdings can buffer against supply chain disruptions that become more severe as the Covid-19 pandemic continues. Empirically, U.S. firms with higher inventory levels experience a more negative stock market response to the Covid-19 crisis in the first part of 2020 due to the drop in consumer demand. The role of inventory holdings in firm performance reverses from May 2020. In May-Dec 2020, inventory is valuable as a hedge against supply disruptions, and higher inventory holdings are associated with better firm financial and operating performances. The negative effect of inventory in the first part of 2020 indicates the importance of inventory holding costs when consumer demand is falling. The positive effect of inventory in the longer run highlights the role of inventory as a hedge against supply chain disruptions during the Covid-19 pandemic, unlike other crises.

### [CSR-Driven Financing Services for SME Suppliers on E-commerce Platforms](#)

Dinh Anh Phan, Thi Le Hoa Vo

#### **Abstract**

E-commerce platforms (e.g., Amazon and Alibaba) are trying new approaches to incentivize CSR efforts among their suppliers. This paper challenges the common belief that the financing services provided by e-commerce platforms can help capital-constrained suppliers improve their Corporate Social Responsibility (CSR) performance. Using a Stackelberg game approach, we demonstrate that the application of platform financing services can simultaneously achieve the following objectives: (i) improve

CSR performance; (ii) enhance total channel profits; (iii) ensure that each partner in the channel can benefit from the financing service. Overall, our results provide insights into when and how to adopt financing services in order to achieve operational objectives, attain higher profits, and enhance CSR performance.

### [Impact of reverse logistics on customer satisfaction: A research on e-commerce purchase in Vietnam](#)

Tran Thi Thu Huong, **Nguyen Khac Huy**, Vu Minh Hai

#### **Abstract**

Vietnam is a newly emerging economy with the most robust growth in the e-commerce sector in the South East Asia region, leading to the need of focusing on reverse logistics effort. A survey was conducted among 252 customers on Vietnamese e-commerce platform to perform an OLS to modelized the impact of some factors including Return Processing Time (RPT), Return Policy (RP), Return Cost (RC), Customer Service (CSR), and Post-Return Product (PRP) on Customer Satisfaction (CS). The results indicated significant correlation between all independent variables and dependent variable, which CSR shows the greatest correlation and PRP shows the weakest correlation. The study made some implications to improve the factors to enhance the overall reverse logistics operations and indicated some future research opportunities.

### [Sustainability assessment tools and their impact on corporate branding](#)

Nguyen Phu Giang, **Cao Hong Loan**

#### **Abstract**

The use of tools such as Life-Cycle Assessment (LCA), Life-Cycle Costing (LCC), and Societal Life-Cycle Assessment (SLCA) in Central European countries varies across industries and companies. While these tools have gained recognition and are increasingly integrated into sustainability practices, their adoption and implementation are not yet uniform across all regional businesses. The article aims to provide some lessons learned for Central European countries about the use of tools such as Life-Cycle Assessment (LCA), Life-Cycle Costing (LCC), and Societal Life-Cycle Assessment (SLCA). The article also aims to evaluate the impact of sustainability assessment tools on the sustainability of the business, thereby measuring the impact of these tools on the company's sustainability. The article also estimates the influence of sustainability assessment tools on the brand and reputation of enterprises. The article scores the sustainability level according to each criterion of each sustainability assessment tool. It runs AMOS software to measure the impact of each assessment tool on the sustainability and reputation of the business. This article aims to present and discuss how to assess sustainability using integrated assessment tools, including life cycle assessment and data-driven assessment of sustainability reports, impact assessment with stakeholders and from stakeholders to make recommendations for further development, consistent with the ontology, epistemology, and methodology of aspects of sustainability science. By using integrated tools to assess a business's sustainability, it is possible to ensure that its activities match the needs and expectations of its stakeholders. This can help build trust and goodwill with the community and contribute to the long-term and sustainable success of the business.

### [The impact of sustainable hotel supply chain management results on customers loyalty: a case study at 4–5-star hotels in Vietnam](#)

**Nguyen Viet Thai**, Bui Thi Quynh Trang, Pham Thi Phuong

#### **Abstract**

The objective of the article is to study the impact of sustainable hotel supply chain management activities on customer loyalty. Based on the previous supply chain theory, sustainability theory (Triple Bottom Line - TBL) and social identity theory, the study has determined the impact of three sustainability factors in the hotel supply chain which influence customer loyalty, namely economic, social, and environmental factors.

This study used a survey on a sample of 398 international and domestic tourists who used products and services at 4-5 star hotels in Hanoi, Ho Chi Minh City and Da Nang which are the areas with a dynamically developing hotel market in Vietnam. The collected data was cleaned and SmartPLS software was utilized to evaluate the fit, reliability and SEM structural model to test the relationships of the research model. The research results indicate all these three factors affect customer loyalty, in which environmental sustainability has the strongest influence with the structural path coefficient of 0.298. The study also identified the mediating role of satisfaction in the relationship of 3 factors with customer loyalty; and variable education level is also confirmed to have a moderating role in the relationship between economic, social, and environmental factors with satisfaction.



### Factors influencing green innovation and competitive advantage: intermediate role of sustainable development at Vietnamese enterprises

Dinh Thi Huong, Bui Thi Thu Ha, Vu Thi Minh Xuan, **Nguyen Ngoc Anh**

#### Abstract

Green innovation is considered as a strategic solution for enterprises to accommodate the rapid changes of business environment, sustainable development and create competitive advantage. This research aims to explore the influence of technology, organisation and external environment on green innovation; the influence of green innovation on competitive advantage with the intermediate role of sustainable development. Data from 531 questionnaires of 62 Vietnamese enterprises were processed through SPSS 26 & AMOS 24 software and were processed for descriptive statistics, EFA analysis, CFA analysis, SEM analysis and Bootstrap test. The results demonstrate that the factors influencing green innovation are technology, organisational factor, external environment, size, and industry. In which, organisation is the most influential factor. Research results also confirm the intermediate role of sustainable development in the relationship between green innovation and competitive advantage. At the same time the research proposes some policy implications for managers at Vietnamese enterprises to enhance green innovation in order to facilitate sustainable development and increase competitive advantage at Vietnamese enterprises.

### The green logistics management practices: a study on the hospitality sector

**Hoang Van Hai**, Phan Kim Tuan, Le Van Huy

#### Abstract

This study aims to assess the factors effects on the green logistics management practice in the hospitality sector. A quantitative methodology is apply to evaluate a particular population or sample, and research instruments with PLS-SEM is conducted in this study. Our sample and data was collected via online survey focusing on managers at hotels in Da Nang city. The results show that GLMP practice in hotels is influenced by the following five factors: government environmental regulations, economic pressure, supply chain collaboration, internal green logistics awareness, and customer pressure. In addition, the result also reveal that government environmental regulations can affect increasing the green logistics management practice through customer pressure, supply chain collaboration, internal green logistics awareness.

### Fostering Environmental Sustainability Through Green Practices

**Rehan Husain**

#### Abstract

**Purpose:** As a current industrial and academic trend, green practices are critical to the organizational goals for sustainable growth. This paper seeks to categorize green practices into three categories determining the sustainable operations of manufacturing industries and deepening the understanding of those green practices in the automobile sector in India.

**Design/methodology:** The data were acquired via a self-administered questionnaire from personnel at various hierarchical levels in the automobile industry (sample size, n= 341). The researchers have employed the partial least squares-structural equation modelling (PLS-SEM) Smart-PLS 4.0.

**Findings:** Green human resource management, followed by green operations and green marketing, was a strong predictor of environmental sustainability for the employees. It is one of the earliest studies to quantify and synthesize the degree to which the Indian automobile sector adopts green practices.

**Originality:** Firstly, it contributes to the developing knowledge base about green practices. Second, it studied the implementation level of green practices in the Indian automobile sector. Thirdly, it also contributes significantly by studying the effect of the position of employees and age as mediating variables in the relationships between green practices and environmental sustainability.

[Return on assets and factors affecting return on assets of commercial banks in vietnam](#)

**Dang Thi Lan Phuong**, Vu Ngoc Diep

**Abstract**

The article studies the factors affecting the return on assets of commercial banks in Vietnam. To complete the research objective, the authors have exploited the data of 15 commercial banks with relatively accurate data, ranging in size from small to large and accounting for 62.9% of total assets in the banking system, almost representing the overall. The author used regression methods according to fixed and random effects based on balanced panel data. The research results show that while the return on assets of commercial banks is positively correlated with the bank's asset scale, equity scale, liquidity risk, interest income and non-interest income, it is negatively correlated with administrative costs, credit risk and taxes.

[Enhancing retail business operations with power bi data analysis](#)

**Nguyen Thi Ngoc Mai**, Hue Man Thi

**Abstract**

Currently, the digital transformation process is taking place firmly in all fields of production and business. Management information systems are applied in the retail industry to improve management and operational efficiency. The data in these systems arises continuously, forming the big data warehouse of the enterprise. This large amount of data must be aggregated, analyzed, and presented in many views to help retailers guide business operations, optimize efficiency, and boost financial metrics. This paper aims to propose a data model for the retail system, support storage and mining, use the ETL method to process the data and synthesize the data using formulas to derive meaningful information from the retail inventory. After obtaining the data, an intelligent data analysis method is applied to visualize the output data into observation charts, which are convenient for monitoring and analyzing the operation situation of the company businesses, helping businesses make the right and timely business decisions, and improving business efficiency.

[Disruptions in the pandemic in the supply chains of the automotive industry as crucial for the Polish economy](#)

**Tomasz Rokicki**, Piotr Bórawski, Aneta Beldycka-Bórawska

**Abstract**

The purpose of this article is to present the COVID-19 pandemic disruptions occurring in the supply chain of automotive companies, taking into account the type of business. The specific objectives are: to identify and characterise the types of enterprises operating in automotive supply chains, to identify changes during the pandemic in automotive enterprises, depending on the type of activity, to show disruptions in automotive supply chains and ways to counteract these disadvantages depending on the type of activity. Automotive enterprises operating in Poland were selected for the study purposefully. A random selection method was used to select 500 automotive companies for the study. The data sources were surveys conducted in June 2023 among 500 enterprises in the form of a face-to-face telephone interview. Automotive companies experienced supply chain disruptions, regardless of the type of business. Most often, these were caused by lockdowns and official closures, low stocks of materials and products, and problems with employees. There was no difference by type of business. Disruptions were most often short-lived, up to 1 year. Companies countered disruptions by using mostly operational measures, which were short-lived. Only a small percentage of operators made strategic decisions and countered

disruptions over a longer period. The scale of these actions was greater among manufacturers than among dealers and car service companies.

### [The process of purchasing raw coffee at coffee-processing enterprises in Vietnam - Situation & solutions](#) Doan Ngoc Ninh

#### **Abstract**

The purchasing process is particularly important for coffee processing enterprises in Vietnam, greatly determining the effectiveness of purchasing decisions and selecting quality suppliers. Based on the theoretical basis of the purchasing process in the enterprise, the article analyzes the current situation in coffee processing enterprises, the professional process of purchasing raw coffee for production and business activities. In fact, the coffee input material has a great influence on the quality of output processed products and export products of processing enterprises. Based on the assessment of the situation, the article has proposed solutions to optimize the purchasing process at coffee processing enterprises.

### [The Role of Supply Chain Collaboration in Reducing Food Loss and Waste: A Systematic Literature Review](#) Lien Bui, Frédéric Gautier

#### **Abstract**

By applying the bibliometric review technique, trends, and patterns in food supply chain collaboration (SCC) and food loss and waste (FLW) were studied. The analysis of frequent keywords in the field provided insights into further research directions. A Boolean search of the keywords in the Scopus, Web of Science, Science Direct and EBSCO databases resulted in 983 articles, published between 2011 and May 2023. Further screening of titles, keywords, and abstracts resulted in 112 journal articles after removing duplicate records and adding more articles based on reference lists of existing articles. Bibliometric coupling, including the occurrence of keywords, was graphically mapped using VOSviewer software. From the analysis of the publications, six broad themes emerged: (1) Supply chain collaboration and FLW; (2) Applying technology toward innovation collaboration and reduction FLW; (3) Circular economy toward reduction FLW; (4) Sustainable supply chain collaboration and how to achieve sustainable food supply chain (FSC); (5) Risk and uncertainty impact on FLW and the need for resilient collaboration; (6) How to manage the relationship in FSC. Based on the six themes, we emphasize an urgent need to promote the vertical and horizontal collaboration of governments, the private sector, educational institutions, and researchers to reduce FLW which is an important objective to achieve sustainable supply chain.

### [Evolution of the Financial Performance and Distress Profiles during Covid-19: the Case of Fishery and Food Production Firms in Vietnam](#)

Trinh Thi Huong, Dao Thi Thanh Binh, Phuong Lai Hoai, Dam Thu Trang, Germà Coenders

#### **Abstract**

Financial ratios are often employed to categorize firms into different clusters of financial performance. This approach is often associated with a number of serious shortcomings, including ratio choices, skewed distributions, outliers, and redundancy. To overcome these problems, this article uses compositional data analysis, which is based on existent clustering methods with transformed data by means of weighted logarithms of financial ratios. The data comprises 66 listed firms in the two sectors of food and beverage and fishery in Vietnam over a three-year period from 2019 to 2021, including the Covid-19 period. Results reveal that these firms can be classified into three clusters of distinctive characteristics to set benchmarks for solvency and profitability, and that migration from one cluster to another was probably driven by Covid-19.

### [Electronic Products and Integration Patterns in Global Value Chains - The Vietnam's Situation](#)

**Herve Boismery**

#### **Abstract**

Our study analyses the increasing Vietnam's participation in the global value chains for electronic products and its impressive trade successes. During the past 20 years, China has been the principal driver of the GVCs for electronic products. However, the increases in China production costs and the trade war since 2018 with the USA have created opportunities for other countries in the Asian region and mainly for Vietnam, with a large movement of relocation. The COVID crisis reinforced the trend. To understand the phenomenon, our paper focuses on identifying the country-specific determinants of horizontal and vertical intra-industry trade in the 'Electrical, Machinery and Equipment' sector (HS-85 Code UN Comtrade). Nevertheless, it appears that Vietnamese performances remain centered on low added-value productions. This situation implies a 'factor-based model' of growth rather than a productivity-based model' whose limits are evidenced by several authors.

Note: Value chain strategies

### [The Vietnamese enterprises' participation in the global footwear supply chain](#)

**Luc Thi Thu Huong, Pham Thi Oanh**

#### **Abstract**

The article describes and analyzes the factors affecting the participation of Vietnamese enterprises in the global footwear supply chain. The position and engagement of Vietnamese footwear enterprises in the chain has been clarified through the screening of secondary data and literature review. The favorable conditions as well as difficulties and challenges are highlighted so that Vietnamese enterprises can make appropriate preparations to improve their competitiveness and move to higher value-added activities in the global footwear supply chain in the future.

### [Factors affecting on participation of Vietnam's Manufacturing and Processing industry in Global value chains](#)

**Vu Thi Thanh Huyen, Vu Hung Phuong, Do Van Lam, Tran Viet Thao, Nguyen Thi Thu Hien**

#### **Abstract**

In recent years, Vietnamese processing and manufacturing industry enterprises have made significant achievements in participating in global value chains. Export turnover of the industry increased by an average of 13.66% in the period 2015-2021; while import turnover increased by an average of 11.85% (General Statistics Office, 2023). However, the participation of Vietnamese processing and manufacturing industry in the global value chain is still limited, and the level of participation in the sophisticated production stages is still low. Based on the Vietnamese enterprise survey data and The Eora Global Supply Chain Database (UNCTAD) for the period 2011-2020, the study uses Generalized Method of Moments (GMM) to examine factors affecting the participation of Vietnamese processing and manufacturing industry in the global value chain. Research results show that the level of industrial concentration, number of years of business operation, FDI, TFP, local economic growth, and institutional environment are important factors influencing the participation of Vietnamese manufacturing and processing industry enter the global value chain.

### [Digital transformation for the logistics industry in Vietnam](#)

Le Mai Trang, Tran Kim Anh, **Nguyen Thi Yen Hanh**, Nguyen Thi Quynh Huong, Vu Ngoc Tu

#### **Abstract**

Logistics plays an important role in the three sectors of the national economy. This sector supports, connects, and promotes the socio-economic development of a whole country as well as each locality. Furthermore, it helps contribute to improving the competitiveness of the economy. Logistics is a service chain activity from the pre-production stage until the goods are distributed to the consumer. Today, the development of digital economy leads to strong competition between businesses. Especially due to the impact of the COVID-19 pandemic and the Russia – Ukraine conflict, the supply chain was disrupted and reversed. Many logistics businesses have difficulty and have a negative impact on the economy. This cause required promoting the digital transformation process in the logistics industry in general and logistics businesses in particular to take advantage of scientific and technological achievements to improve corporate management, and competitiveness, reduce cost, and bring high efficiency to businesses.

### [Leveraging Data-Driven Research to Explore New Operational Research Opportunities within the Outpatient Chemotherapy Context](#)

**Majed Hadid**, Adel Elomri, Laoucine Kerbache

#### **Abstract**

**Background:** The escalating demand for cancer care, especially outpatient chemotherapy, necessitates the optimization of Outpatient Chemotherapy Operations Management (OCOM). Existing OCOM research predominantly adopts problem-driven research, leaving unexplored opportunities for data-driven research.

**Objective and Method:** This study aims to utilize extensive operational data from a prominent chemotherapy center to identify and address research challenges in OCOM, shifting the paradigm towards data-driven identification of problems and solutions. We collected and rigorously analyzed operational data to uncover potential enhancements in OCOM.

**Findings:** Four key research opportunities emerged: developing appointment-driven double-sided queueing model, leveraging appointment exchangeability, utilizing drug order similarity and exchangeability, and predict-then-plan integration. Our analysis reveals these opportunities' transformative potential, including optimized appointment scheduling, enhanced patient flow, adaptable appointment allocation, improved drug inventory management, and more precise resource allocation.

**Conclusion:** The integration of queueing, clustering, and prediction models into OCOM research is imperative to harness these opportunities fully. By forging a cohesive bond between data analytics and decision support models, we can usher promising improved patient care and operational efficiency.

### [Internet of Things, Big Data Analytics - disruptive technologies on Supply chain digitalization](#)

**Le Dinh Hoang Vu**

#### **Abstract**

Internet of Things and Big data analytics are currently prominent subjects in both professional practice and scholarly discourse. This trend is prevalent in the field of Supply chain digitalization. This study's objective is to assess the benefits and barriers effect of the Internet of Things and Big data analytics on the Supply chain. To understand the Internet of Things and Big data analytics, this article uses a literature



review methodology that is qualitative in nature. This study demonstrates that these disruptive technologies offer Supply chain management chances to increase transparency, gain competitive advantage and improve decision-making... Additionally, there are still some restrictions on the use of the Internet of Things and Big data analytics in Supply chain domain, such as those related to the quality of data, skilled employees appearance of cyber security risks... This investigation has two purposes: to define the important research subjects in terms of their importance to the scientific field and to determine, investigate, and discuss the significant research areas relevant to supply chain digitalization.

### [Exploring the relationship between National Logistics Cost and the Logistics Performance Index: An ASEAN perspective](#)

**Puthipong Julagasigorn**, Ruth Banomyong, Paitoon Varadejsatitwong, Guillaume Bagnarosa

#### **Abstract**

Recent market studies showed that the demand for organic and local agrifood products is increasing despite their higher prices. The agribusiness actors should therefore rethink the supply chain configuration to cope with new market trends characterized by the rise of the organic segment and the increase of consumers' preference to more local products. This study focuses on the olive oil sector and proposes a mixed-integer non-linear optimization model for the design of olive oil supply chains while incorporating organic and conventional market segments and considering, for each segment, a supply chain proximity- and price-sensitive demand. The model is developed with the collaboration of olive oil producers in the Mediterranean area. Thanks to this industrial collaboration, we account for real-world practices and constraints and apply the model to a realistic case study. We first linearize the model and show that it can be efficiently solved with commercial optimization softwares. Based on numerical experiments, we derive a series of managerial insights that are applicable to the considered case study, some of them are not intuitive. For instance, we show that an increase in consumers' preference to more local products may lead the producer to offer products with a more global supply chain. The conventional product variety may be produced with a more local supply chain than the organic (premium) variety. Finally, offering a mix of organic and conventional varieties instead of only one variety would lead to implementing a more local supply chain.

### [Assessing the business efficiency of Vietnamese retail enterprises when deploying Supply Chain Management Software](#)

**Viet Ha Le**, Quoc Huu Dang

#### **Abstract**

The goal of the article is to test the suitability of the conceptual model of factors affecting performance of Vietnamese retail businesses when effectively deploying supply chain management software. Qualitative and quantitative research methods are used to test the appropriateness of the proposed model and determine the predictive influence between the studied factors. Data were tested using linear structural equation modeling SEM with PLS 4.0 software. The study uses primary data collected through questionnaires for a total of 225 retail businesses using supply chain management (SCM) software, with the sample size selected randomly. Research results show 5 factors: software characteristics, information technology infrastructure, manager's commitment, user capacity and supplier service quality have a positive impact on the effectiveness of SCM software implementation, thereby affecting the performance of retail businesses. The results of the research are expected to help managers understand the importance of factors when implementing SCM software and contribute to helping Vietnamese retail businesses invest in appropriate resources to optimize business strategy of the enterprise.

### [Olive oil procurement and production strategies under yield uncertainty](#)

Imen Noura, **Amina Chelly**, Ramzi Hammami, Guillaume Bagnarosa

#### **Abstract**

#### **Abstract**

Recent market studies showed that the demand for organic and local agrifood products is increasing despite their higher prices. The agribusiness actors should therefore rethink the supply chain configuration to cope with new market trends characterized by the rise of the organic segment and the increase of consumers' preference to more local products. This study focuses on the olive oil sector and proposes a mixed-integer non-linear optimization model for the design of olive oil supply chains while incorporating organic and conventional market segments and considering, for each segment, a supply chain proximity- and price-sensitive demand. The model is developed with the collaboration of olive oil producers in the Mediterranean area. Thanks to this industrial collaboration, we account for real-world practices and constraints and apply the model to a realistic case study. We first linearize the model and show that it can be efficiently solved with commercial optimization softwares. Based on numerical experiments, we derive a series of managerial insights that are applicable to the considered case study, some of them are not intuitive. For instance, we show that an increase in consumers' preference to more local products may lead the producer to offer products with a more global supply chain. The conventional product variety may be produced with a more local supply chain than the organic (premium) variety. Finally, offering a mix of organic and conventional varieties instead of only one variety would lead to implementing a more local supply chain.

### [An Analysis of Poultry feed Supply Chains in India](#)

**Dipanjan Kashyap**, Sanjib Bhuyan, Kishor Goswami

#### **Abstract**

#### **Abstract**

Recent market studies showed that the demand for organic and local agrifood products is increasing despite their higher prices. The agribusiness actors should therefore rethink the supply chain configuration to cope with new market trends characterized by the rise of the organic segment and the increase of consumers' preference to more local products. This study focuses on the olive oil sector and proposes a mixed-integer non-linear optimization model for the design of olive oil supply chains while incorporating organic and conventional market segments and considering, for each segment, a supply chain proximity- and price-sensitive demand. The model is developed with the collaboration of olive oil producers in the Mediterranean area. Thanks to this industrial collaboration, we account for real-world practices and constraints and apply the model to a realistic case study. We first linearize the model and show that it can be efficiently solved with commercial optimization softwares. Based on numerical experiments, we derive a series of managerial insights that are applicable to the considered case study, some of them are not intuitive. For instance, we show that an increase in consumers' preference to more local products may lead the producer to offer products with a more global supply chain. The conventional product variety may be produced with a more local supply chain than the organic (premium) variety. Finally, offering a mix of organic and conventional varieties instead of only one variety would lead to implementing a more local supply chain.

## Current situation of coffee supply chain- the case study of kontum, Vietnam

Thi Thuy Hanh Nguyen

### **Abstract**

Coffee is one of the crops that contribute significantly to the GDP of Vietnam. It also has a significant social impact in Vietnam, especially in the central highlands region. However, many issues affect coffee supply chain performance, resulting in lower profits for participants, particularly coffee farmers. This study aimed to investigate the current situation of the Vietnamese coffee supply chain to explore the main issues that have threatened supply chain performance. Data was gathered through personal interviews and previous research. The interviews were conducted in Kontum, one of Vietnam's most prominent coffee provinces, during the summer of 2022. This study interviewed crucial coffee supply chain members such as farmers, collectors, and businesses. Besides, this study reviewed research articles related to Vietnam's coffee supply chain to investigate external and internal obstacles. The study's findings included mapping the coffee supply chain to help stakeholders understand their roles in the coffee supply chain. As a result, some solutions for improving the performance of Vietnam's coffee supply chain will be proposed.

### [Does global value chain participation improve technical efficiency of SMEs? Evidence from Vietnam](#)

Le Vu Huy, Do Ngoc Kien, Nguyen Huong Giang, Nguyen Kim Phuong Thuy

#### **Abstract**

This study disentangles the relationship between GVC participation and the technical efficiency of SMEs in Vietnam. We combine panel data obtained from the GSO Enterprise Census survey of SMEs in Vietnam including 567,866 enterprises observations from 2015 to 2018. Regarding global value chain participation (GVC), TiVA databases by OECD are used to track GVC integration at sectoral level. We employ Stochastic frontier analysis (SFA) to gauge the relationship between a firm's technical efficiency and GVC participation in two modes of participation: backward integration and forward integration. The findings show the positive impacts of backward participation in rising technical efficiency levels. However, SMEs in sectors with deeper forward participation tend to have low technical efficiency. We find the heterogeneity in firm efficiency regarding firm-specific factors and location.

### [How to integrate domestic firms into global value chains \(GVCs\): a case study of the manufacturing sector in Vietnam](#)

Nguyen Thi Thanh

#### **Abstract**

The study contributes to the theoretical and practical research framework of promoting the participation of local firms in GVCs, based on the context of the manufacturing sector in Vietnam. Through desk research and interviews with 19 managers and experts, the study explores the roles of different stakeholders on GVC participation. Domestic firms play an active role by performing the 3Ls – labeling, linking, learning. MNCs, especially lead firms, contribute to this process by their supportive role, through the 3Cs - committed strategy to find new local suppliers, capacity building for local suppliers and local experts, and collaboration with local partners. Government is indispensable as a facilitator by attracting lead firms, building capacity for local firms, and facilitating linkages between local firms and lead firms.

### Technology, Innovation and Firm Performance: The Empirical Evidence from Small and Medium-Sized Enterprises in Vietnam's Logistics Sector

**Thanh Tuan Nguyen**, Abdelghani Bekrar, Thi-Muoi Le, Abdelhakim Artiba, Tarik Chargui, Thi Le Hoa Vo

#### Abstract

Small and medium-sized enterprises (SMEs) play an important role in providing logistics services in Vietnam as the number of SMEs accounts for 98.93% of the total number of logistics enterprises. The increase in the number of SMEs will lead to fierce competitiveness in the market, moreover, these SMEs are often very dynamic, especially young enterprises have many opportunities to access new technologies and innovate in business operations to improve their operational efficiency. In industry 4.0, the application of technology and innovation not only helps to improve firm performance of logistics enterprises in particular, but also contributes to improving Vietnam's logistics capacity. However, empirical study on technology, innovation, and firm performance in the field of Vietnam's logistics is still missing. Hence, this study was conducted to investigate the impact of technology application and innovation on firm performance for the case of SMEs in Vietnam's logistics sector. Cross-sectional data were used at the micro-level including 29,784 SMEs. Weighted Least Squares (WLS) model is used to overcome heteroskedasticity, findings indicated that internet access, using software, automation and Innovation on the operating organization model have positive impacts on logistics firm performance; whilst product innovation and innovation on production and business processes tend to make higher firm performance, but this impact is not significant at the level of 5%. Besides, results also showed evidence that firm age, firm size, ownership status, education level of manager and foreign activities have significant impact on firm performance of logistics firms.

### Perception and purchase intention of blockchain-based traceable food among consumer in hanoi, Vietnam

**Nguyen Dang Nhat Minh**, Do Thi Hien Mai, Tran Thi Ngoc Diep, Hoang Thi My Linh, Nguyen Thi Phuong Linh

#### Abstract

In recent times, Blockchain technology has become an interesting topic in the food industry as a way to track and trace food from farms to fork through its features. In other words, this satisfies increasing demands of customers relating to food quality and origin, simultaneously solving their concern about health risks. The purpose of this study is to investigate the influence of Blockchain technology on consumer perception relating to food quality, supply chain transparency, food safety and fraud prevention, and consumer purchase intention. We conducted a survey on 171 residents in Hanoi, Vietnam and used SPSS tools for descriptive statistics. The results showed that Blockchain has the capability to build consumer food perception and affect purchase intention. It also highlighted that consumer intention is significantly and positively influenced by products which have traceable brand names and can provide detailed information with them. This research provides an insight to practitioners and researchers on how to enhance purchasing intention through their raising awareness towards Blockchain technology.

# List of Participants

First Name	LAST NAME	Affiliation	Country
Ariful	Hoque	Murdoch Business College, Murdoch University	Australia
Binh	DO	Thuongmai University	Vietnam
Christofi	Michael	Cyprus University of Technology	Cyprus
Constantin	Blome	Lancaster University Leipzig	Germany
Dang Nhat Minh	Nguyen	National Economics University	Vietnam
Dinh Anh	Phan	University of Economics - The University of Danang	Vietnam
Dinh Hoang Vu	Le	Thuongmai University	Vietnam
Dipanjan	Kashyap	IIT Kharagpur	India
Duc Khuong	NGUYEN	EMLV Buisness School	France
Ferry	Jie	Edith Cowan University	Australia
Franck	Moraux	University of Rennes	France
Frédéric	GAUTIER	Pantheon-Sorbonne University	France
Grigoros	Lamprinakos	University of Birmingham	UK
Herve	Boismery	Aix-Marseille Université	France
Hoang	NGUYEN	Thuongmai University	Vietnam
Hong Loan	Cao	Thuongmai University	Vietnam
Hung Phuong	Vu	National Economics University	Vietnam
Imen	NOUIRA	Rennes School of Business	France
Khac Huy	Nguyen	Thuongmai University	Vietnam
Kim Anh	Tran	Thuongmai University	Vietnam
Lien	Bui	Foreign Trade University	Vietnam
Majed	Hadid	Hamad Bin Khalifa University	Quatar
Ngoc Ninh	Doan	Thuongmai University	Vietnam
Panupong	Wanjantuk	Khon Kaen University	Thailand
Phuong Tra	TRAN	IPAG Buisness School	France



Phutipong	Julagasigorn	Srinakharinwirot University	Thailand
Ramzi	HAMMAMI	Rennes School of Business	France
Rehan	Husain	Jaipuria Institute of Management	India
REN	Yishuai	Hunan University	China
ROKICKI	Tomasz	Warsaw University of Life Sciences	<i>Porland</i>
Shushu	Liao	Kühne Logistics University	<i>Germany</i>
Thanh Tuan	Nguyen	Université Polytechnique Hauts-de-France	<i>France</i>
The Ninh	Nguyen	Thuongmai University	Vietnam
Thi	Le	Murdoch University	Australia
Thi Ha	Dinh	Thuongmai University	Vietnam
Thi Hue	Man	Thuongmai University	Vietnam
Thi Huong	Dinh	Thuongmai University	Vietnam
Thi Huong	Trinh	Thuongmai University	Vietnam
Thi Lan Phuong	Dang	Thuongmai University	Vietnam
Thi Le Hoa	VO	University of Rennes	France
Thi Ngoc Mai	Nguyen	Thuongmai University	Vietnam
Thi Ngoc Quynh	Le	Thuongmai University	Vietnam
Thi Thanh	Nguyen	Thuongmai University	Vietnam
Thi Thanh Huyen	Vu	Thuongmai University	Vietnam
Thi Thu Ha	Bui	Thuongmai University	Vietnam
Thi Thu Huong	Luc	Thuongmai University	Vietnam
Thi Thu Thuy	NGUYEN	Thuongmai University	Vietnam
Thi Thuy Hanh	Nguyen	Vietnam National University	Vietnam
Thi Yen Hanh	Nguyen	Thuongmai University	Vietnam
Tien Dat	LE	Thuongmai University	Vietnam
Van Dat	LUONG	Banking Academy of Vietnam	Vietnam
Van Hai	Hoang	University of Economics - The University of Danang	Vietnam
Van Su	Ha	Thuongmai University	Vietnam

Viet Ha	LE	Thuongmai University	Vietnam
Viet Thai	Nguyen	Thuongmai University	Vietnam
Vu Huy	Le	Foreign Trade University	Vietnam
Xuan Trung	Hoang	Thuongmai University	Vietnam
Zied Babai	Mohamed	KEDGE Business School	France

# Organizers

The **Association of Vietnamese Scientists and Experts (AVSE Global)** was founded in May 2011 with the main purpose of connecting intellectual sources in a systematic way to identify ideas, strategies, and implementation in all fields of sciences and techniques in foreign countries and, at the same time, to make contributions to the development of Vietnam.



**Thuongmai University** is a state university established in 1960, governed by the Ministry of Education and Training.

Thuongmai University (abbreviated as TMU) is a public university under the national education system of the Socialist Republic of Vietnam. Thuongmai University is a high-quality, multi-major training university which operates under autonomy in close connection with responsibilities for information disclosure and guarantee of opportunities to access education for policy-favored and low-income people.



# Collaborating Partners

**Center for Research in Economics and Management** The Centre de Recherche en Economie et Management / Center for Research in Economics and Management (UMR 6211) is a Research Unit jointly supported by CNRS, Université of Rennes and University of Caen Normandie. CREM is a multisite laboratory as its members are scholars from these universities and researchers from CNRS.



# Guideline For Session Chairs

Thank you for generously agreeing to chair a session in the VSSCM2023. In this role you have the great opportunity to bring out the best from the speakers and their interaction with the audience. This is a very important contribution to the overall experience of every attendee.

Please take an opportunity to familiarise yourself with our Guidance for Session Chairs and get in touch with us (vsscm2023@sciencesconf.org) should you have any questions or require assistance.

## GENERAL RESPONSIBILITIES OF A SESSION CHAIR

Each session will be facilitated by a host and chaired by one of our Session Chairs. The host will support the session from a technical point of view; therefore, the chair will not be required to control any of the technical aspects of the event. The role of the chair is to welcome/speak to the attendees, facilitate the interaction between the audience and the presenters, keep the program to time and conclude the session.

If you have any issues whilst you are chairing, please don't panic and keep contact with the hosts. Below is the list of hosts:

Host	Session	Email	Phone Number
Minh Ngoc Vu	A1.1, B1.2, B2.2	ngocvm@tmu.edu.vn	036 868 888 4
Minh Tuan Le	A1.2, B1.1, B2.1	leminhtuan0506@gmail.com	094 808 999 8
Cong Son Nguyen	A1.3, B1.3, B2.3	Son.nc@tmu.edu.vn	090 460 654 5
Xuan Truong Do	A1.4, B1.4, B2.4	Xuantruongbcvt1@gmail.com	091 2220456
Huy Vu Quang	A1, B1	huyvq@tmu.edu.vn	098 9896867

## BEFORE A SESSION:

1. Make sure you have the following: a laptop or desktop with a microphone and webcam, a recent version of Chrome or Firefox and Zoom app and a strong internet connection.
2. Check the conference program to re-confirm the day, time, and the session you have been allocated.
3. Read in advance the abstract(s), available on the program, for the presentations you will be chairing. This will help you prepare to lead questions and discussion in a fruitful direction.

## DURING THE SESSION:

4. Briefly introduce the audience to the topic of the session, the titles of papers and the presenters. For online sessions, we recommend that you turn on your video to engage the attendees during the session introduction. This can be done by selecting video connection when joining a Zoom meeting.
5. Keep the session to time. Each presentation is generally allowed 20 minutes. Each Q&A discussion is allowed up to 10 minutes. If it looks like someone will run over, we recommend that you briefly step in to give them a 2-minute warning.
6. Monitor the chat/questions coming in and facilitate the interaction between the audience and the presenters.  
Sometimes the audience may need to clarify their question. If there are not many questions, feel free ask some of your own. Where appropriate give feedback to individual presenters in the spirit of encouraging improvement in presentation.
7. Wrap up the session by summarizing the key insights across the papers of your session.
8. At the end of the session, invite all participants to take a photo.

# Guideline For Participants

## Session Participation Instruction

**Conference date:** 08:00 – 17:00 (Vietnam time, GMT+7), Monday, October 23, 2023

**Platform:** Onsite at the Thuongmai University and Online via Zoom Webinar

Please follow the timetable below to access various sessions of VSSCM2023. **Note** that **passcode** to attend the online sessions was sent to you privately via email. If you cannot find your passcode, please **contact Dat Luong** (datlv@hvn.edu.vn) or Thang Doan (ngocthangdoan@hvn.edu.vn).

### MONDAY, OCTOBER 23, 2023

Date	Time	Session	1		2	
Monday 23/10/2023	08:00 - 08:45		Welcome and Opening Ceremony			
	08:45 - 09:30		<p><b>When it's the slaves that pay: the rugged landscape of sustainable supply chain innovation</b>            Constantin Blome, Professor of Operations Management, Lancaster University            Leipzig, Germany</p>			
	10:00 - 11:30	A1	A1.1: Logistics management	A1.2: Supply chain & Finance	A1.3: Digital Strategy Design & Transformation in International Marketing	A1.4: Sustainability and innovation
	13:00 - 13:45		<p><b>Supply Chain Forecasting: Some Novel Approaches for Fast and Slow Moving Products</b>            Zied Babai, Senior Professor in Operations and Supply Chain Management at            Kedge Business school, France</p>			
	14:00 - 15:30	B1	B1.1: Performance drivers and measurement (1)	B1.2: Green Agrifood Supply Chains (1)	B1.3: Value chain strategies (1)	B1.4: Supply Chain Digitalization and Transformation (1)

Date	Time	Session	1		2	
	15:45 - 17:00	B2	B2.1: Performance drivers and measurement (2)	B2.2: Green Agrifood Supply Chains (2)	B2.3: Value chain strategies (2)	B2.4: Supply Chain Digitalization and Transformation (2)

### Note for presenters:

1. Make sure you have the following: a laptop or desktop with a microphone and webcam, a recent version of Chrome or Firefox and Zoom app and a strong internet connection.
2. Please send your presentation slides to us (vsscm2023@sciencesconf.org) before the presentation day as a backup plan. Please name your file as <Day>\_<Session number>\_<Name of Presenter>, e.g., Tue\_A2.1\_Dat Luong
3. Keep the presentation to time. Each presentation is generally allowed 20 minutes. Each Q&A discussion is allowed up to 10 minutes.
4. If you have any technical issues whilst you are presenting, please don't panic. We have a copy of your presentation as a backup, so we can load it up for you in the event of any technical difficulties.





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