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TABLE OF CONTENT

APPLICATION OF TECHNOLOGY AND BIG DATA IN THE FIELDS OF FINANCE, ACCOUNTING AND AUDITING IN THE CONTEXT OF GLOBALIZATION

BANK RUN AND SILICON VALLEY BANK	1
Lam Dang Xuan Hoa, Ho Minh Khoa, Huynh Vo Nhat Linh	1
BIG DATA AND INTELLECTUAL PROPERTY RIGHTS.....	14
Le Thi Minh, Vo Trung Hau	14
THE EFFICIENCY OF THE INTERNAL CONTROL SYSTEM IN RISK MANAGEMENT AT THE NAM A COMMERCIAL JOINT STOCK BANK	23
Truong Thanh Loc, Tran Ngoc Thanh.....	23
VIETNAM - AUSTRALIA ECONOMIC AND TRADE COOPERATION IN THE NEW NORMAL: OPPORTUNITIES AND CHALLENGES FOR VIETNAMESE INVESTORS.....	30
Nhu Nguyen Phuc Quynh*, Anh Nguyen Thi Nguyet, Duy Nguyen Anh	30
IMPACTS OF CREDIT GROWTH AND CREDIT RISK ON THE PROFIT OF VIETNAM JOINT STOCK COMMERCIAL BANKS	43
Dao Le Kieu Oanh*, Tran Thi Huong Ngan	43
FACTORS AFFECTING CUSTOMERS' DECISIONS TO USE E-BANKING AT JOINT STOCK COMMERCIAL BANKS IN HO CHI MINH CITY	57
Nguyen Duy Khanh ¹ , Pham Quoc Tham ²	57
HOW CHINA_USA POLITICAL TENSIONS AFFECT STOCK MARKET RETURN OF CHINA AND THE USA? A QUANTILE VAR CONNECTEDNESS APPROACH	70
Hao Wen Chang ¹ , Tsangyao Chang ² and Mei-Chih Wang ³	70
BANKING HUMAN RESOURCES BEFORE THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE AI	92
Nguyen Huynh Chi.....	92
IMPROVE THE QUALITY OF TRAINING THROUGH IMPROVEMENT OF STUDENT TESTING AND ASSESSMENT – CASE IN ACCOUNTING BRANCH, UNIVERSITY OF ECONOMICS AND FINANCE	102
Thuy Thi Ha	102
ACTIVITIES OF DIGITAL TRANSFORMATION IN VIETNAMESE COMMERCIAL BANKS: AN OVERVIEW DURING THE COVID-19 RECOVERY PERIOD.....	109
Nguyễn Thị Quỳnh Châu, Đào Lê Kiều Oanh	109
OPPORTUNITIES AND CHALLENGES FOR VIETNAM IN ATTRACTIVE FDI IN GLOBAL MINIMUM CORPORATE TAX IMPLEMENTATION	117
Ngo Hoang Thong	117

IMPACTS OF STATE OWNERSHIP AND BUSINESS CHARACTERISTICS ON TAX AVOIDANCE: EVIDENCE IN VIETNAM.....	128
Huyen Ngoc Nguyen, Thanh Dan Bui	128
RUSSIA'S IMPACTS AND SCENES ON BEING BANNED FROM SWIFT	143
Lam Dang Xuan Hoa ¹ , Phan Ngoc Anh ²	143
THE ROLE OF ACCESS TO FINANCE AND THE ENTREPRENEURIAL INTENTION OF YOUNGERS IN THE SOUTHWESTERN PROVINCE, VIETNAM.....	151
Vu Truc Phuc*, Nguyen Dang Hat, Nguyen An Phu, Dao Le Kieu Oanh	151

DIGITAL ECONOMY IN VIETNAM, TRENDS AND POTENTIABILITY

DEVELOPING SMART HOME MODEL FOR APARTMENTS IN HO CHI MINH CITY BASED ON INTERNET OF THINGS (IoT) TECHNOLOGY	182
Dang Thanh Thuy ¹ , Nguyen Thanh Dien ²	182
TRANSPARENCY OF ACCOUNTING INFORMATION OF CONSTRUCTION ENTERPRISES IN HO CHI MINH CITY – CASE STUDY OF APPLICATION OF ACCRUAL ACCOUNTING	193
Truong Thanh Loc ^{1*} , Pham Thi Yen Nhi ²	193
FACTORS AFFECTING THE QUALITY OF FINANCIAL STATEMENTS OF MANUFACTURING ENTERPRISES IN HO CHI MINH CITY	207
Truong Thanh Loc [*] , Dang Nguyen Tuong Han, Nguyen Ngoc Mai Phuong, Nguyen Thi Quynh Huong	207
THE CRITICAL FACTORS OF COLLEGE STUDENTS' INTENTION TO USE METAVERSE TECHNOLOGY FOR SUBJECTS RELATED TO IMPORT-EXPORT LEARNING	221
Van Thuy Nguyen Ho, Chau The Huu, Luan Thanh Nguyen [*]	221
CONSUMER PERCEPTION ABOUT THE SUSTAINABILITY COMMITMENT OF LUXURY BRANDS IN VIETNAM AND CHINA MARKETS.....	233
Tran Minh Tu ¹	233
INFLUENCE OF WOM AND EWOM IN MAKING DECISION BUYING GOODS	247
Doan Anh Tu ¹ , Kim Phi Rum ² , Nguyen Pham Hai Ha ³	247
DIGITAL ECONOMY AND DEVELOPMENT POTENTIAL IN VIETNAM.....	257
Hoang Thi Chinh, Nguyen Hoang Phan	257
BLOCKCHAIN APPLICATION IN MODERN LOGISTICS: INTERNATIONAL EXPERIENCE AND SOME RECOMMENDATIONS FOR VIETNAM	266
Nguyen Nu Tuong Vi.....	266
FACTORS AFFECTING THE DEVELOPMENT OF THE DIGITAL ECONOMY IN VIETNAM	272
Vo Tien Si	272
LEGAL FRAME FOR THE OPERATION OF THE REAL ESTATE BUSINESS UTILIZING THE BLOCKCHAIN PLATFORM IN VIETNAM.....	284
Le Thi Khanh Linh.....	284

DIGITAL TRANSFORMATION – COOPERATION – GLOBAL INTEGRATION IN BUSINESS

FACTORS INFLUENCING BUSINESS ACCEPTANCE OF INDUSTRY 4.0 TECHNOLOGY APPLICATIONS IN DONG NAI PROVINCE.....	291
Thanh-Thu Vo*, Minh-Huong Tang.....	291
DIGITAL ORIENTATION, INNOVATION CAPABILITY AND FIRM PERFORMANCE: A PROPOSAL RESEARCH MODEL	298
Nguyen Van Hau	298
PREDICTION OF STUDENT'S BEHAVIORAL INTENTION TO USE SMART LEARNING ENVIRONMENT: A COMBINED MODEL OF SELF-DETERMINATION THEORY AND TECHNOLOGY ACCEPTANCE	309
Nguyen Thi Hai Binh ¹ , Dao Y Nhi ² , Nguyen Thanh Luan ³ , Dang Quan Tri ⁴	309
THE PEDAGOGICAL IMPACT OF GRAMMARLY ON EFL WRITING COMPETENCY: AN EMPIRICAL INVESTIGATION IN HIGHER EDUCATION CONTEXT.	323
Nguyen Thi Hong Lien ¹ , Nguyen Truong Gia Minh ² , Nguyen Ngoc Vu ^{3*}	323
FACTORS AFFECTING PURCHASING DECISION OF THE YOUTH ON TIKTOK	336
Ngoc Pham ¹ , Thanh Cong Tran*.....	336
FACTORS AFFECTING OCCUPATIONAL SAFETY BEHAVIORS OF WORKERS DIRECT PRODUCTION AT CU CHI POWER COMPANY.....	345
Minh Luan Le, Thi Trang Tran.....	345
CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEES' ORGANIZATIONAL CITIZENSHIP BEHAVIOUR.....	355
Nguyen Xuan Hung ¹ , Ha Le Thu Hoai ¹ , Nguyen Huu My Truc ^{2&3} , Pham Tan Nhat ^{2&3}	355
THE INNOVATION CAPACITY - THE ROLE OF LEADERS OF SMALL AND MEDIUM ENTERPRISES IN HO CHI MINH CITY, VIETNAM.....	365
Huynh Nhut Nghia	365
PEOPLE'S THOUGHTS ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS	376
Ton Nguyen Trong Hien, Bui Tuyet Anh	376
FACTORS AFFECTING BRAND SWITCHING INTENTION IN THE CONTEXT OF HIGHER EDUCATION IN VIETNAM	382
Ly Dan Thanh, Nguyen Phu Quoi, Tran Hoang Nam, Vo Hong Son, Nguyen Ngoc Thuy Tien	382
ENHANCE THE DIGITAL COMPETITIVENESS	398
Tran Quang Canh, Hoang Thi Chinh.....	398

ASSESSING PATIENT SATISFACTION (BRAND) AFTER THE COVID-19 PANDEMIC AT THU DUC CITY HOSPITAL.....	408
Nguyen Hoang Dung ^{1*} , Nguyen Huynh Bao An ² , Van Phuong Trang ²	408
INDUSTRIAL AND HUMAN RESOURCES FORM THE FOUNDATION FOR BINH DUONG'S SUSTAINABLE ECONOMIC DEVELOPMENT	408
Hoang-An Nguyen	417
IMPACT OF ORGANIZATIONAL FAIRNESS ON THE EMPLOYEES' KNOWLEDGE SHARING IN TRAVEL AND TOURISM ENTERPRISES IN HO CHI MINH CITY	426
Le Thi Nhu Quynh ^{1,2} , Le Thi Giang ² , Truong Quang Dung ¹	426
THE EFFECT OF PERSONAL MOTIVATION ON THE TACIT KNOWLEDGE SHARING BEHAVIOR OF 5-STAR HOTELS' EMPLOYEES IN HO CHI MINH CITY	440
Le Thi Giang, Nguyen Bach Hoang Phung.....	440
DIGITAL COMPETITIVENESS AND OPERATIONAL EFFICIENCY OF ENTERPRISES IN THE DIGITAL ERA: THE CASE OF VIETNAMESE ENTERPRISES	453
Diep Nguyen Thi Ngoc ^{1*} , Canh Quang Tran ² , Anh Bach Hoang Ngoc ¹	453
FACTORS INFLUENCING PARENTS' SELECTION OF PRIVATE PRESCHOOLS IN THU DUC CITY	466
Thi-Trang Tran ¹ , Thi-My-Dung Pham ² , Thi-Bich-Diep Le ^{1*}	466

RECOVERY COMMUNICATIONS IN THE TOURISM AND HOSPITALITY INDUSTRY AFTER THE COVID-19 PANDEMIC

DEVELOPING A SPIRITUAL TOURISM DESTINATION IMAGE MEASUREMENT SCALE OF AN GIANG	474
Nguyen Vuong Hoai Thao ¹ , Nguyen Quyet Thang ²	474
PROSPECTS OF VIRTUAL REALITY TOURISM APPLICATION IN VIETNAM TOURISM PROMOTION	487
Nguyen Thi Hong Ha, Pham Thi Huong Giang.....	487
PERSONALIZATION TRAVEL TRENDING IN HO CHI MINH CITY IN THE CONTEXT OF POST COVID-19	497
Duong Bao Trung.....	497
IMPACTS OF MEDIA ON CUSTOMERS' DECISION TO CHOOSE FOOD AND BEVERAGE SERVICES POST THE COVID-19 PANDEMIC	511
Nguyen Thi Bich Van	511
DIGITAL TRANSFORMATION APPLICATION TO PROMOTE THE RECOVERY AND DEVELOPMENT OF INBOUND TOURISM IN HO CHI MINH CITY	521
Tran Trong Thanh	521
VIETNAM TOURISM AFTER COVID-19 PANDEMIC	527
Nguyen Hoang Phan ¹ , Hoang Thi Chinh ²	527
NAVIGATING THE EVOLVING LANDSCAPE OF SOCIAL MEDIA DATA MINING AND PRIVACY	537
Pham Thai Hien	537
THE CORRELATION BETWEEN STUDENT SELF-REPORTED GENERAL WELL-BEING AND PERCEIVED SUPPORT FROM FRIENDS, TEACHERS, AND UNIVERSITY	545
Virginia Kelsey ¹ , Đặng Thị Mai Ly ^{2*} , Nguyễn Anh Khoa ² , Nguyễn Văn Tường ²	545

DIGITAL VERSUS NON- DIGITAL

PROVIDING CONVENIENCE TO CUSTOMERS IN THE DIGITAL MARKETING ERA: OBSERVATIONS FROM COMMERCIAL BANKS IN HO CHI MINH CITY	556
Nguyen Quang Trung	556
VIRTUAL REALITY: AN INNOVATIVE TOOL IN TOURISM EXPERIENTIAL MARKETING	564
Thanh Nguyen Ngoc Le ¹ , Khuong Thanh Nguyen ²	564
THEORETICAL CONCEPTS OF STRATEGIC POSITIONING FOR PLACE BRANDING: A CASE STUDY OF DONG THAP PROVINCE	580
Phan Bao Giang.....	580
LITERATURE REVIEW ON THE IMPACT OF DIGITAL MARKETING ON VIETNAM'S SMALL AND THE MEDIUM BUSINESS ENTERPRISES (SMEs)	587
Lê Kim Nguyên *	587

CHALLENGES FACED BY TEACHERS IN NON-TRADITIONAL EDUCATION

PROPOSE AN ONLINE TEACHING COMPETENCE SCALE FOR UNIVERSITY LECTURERS	596
Duong Thi Kim Oanh*, Dang Thi Dieu Hien	596
EXAMINE USAGE OF LEARNING MANAGEMENT SYSTEMS (LMSS) BY FACULTY STAFF AT UNIVERSITY OF ECONOMICS (UEF) AND FINANCE WITH EXPANDED TECHNOLOGY ACCEPTANCE MODEL (TAM).....	608
Ha Truong Minh Hieu, Ngo Minh Hai*, Mach Tran Huy.....	608

DIGITAL TRANSFORMATION
AN INDISPENSABLE EVOLUTION FOR SUSTAINABLE CORPORATES

FACTORS AFFECTING THE APPLICATION OF STRATEGIC MANAGEMENT ACCOUNTING AT MANUFACTURING ENTERPRISES IN BINH DUONG PROVINCE	618
Truong Thanh Loc ^{1*} , Nguyen Thi Thanh Truc ²	618
HRM DIGITAL TRANSFORMATION: TAKING A ROAD OF SUCCESSION PLANNING ..	629
Trương Phan Hoàng Anh, Giang Ngọc Anh.....	629
THE IMPLICATION OF CONTACTLESS SERVICE AS A TOOL TO IMPROVE CUSTOMER REVISIT INTENTION	640
Linh, Nguyen Duy Yen*	640
TOURISM BRAND LOVE IN THE DIGITAL AGE: THE ROLE OF ONLINE TOURIST EXPERIENCES, TOURIST-BRAND RELATIONSHIP QUALITY AND SUSTAINABILITY	651
Thanh Nguyen Ngoc Le	651
CONDUCTING FOCUS GROUPS IN CROSS-CULTURAL SCHOLARSHIP OF TEACHING AND LEARNING (SoTL): A COMPARATIVE CASE STUDY	662
Punithan Moganathas ¹ , Jenny Hill ² , Andy V.-M. Kok ² , Matt Barr ² , Ruffin Relja ^{2*} , Philippa Ward ² , Duong Tran Quang Hoang ³ , Quynh Phuong Tran ³	662
LEVERAGING DIGITAL TRANSFORMATION FOR SUSTAINABLE CORPORATE EVOLUTION IN VIETNAM	677
Nguyen,Tan Dat ¹ , Le,Dinh Thang ²	677

INFORMATION TECHNOLOGY AND APPLICATIONS

FB-PROPHET MODEL FOR TIME SERIES FORECASTING IN SALES	691
Thanh Cong Tran	691
USING AI CODE IN C# PROGRAMMING	698
Nguyen Ha Giang.....	698
DETERMINANTS OF CONTINUANCE USAGE INTENTION OF MOBILE FOOD ORDERING APPLICATIONS (MFOAS) AMONG VIETNAMESE USERS: THE MEDIATING ROLE OF E- SATISFACTION	705
Lam Hoang Phuong ^{1*} , Nguyen Thi Kim Lien ² , Tien Hung Nguyen ³ , Vinh Long Nguyen ⁴	705
DECODING MARKETING INSIGHT: INSIGHT FROM OUTSIDE.....	718
Hoàng Thị Hằng, Trần Thành Công*	718
DIGITAL DISRUPTION AND DATA SECURITY: HOW FINTECH IS RESHAPING BANKING ...	724
Hoàng Văn Hiếu, Trần Ngọc Thiên Ngân.....	724

TRENDS AND ISSUES IN ENGLISH LANGUAGE EDUCATION AND RESEARCH

EFL LEARNERS' ATTITUDES AND LEARNING ENGAGEMENT IN COMMUNICATIVE GAME-BASED GRAMMAR TEACHING	736
Nguyen Thi Thanh Huyen ¹ , Tran Quoc Thao ²	736
APPROACHES TO TEACHING L2 LISTENING:.....	749
CLOSING THE GAP BETWEEN REAL-LIFE AND CLASSROOM-BASED LISTENING	749
Luu Thi Mai Vy	749
DEFINING ROLES OF STUDENT ENGAGEMENT IN THE 21ST CENTURY LANGUAGE CLASSROOM	755
Ho Xuan Tien, Duong My Tham.....	755
EFL STUDENTS' ATTITUDES AND LEARNING INVESTMENT IN PORTFOLIO - BASED ENGLISH WRITING LEARNING: A LITERATURE REVIEW	763
Ly Gia Huy ¹ , Tran Quoc Thao ²	763
EXPLORING EFL LEARNER IDENTITIES IN PROJECT-BASED LANGUAGE LEARNING AT A HIGH SCHOOL IN AN GIANG PROVINCE	774
Nguyen Hong Thien ¹ , Tran Quoc Thao ²	774
THE VALUES OF SYNTACTIC COMPLEXITY IN ACADEMIC WRITING: A LITERATURE REVIEW	791
THE ISSUE OF AMBIGUITY IN THE ENGLISH LANGUAGE.....	801
Nguyen Dinh Tuan	801
RESEARCH PERSPECTIVES ON JUNIOR HIGH SCHOOL EFL STUDENTS' MOTIVATION IN ENGLISH LANGUAGE LEARNING	812
Huynh Thanh Nhon ¹ , Tran Quoc Thao ²	812
EXPLORING THE INFLUENCE OF WRITING ANXIETY ON VIETNAMESE ESL UNDERGRADUATES' WRITING PERFORMANCE: A QUANTITATIVE STUDY.....	821
Nguyen Ngoc Nguyen, Nguyen Hoang Phan.....	821
THE APPLICATION OF THE “FLIPPED CLASSROOM” MODEL IN TEACHING ENGLISH IN THE VIETNAMESE UNIVERSITY EDUCATION ENVIRONMENT	838
THE USE OF RESOURCE MANAGEMENT STRATEGIES IN EFLFLIPPED CLASSROOMS	847
Nguyen Quynh Thao Vy ^{1,*} , Duong My Tham ²	847
INSIGHTS INTO ENGLISH MAJOR STUDENTS' USE OF PHRASAL VERBS IN ACADEMIC WRITING.....	860
Do Thi Thanh Thuy, Tran Quoc Thao	860

LAW IN THE CONTEXT OF INTERNATIONAL INTEGRATION

LEGALISING INTELLECTUAL PROPERTY INFRINGEMENTS IN RUSSIA – A WAR TACTIC IN THE CONTEXT OF RUSSIA’S INVASION OF UKRAINE.....	869
Bui Thi Hong Ninh*	869
MODEL OF ASSET REGISTRATION WORLDWIDE AND LESSONS FOR VIETNAM IN IMPROVING ASSET REGISTRATION LAWS.....	880
Vu Anh Sao ^{1,2} , Nguyen Thi Xuan Mai ²	880
LEGAL ISSUES ARISING FROM THE DEVELOPMENT, IMPLEMENTATION, AND USE OF ARTIFICIAL INTELLIGENCE (AI) - INTERNATIONAL EXPERIENCES AND LESSONS FOR VIETNAM	887
Le Hoang Minh Huy*, Nguyen Thi Thu Ha, Dao Trong Duc, Ky Dieu Linh, Bui Thi Thuy Linh, Nguyen Nam Trung.....	887
SOUTH KOREA’S EXPERIENCES ON PROPERTY REGISTRATION LAW - LESSONS FOR VIETNAM	896
Vu Anh Sao, Pham Huynh Bao Oanh.....	896
THE RISE OF REMOTE WORK: LEGAL CHALLENGES AND IMPLICATIONS FOR EMPLOYMENT LAW IN VIETNAM	903
Nguyen Thi Xuan Mai ¹ , Nguyen Thi Ngoc Loan ²	903
CHALLENGES AND RECOMMENDATIONS FOR THE LEGAL FRAMEWORK IN THE EMERGING AGE OF ARTIFICIAL INTELLIGENCE.....	910
Nguyen Thi Thu Trang	910
THE IMPACTS OF GLOBAL MINIMUM TAX ON FOREIGN DIRECT INVESTMENT (FDI) CORPORATIONS IN VIETNAM.....	921
Trần Ngọc Thanh ¹	921
CROSS-BORDER E-COMMERCE ACTIVITIES AND TAX MANAGEMENT ISSUES	933
Le Huynh Phuong Chinh, Ngo Thi Khanh Linh, Pham Ngoc Lan Anh.....	933
EXPERIENCE IN KOREA AND CHINA ON TAX MANAGEMENT FOR CROSS-BORDER E-COMMERCE ACTIVITIES	941
Duong Anh Son ¹ , Tran Vang Phu ²	941
LEGAL PERSPECTIVE ON REGULATIONS RALATED TO PERSONAL INCOME TAX WHEN EARNING INCOME THROUGH E-COMMERCE PLATFORMS IN VIETNAM, TAKING THE CASE OF INDIVIDUALS DOING BUSINESS THROUGH TIKTOK APPLICATION.....	946
Nguyen Duc Tri ¹ , Hoang Minh Châu ²	946
THE COMPATIBILITY ON THE SCOPE OF MUTUAL LEGAL ASSISTANCE (MLA) IN CRIMINAL MATTERS AND THE CONDITIONS OF REFUSAL MLA IN CRIMINAL MATTERS BETWEEN VIETNAMESE LAW AND INTERNATIONAL TREATIES WHICH VIETNAM HAS SIGNED.	956

Pham Huynh Bao Oanh.....	956
TAX POLICY FOR E-COMMERCE OF COUNTRIES IN THE WORLD AND RECOMMENDATIONS TO VIETNAM.....	967
Nguyen Thanh Minh Chanh, Ha Thi Van Anh, Pham Lam Tam Nhu	967
LEGAL REGULATIONS FOR ENTERPRISE OBLIGATIONS TO PROVIDE INFORMATION ON E-COMMERCE PLATFORM	974
Truong Kim Phung*, Nguyen Hoang Chuong	974
“ROBOT TAX” – RECOMMENDATIONS FOR VIETNAM.....	981
Gian Thi Le Na, Pham Phuong Doanh.....	981
WTO APPELLATE BODY REFORM IN THE CONTEXT OF ESCALATING GEOPOLITICAL TENSIONS.....	988
Nguyen Nam Trung.....	988

FACTORS INFLUENCING BUSINESS ACCEPTANCE OF INDUSTRY 4.0 TECHNOLOGY APPLICATIONS IN DONG NAI PROVINCE

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Abstract

In today's era, the remarkable development of Industry 4.0 has triggered a revolution across numerous sectors, including the business realm. Implementing Industry 4.0 applications into business operations is not merely a trend but also an essential step to enhance competitiveness and adapt to market transformations. In this context, evaluating factors influencing the acceptance and application of Industry 4.0 technology in businesses within Dong Nai Province, one of the vigorously developing regions in Vietnam, has become a crucial and challenging topic. With the participation of 937 enterprises surveyed using a model and questionnaire, coupled with the results of regression analysis processed through SPSS 20.0 software, the study has identified six positively impactful factors on the acceptance of Industry 4.0 technology application in Dong Nai's business landscape: Expectation of the effectiveness of Industry 4.0 application within the unit, Expectation of the effort in deploying Industry 4.0 application within the unit, External Socio-Economic Factors, Deployment Influencing Factors, Costs of 4.0 Technologies, and Deployment Risk Factors.

Keywords: *Acceptance of 4.0 technology application; business; Dong Nai province*

1. Introduction

Numerous domestic and international research papers have delved into the factors influencing technology adoption. However, these studies tend to focus on specific business categories, such as large, medium, and small enterprises, as well as distinct geographical regions. Furthermore, these investigations have taken place within diverse contexts and serve varying objectives. One notable study, conducted by X. Nguyen and Quang Khai Luu, explored Factors Affecting the Adoption of Industry 4.0 by Small- and Medium-Sized Enterprises: A Case Study in Ho Chi Minh City, Vietnam. The findings indicate that perceived human resource development, timeliness, cost-saving perception, product quality perception, improved time-saving perception, ease-of-use perception, business resources, business environment conditions, usefulness perception, enhanced customer relationship perception, and adoption intention all exhibit a significantly positive impact on the actual adoption of Industry 4.0. The outcomes imply that managerial success in enhancing these factors' perceptions regarding Industry 4.0 adoption, along with personal relevance to the technology, contributes to the effective utilization of Industry 4.0. (Xuan Truong Nguyen, 2020)

Another study by Hilmi Yüksel delves into the transformation brought about by Industry 4.0: factors influencing its influence and impact on companies. The research identified key factors influencing Industry 4.0 applications, including company size, technological product levels, budget allocation for the R&D department, the extent of lean applications, agility/flexibility levels, and automation levels. Similarly,

anticipated impacts of Industry 4.0 applications encompass traceability of production processes, supply chain traceability, enhanced supply chain flexibility, improved partner communication within supply chains, heightened productivity, real-time data analysis, inter-company integration, and internal integration, as established through literature review. (Yüksel, 2022)

Furthermore, Koppiahraj Karupiah et al conducted a study that focused on Evaluating Key Factors for the Adoption of Industry 4.0 Technologies in Small and Medium Enterprises (SMEs) within an emerging economy context. Their results unveiled three pivotal factors crucial to Industry 4.0 implementation: the organization's ability to expand IT infrastructure, alterations in organizational structure, and the capability to analyze key performance indicators. Remarkably, the study identified the concept of a smart factory as particularly fitting for Industry 4.0 adoption within Indian SMEs. (Koppiahraj Karupiah, 2023)

Given its remarkable industrial growth, Dong Nai province is emerging as a shining example within Vietnam's economic landscape. With substantial resources and potential, the local emphasis on and advancement of 4.0 technology implementation not only bolsters economic progress but also fosters innovation and elevates industry performance. Recognizing the pivotal role of integrating 4.0 technology into businesses within Dong Nai province, the author embarked on a valuable study dedicated to this subject matter. This study aims to assess the influence of various factors on the adoption of 4.0 technology applications within business operations in Dong Nai province.

By delving into the factors that impact the adoption of Industry 4.0, this study seeks to illuminate the challenges and opportunities that enterprises in this region may encounter. Grasping and harnessing the potential of 4.0 technology will prove indispensable for the sustainable development of Dong Nai province, especially within an ever-evolving business environment. The primary objective of this study is to equip businesses and local authorities with the insights and knowledge required to effectively embrace digital transformation and integrate 4.0 technology into their operational framework.

2. Literature Review

Digital transformation is the application of digital technology or the use of digital technology based on digital or digitized data to alter research, production, and business models in order to create more opportunities and value. Create new value, increase the operational efficiency and competitiveness of the organization/agency/business. Cloud computing, big data, the internet of things, and artificial intelligence are the four primary digital industries of digital transformation. (Siebel, 2019)

Technology 4.0, also known as "The Fourth Industrial Revolution" (Industry 4.0), refers to a prevalent innovation trend in the industrial and manufacturing sectors. Technology 4.0 is centered on integrating and optimizing the interaction between digitization and information technologies to produce intelligent, flexible, and interactive automation systems. (Smith, 2019)

Integral technologies within Industry 4.0 encompass:

Internet of Things (IoT): Establishing connections and facilitating communication among devices and objects via the internet to exchange data and information, thereby forging a comprehensive interconnected environment.

Artificial Intelligence (AI): Employing algorithms and computer systems to simulate human thought processes and learning, ranging from automatic data classification to intricate decision-making.

Robotics and Automation: Converging robotics and automated production and operations to construct an efficient and adaptable working ecosystem.

Big Data: Collecting, analyzing, and harnessing vast volumes of data to gain deeper insights into trends, patterns, and future projections.

Augmented and Virtual Reality: Harnessing augmented and virtual reality simulations to engender novel interactive encounters for users and enhance product training, design, and testing.

Industry 4.0 technology empowers the optimization of production, services, and management procedures, thereby fostering fresh value creation for both enterprises and society.

The Technology Acceptance Model (TAM) stands as a theoretical construct in the domains of psychology and technology management, introduced by Fred Davis in 1989, to elucidate and anticipate human behavior concerning the adoption and utilization of novel technology. This model centers on the psychology and attitudes of users toward technology, diverging from an emphasis on technical aspects. (Davis, 1989)

According to TAM, two primary factors influence technology adoption behavior:

Perceived Usefulness: Signifying users' perception of the extent to which technology enhances their job performance or fulfills their needs. If users deem the technology valuable, their inclination to accept and use it increases.

Perceived Ease of Use: Denoting the users' perception of technology's ease of operation. If users perceive technology as user-friendly and intuitive, their inclination to embrace and use it heightens.

The TAM framework also encompasses the impact of external influences, such as personal attributes, social dynamics, and cultural factors. TAM has evolved into a pivotal tool for prognosticating technology adoption and utilization across various domains, including information systems, mobile applications, and diverse industrial sectors.

3. Research model

Anticipations regarding the efficacy of implementing Industry 4.0 applications within the entity encompass the entity's prospects for augmenting productivity and service quality, reducing input costs for products or services, fostering opportunities for domestic and international market expansion, and enhancing the unit's ability to monitor factors influencing its operations, thereby ameliorating the efficiency of product and service marketing.

Hypothesis H1: The expectations surrounding the effectiveness of implementing Industry 4.0 applications exhibit a positive correlation with the decision to adopt Industry 4.0 applications.

Anticipations of implementation efforts for Industry 4.0 applications encompass the unit's prospects for ease of use within the unit, seamless transition to the unit's operations, ready acceptance by managers and experts, as well as workers embracing the implementation of Industry 4.0 (Digital Industry). Moreover, these expectations include the ease of application and deployment of current technical technology to facilitate Industry 4.0 (Digital Industry) implementation, and the utilization of Industry 4.0 deployment to ensure uninterrupted operations during challenging circumstances (such as epidemics or shortages of experts).

Hypothesis H2: The expected effort to deploy Industry 4.0 applications exhibits a positive correlation with the decision to adopt Industry 4.0 applications.

External socio-economic factors exert an influence on the implementation of Industry 4.0. These factors originate beyond enterprises and can yield both favorable and limited impacts on the adoption of 4.0 technology applications. Noteworthy examples comprise the guidelines and policies set forth by the Central Government, which significantly shape the inclination to deploy Industry 4.0 technology. Furthermore, the intentions of the Dong Nai People's Committee and the various departments within Dong Nai province wield an effect on the integration of Industry 4.0 applications within business units.

The expansion of online public services across all levels of management serves to propel the uptake of Industry 4.0 applications within business units. Widespread dissemination of information concerning Industry 4.0 within the sector bolsters its adoption. The robust implementation of Industry 4.0 at the unit hinges on societal responsiveness, political collaboration, and equitable rights. The state of network infrastructure also emerges as a pivotal factor impacting the integration of Industry 4.0 applications within the unit.

Hypothesis H3: The external socio-economic factor influencing the adoption of Industry 4.0 applications exhibits a positive correlation with the decision to adopt Industry 4.0 applications.

Cluster of Factors Influencing the Implementation of Industry 4.0 applications in Dong Nai. This grouping comprises factors that exert direct influence over the unit during the deployment of Industry 4.0 applications. For instance, the Dong Nai Government's facilitation of conducive conditions for the integration of Industry 4.0 within the unit, the unit's possession of sufficient financial means to support the implementation of Industry 4.0, a proficient human resource team equipped with the requisite knowledge and skills for Industry 4.0 application implementation, the formulation of a strategic approach by the unit for Industry 4.0 deployment, and the unit's fulfillment of prerequisites for successful 4.0 application implementation.

Hypothesis H4: The cluster of factors impacting the implementation of Industry 4.0 applications exhibits a positive correlation with the decision to adopt Industry 4.0 applications.

Pricing Factors of 4.0 Technologies. These encompass cost-related considerations that impact the unit during the deployment of Industry 4.0 applications. These factors encompass aspects such as the initial and intermediate procurement costs of Industry 4.0, which the unit can feasibly manage, the reasonably attainable cost of acquiring Industry 4.0 at lower levels, the affordability and cost-effectiveness of operating Industry 4.0, the variety of Industry 4.0 types available to the unit with numerous suppliers and competitive pricing, as well as the comprehensive pricing of Industry 4.0 that includes transfer, training, salaries, and the substantial remuneration of experts proficient in Industry 4.0.

Hypothesis H5: The pricing of Industry 4.0 applications exhibits a positive correlation with the decision to adopt Industry 4.0 applications.

Risk Factors in Deploying Industry 4.0 applications within the Unit. This category encompasses risk-related considerations that are relevant to the unit during the execution of Industry 4.0 applications. These factors encompass the risk of Industry 4.0 applications not meeting expected levels of effectiveness, the risk of incomplete integration of Industry 4.0 practices, susceptibility to information disclosure and hacking associated with technology 4.0 (Digital technology), and vulnerability to rapid changes inherent in Industry 4.0, characterized by a perpetual state of innovation.

Hypothesis H6: The risk factors encountered during the implementation of Industry 4.0 applications exhibit a positive correlation with the decision to adopt Industry 4.0 applications.

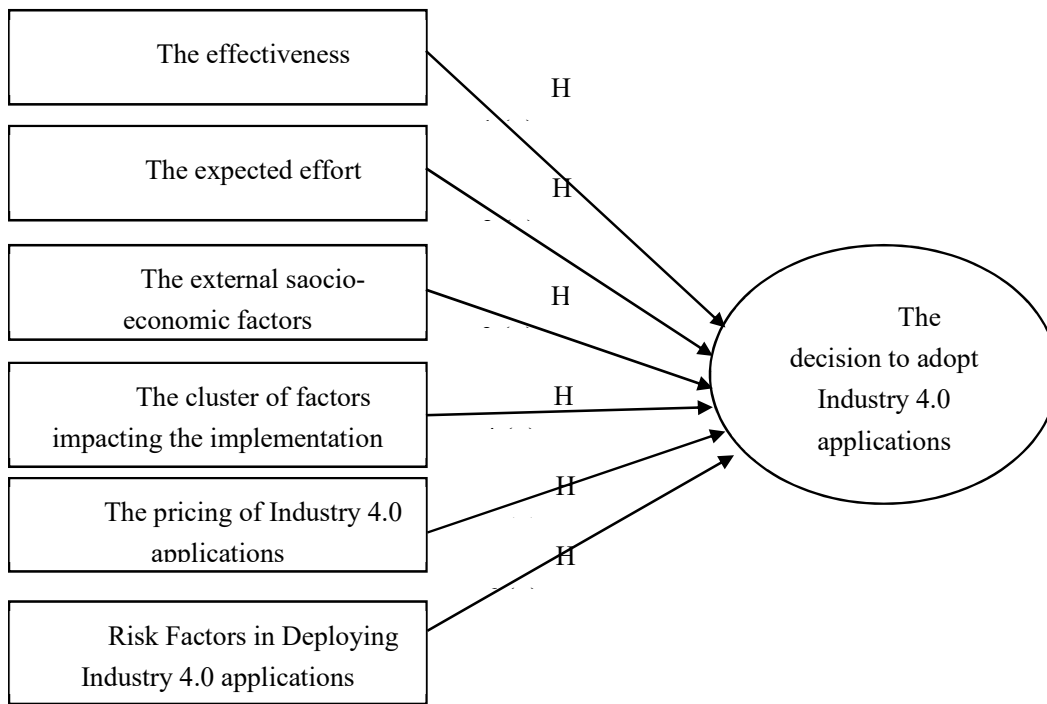


Figure 1. Research Conceptual Framework

4. Research Methodology

This study employed a dual-pronged research approach, encompassing two distinct methodologies:

Qualitative Research: The qualitative component employed the focus group discussion approach, involving the NC group, consulting experts, and key leaders responsible for various aspects of enterprises. The aim was to uncover the primary factors influencing the decision to deploy 4.0 technology applications within the unit. The insights garnered from the group discussions informed the formulation and refinement of variables within the scale. These variables were tailored to align with the applicability of 4.0 technology in enterprises within Dong Nai province. Subsequently, this input contributed to the construction of a questionnaire that adhered to the research model's framework. The questionnaire's objective was to collect information for analysis and hypothesis testing.

Quantitative Research: The subsequent phase of the research entailed a formal quantitative methodology to scrutinize the research model and hypotheses. Specifically, a comprehensive survey involving 937 participants was conducted to assess the reliability and validity of the scale. This evaluation was achieved through indicators such as the Cronbach's Alpha coefficient and variable-total correlation. The sample pool consisted of enterprises from diverse industries situated in different regions, including Bien Hoa city, Nhon Trach industrial zones, Bien Hoa industrial zones, Ho Nai industrial zones, and districts within Dong Nai province. Furthermore, the study employed Exploratory Factor Analysis (EFA) to assess the factor load level, ensuring the convergent and discriminant validity of each scale. Ultimately, a linear regression model was employed to test the hypotheses.

5. Main Findings

In this study, the research model has 6 scales that are respectively evaluated for reliability. All scales were evaluated for reliability by Cronbach's Alpha coefficient ≥ 0.7 and variable-total correlation coefficient ≥ 0.3 , respectively.

The results of the Barlett test show that there is a correlation between the variables in the population ($\text{sig} = 0.00 < 0.05$). At the same time, the coefficient $\text{KMO} = 0.937 > 0.5$, proves that factor analysis to group variables together is appropriate and the data is suitable for factor analysis.

F-test for the fit of the overall linear regression model. This indicates whether the dependent variable is linearly correlated with the entire independent variable.

With the regression equation: $y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$

The hypothesis is that: H_0 is: $\beta_1 = \beta_2 = \dots = \beta_n = 0$.

With the Coefficients results, it is expected that The effectiveness of implementing Industry 4.0 applications ($\beta = 0.108$), The expected effort to deploy Industry 4.0 applications ($\beta = 0.152$), The external socio-economic factors ($\beta = 0.022$), The cluster of factors impacting the implementation ($\beta = 0.430$), The pricing of Industry 4.0 applications ($\beta = 0.192$), Risk Factors in Deploying Industry 4.0 applications ($\beta = -0.054$). Thus, the linear regression equation is built as follows:

$$Y = 0.108 * X_1 + 0.152 * X_2 + 0.022 * X_3 + 0.430 * X_4 + 0.192 * X_5 - 0.054 * X_6$$

The decision to adopt Industry 4.0 applications = $0.108 * \text{The expected effort to deploy Industry 4.0 applications} + 0.152 * \text{The expected effort to deploy Industry 4.0 application} + 0.022 * \text{The external socio-economic factors} + 0.430 * \text{The cluster of factors impacting the implementation} + 0.192 * \text{The pricing of Industry 4.0 applications} - 0.054 * \text{Risk Factors in Deploying Industry 4.0 applications}$

Therefore, the research identifies six crucial factors: The effectiveness of implementing Industry 4.0 applications, The expected effort to deploy Industry 4.0 applications, The external socio-economic factors, The cluster of factors impacting the implementation, The pricing of Industry 4.0 applications, Risk Factors in Deploying Industry 4.0 applications. Higher β values of these factors, namely X_1 , X_2 , X_3 , X_4 , X_5 , and X_6 , correspond to a greater inclination to deploy 4.0 technology applications within enterprises in Dong Nai. Consequently, hypotheses H_1 , H_2 , H_3 , H_4 , H_5 , and H_6 for the theoretical research model are formally validated.

The most impactful factor in the model is the "The cluster of factors impacting the implementation" boasting a notable weight of $\text{Beta} = 0.430$. However, its mean value is relatively modest ($\text{Mean} = 3.1145$), indicating that despite its significance, enterprises have slightly underestimated its importance (ranking only higher than the "The expected effort to deploy Industry 4.0 applications" factor). As such, the "The cluster of factors impacting the implementation" category is of prime concern for the Dong Nai provincial government to prioritize in supporting businesses' engagement with Industry 4.0 application in the region.

Following closely, the second most vital factor in the model is "The pricing of Industry 4.0 applications," with a weight of $\text{Beta} = 0.192$. This factor garners relatively higher business agreement levels compared to "The cluster of factors impacting the implementation," yet it ranks second among the six model factors ($\text{Mean} = 3.62209$). Consequently, it too warrants focused attention and support from the Dong Nai provincial government, following "The cluster of factors impacting the implementation."

The third most crucial factor in the model is "The expected effort to deploy Industry 4.0 applications," with a weight of $\text{Beta} = 0.152$. Nonetheless, it registers the lowest business agreement level ($\text{Mean} = 3.0657$). Hence, this factor assumes paramount importance for the Dong Nai government's consideration.

Moreover, the fourth most significant factor in the model is "The effectiveness of implementing Industry 4.0 applications," carrying a weight of Beta = 0.108. Remarkably, this factor garners the highest level of enterprise agreement within the group (Mean = 3.7725). Nevertheless, it remains a focal point requiring attention and support from the Dong Nai provincial government.

The fifth most pivotal factor in the model is "The external socio-economic factors," with a weight of Beta = 0.022. Remarkably, this factor achieves favorable enterprise agreement levels relative to other factors within the group (Mean = 3.5326). Thus, it similarly commands consideration and support from the Dong Nai provincial government, following the "the effectiveness of implementing Industry 4.0 applications" factor.

Lastly, the "Risk Factors in Deploying Industry 4.0 applications" holds the least significance within the group, denoted by its negative sign. Although it ranks second in enterprise agreement levels among the group (Mean = 3.6334), it emerges as the top priority for the Dong Nai provincial government's attention and support.

6. Conclusion

In the context of the global Industrial Revolution 4.0, the evaluation of factors influencing the acceptance of 4.0 technology application in businesses within Dong Nai Province has proven to be both crucial and imperative. By delving into the factors that shape adoption, the intricate and diverse nature of influences on local digital transformation becomes evident. Through the scrutiny of these factors impacting the integration of 4.0 technology applications into businesses in Dong Nai, the study has unearthed and delineated six primary factors that exert a positive influence on this progression. These factors not only construct a comprehensive panorama of 4.0 technology assimilation within the local business ecosystem but also propose strategies to optimize the digital transformation process. On the whole, comprehending and evaluating the factors that impact the acceptance of 4.0 technology application in Dong Nai businesses serves not only as the bedrock for charting a course but also contributes to the creation of a conducive environment to foster successful and sustainable digital transformation in the future.

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