

TP. Hồ Chí Minh, ngày 20 tháng 08 năm 2024

KẾ HOẠCH
TỔ CHỨC JOURNAL CLUB NĂM HỌC 2024-2025
(Từ 01/09/2024 đến 31/08/2025)

STT	NỘI DUNG	NGƯỜI BÁO CÁO	ĐỊA ĐIỂM	NGÀY SINH HOẠT	GHI CHÚ
1.	Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. International journal of hospitality management, 76, 271-285.	Nguyễn Hải Nam	Phòng họp B	09/2024	
2.	Luo, X., Cheah, J. H., Hollebeek, L. D., & Lim, X. J. (2024). Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness. Journal of Retailing and Consumer Services, 77, 103644.	Nguyễn Trần Lê Na	Phòng họp B	10/2024	
3.	Salas-Vallina, A., Alegre, J., & López-Cabrales, Á. (2020). The challenge of increasing employees' well-being and performance: How human resource management practices and engaging leadership work together toward reaching this goal. Human Resource Management.	Trần Thị Mỹ Phượng	Phòng họp B	10/2024	

4.	Budiarti, I., & Firmansyah, D. (2024). Innovation capability: digital transformation of human resources and digital talent in SMES. Journal of Eastern European and Central Asian Research, 11(3), 621-637.	Nguyễn Trần Ánh Thơ	Phòng họp B	11/2024	
5.	Rialp, A., Rialp, J., & López-Belbeze, P. (2024). Unveiling the dynamics of exporting firms: How social media shapes export costs and relationships. International Business Review, 33(5), 102326.	Đỗ Thị Hạnh Trinh	Phòng họp B	12/2024	
6.	Vu, M.N. , Huy, T.Q. (2023). Sustainability-related supply chain risks and supply chain performances: The moderating effects of dynamic supply chain management practices, Business Strategy and the Environment, Volume 33(2), 839-857.	Nguyễn Thanh Liêm	Phòng họp B	01/2025	
7.	Gálvez-Sánchez, F. J., Molina-Prados, A., Molina-Moreno, V., & Moral-Cuadra, S. (2024). Exploring the three-dimensional effect of corporate social responsibility on brand equity, corporate reputation, and willingness to pay. A study of the fashion industry. Journal of Retailing and Consumer Services, 79, 103836.	Phạm Ngọc Tường Vy	Phòng họp B	02/2025	
8.	Janssen, L., Schouten, A. P., & Croes, E. A. (2022). Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising outcomes and influencer	Phạm Thị Quỳnh Anh	Phòng họp B	03/2025	

	evaluations via credibility and identification. International journal of advertising, 41(1), 101-127.				
9.	Yağmur, Y., Demirel, A. and Kılıç, G.D. (2024), Top quality hotel managers' perspectives on smart technologies: an exploratory study, Journal of Hospitality and Tourism Insights, Vol. 7 No. 3, pp. 1501-1531.	Nguyễn Quang Phong	Phòng họp B	04/2025	
10.	Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. Technological Forecasting and Social Change, 174, 121246.	Huỳnh Kim Ngân	Phòng họp B	05/2025	
11.	Zhang, P., Chao, C.-W. (F.), Chiong, R., Hasan, N., Aljaroodi, H. M., & Tian, F. (2023). Effects of in-store live stream on consumers' offline purchase intention. Journal of Retailing and Consumer Services, 72, 103262.	Trần Thị Thu Phương	Phòng họp B	06/2025	
12.	Wang, Y. J., Wang, Y., Huang, G. Q., & Lin, C. (2024). Public acceptance of crowdsourced delivery from a customer perspective. European Journal of Operational Research, 317(3), 793-805.	Trần Thị Vân Trang	Phòng họp B	07/2025	
13.	Le, N. T., & Tang, C. W. (2022). Towards a comprehensive effectiveness scale for university students' perception of English medium instruction in Vietnam and Taiwan: an importance-performance analysis. Journal of Multilingual and Multicultural Development, 1-18.	Lê Thị Nguyên	Phòng họp B	08/2025	

TRƯỜNG K.QTKD

A handwritten signature in black ink, appearing to read 'Pham i', with a long horizontal flourish underneath.

PGS.TS. PHẠM THỊ MINH LÝ