

Khoa, Bui Thanh

<https://orcid.org/0000-0002-9878-2164>

Scopus Author ID: 57214359114



Research Interest:

- Electronic Commerce
- Organizational Behavior
- Consumer Behavior
- Digital Transformation
- Data Science

Contact information

(+84) 908091402 Ho Chi Minh City, Vietnam bui Thanh khoa@iuh.edu.vn khoadhcn@gmail.com

Career

Vice Dean, Senior Lecturer

- Faculty of Commerce and Tourism, Industrial University of Ho Chi Minh City, Vietnam
- September 2023 — Present

Head of Department,

- Electronic Commerce Department, Industrial University of Ho Chi Minh City, Vietnam
- April 2022 — Present

Lecturer,

- Industrial University of Ho Chi Minh City, Vietnam
- September 2009 — Present

Education

Year	University
2005 – 2009	Industrial University of Ho Chi Minh City, Vietnam Bachelor, Major: Business Administration
2010 - 2012	Université Toulouse 1 Sciences Sociales, France Master, Major: Business Economic
2015 – 2020	Ho Chi Minh City Open University, Vietnam Doctor of Philosophy, Major: Business Administration <i>Dissertation Topic: A study on The Perception of Mental Benefits, Hedonic Value, and Online Trust impact on Electronic Loyalty: a view of Customer's Anxiety</i>
2014 – 2016	University of Finance – Marketing, Vietnam Bachelor, Major: English Linguistics and Literature
2019 – 2022	University of Information Technology, Vietnam National University of Ho Chi Minh City Bachelor, Major: Information Technology

Publication (3 years recent)

- Do, Q. D., Nguyen, T. X., & Khoa, B. T. (2027), 'Brand stereotypes, information processing, and consumer acceptance of Chinese automobiles: The moderating roles of perceived brand globalness and brand credibility in an emerging market', *Journal of Retailing and Consumer Services*, 95, DOI: 10.1016/j.jretconser.2026.105074
- De, D. H., & Khoa, B. T. (2026), 'How customer experience drives repurchase intention in omnichannel retailing: The moderating role of prior omnichannel shopping experience', *Journal of Open Innovation: Technology, Market, and Complexity*, 12(2), DOI: 10.1016/j.joitmc.2026.100795
- Tran, A. T., & Khoa, B. T. (2026), 'Navigating the Global Innovation Landscape: The interplay of knowledge management, corporate diplomacy, and business performance in multinational corporations', *Entrepreneurial Business and Economics Review*, 14(2), 21-40.
- De, D. H., & Khoa, B. T. (2026), 'Influence of Environmental Stimuli on Impulsive Buying Behavior in Online Livestream Commerce: The Moderating Role of Livestream Viewing Frequency and Livestream Shopping Experience', *Pakistan Journal of Commerce and Social Sciences*, 20(1), 34-69, DOI: 10.64534/Commer.2026.667
- Khoa, B. T. (2026), 'Clicks, Crowds, and Cues: Integrating Theory of Planned Behavior, Herding, and Signaling to Explain Generation Z's Impulsive Buying in Social Commerce', *International Journal of Electronic Commerce Studies*, 17(1), 1-28, DOI: 10.7903/ijecs.2590
- Khoa, B. T., Makharov, K., Samandarov, B., Jafarov, S., Raupov, D., & Djurabaev, O. (2026), 'Learning Equitable and Efficient Shift Rosters with Multi-Objective Deep Reinforcement Learning and Counterfactual Fairness Constraints in Operations', *International Journal of Industrial Engineering and Management*, 17(3), 327-342, DOI: 10.24867/IJIE-421

- Khoa, B. T.** (2026), 'Cloud-related resources, supply chain ambidexterity and supply chain performance: evidence from a cross-national empirical investigation', *Asia Pacific Journal of Marketing and Logistics*, 1-23, DOI: 10.1108/apjml-03-2026-0552
- Khoa, B. T.** (2026), 'From Reactive to Anticipatory: A Conceptual Framework for Agentic AI Governance in Smart Tourism Cities', *International Journal of Tourism Cities RJTC*, 2735907, DOI: 10.1080/20565607.2026.2735907
- Khoa, B. T.** (2026), 'Too busy to rush: Recovery needs, travel pace, and heritage conservation willingness', *Tourism and Hospitality Research*, 0(0), 14673584261488625, DOI: 10.1177/14673584261488625
- Tran, A. V., & **Khoa, B. T.** (2026), 'The Consumer Decision Journey of Gen Z in Cross-Platform Commerce: From Social Commerce Stimuli to E-Marketplace Purchase Completion', *Journal of Theoretical and Applied Electronic Commerce Research*, 21(5), 132, DOI: doi:10.3390/jtaer21050132
- Duy, N. B. P., Nguyen, V. T.-T., & **Khoa, B. T.** (2026). Trends and Research Themes regarding the Flow Experience in Social Science: A Comprehensive Bibliometric Analysis. *Pertanika Journal of Social Science and Humanities*, 34(1), 155 - 181. <https://doi.org/10.47836/pjssh.34.1.08>
- Huynh, T. T., & **Khoa, B. T.** (2026). Geopolitical Risk and Stock Returns: Evidence from an Emerging Market. *South Asian Journal of Macroeconomics and Public Finance*, 22779787251413868.
- Phu, N. T. C., & **Khoa, B. T.** (2025). Extending Legitimacy Theory for Sustainable Business Performance through the Lens of Green Innovation and Financial Synergy]. *Evergreen*, 12(2), 1369-1379. <https://doi.org/10.5109/7363514>
- Phuong, N. D., **Khoa, B. T.**, & Thanh, P. C. (2025). Fear of Missing Out (FoMO) and Preferential Hunting Behavior on E-Commerce Platforms: A Case Study of Shopee and Lazada. *Complex Systems Informatics and Modeling Quarterly*, (43), 34-52.
- Khoa, B. T.** (2025). The role of information technology in food business performance: The mediator of electronic green supply chain management. *International Journal of Logistics Systems and Management*, 52(4), 593–606. <https://doi.org/10.1504/ijlsm.2023.10058691>
- Yang, Y., & **Khoa, B. T.** (2025). Spatio-Temporal Evolution and Policy Pathways For Enhancing Carbon Emission Efficiency in The Chengdu-Chongqing Urban Agglomeration. *Environmental Engineering & Management Journal (EEMJ)*, 24(8).
- Huynh, T. T., Thu, H. D. T., & **Khoa, B. T.** (2025). Machine Learning in Asset Pricing: Support Vector Regression and the Role of Exchange Rate Risk. *Industrial Engineering & Management Systems*, 24(4), 679-693.
- Huynh, T. T., & **Khoa, B. T.** (2025). Regional asymmetry in financial markets: Pricing of skewness risk in the Thai stock market. *PLoS One*, 20(11), e0336697.
- Viet Tran, A., & **Khoa, B. T.** (2025). Systematic Review of Blockchain Business Applications and the Metaverse. *Sage Open*, 15(4), 21582440251398266.
- Tran, A. V., & **Khoa, B. T.** (2025). Integrating leadership, identity, and knowledge systems for sustainable performance in the era of digital transformation. *Discover Sustainability*, 6(1), 1-25.
- Khoa, B. T.** (2025). The Triple Helix of Digital Engagement: Unifying Technology Acceptance, Trust Signaling, and Social Contagion in Generation Z's Social Commerce Repurchase Decisions. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 145.
- Duy, N. B. P., Nguyen, V. T. T., & **Khoa, B. T.** (2025). From flow experience determinants to user behavior: A study on online food ordering platforms via mobile applications. *Journal of Open Innovation: Technology, Market, and Complexity*, 100551.
- Phuong, N. D., Tuan, N. M., & **Khoa, B. T.** (2025). Exploring the Impact of Fear of Missing Out (FoMO) on Youth Shopping Intentions in Social Commerce Landscape. *Qubahan Academic Journal*, 5(1), 598-610.
- Tran, A. V., & **Khoa, B. T.** (2025). Generation Z Customers'online Outbound Tourism Booking Intention in Vietnam: Extending the Technology Acceptance Model with Intercultural Competence. *Geo Journal of Tourism and Geosites*, 60, 1119-1127.
- Tran, A. V., & **Khoa, B. T.** (2025). Global Research Trends in Circular Economy: A Bibliometric Analysis in E-Commerce. *Human Behavior and Emerging Technologies*, 2025(1), 8645845.
- Khoa, B. T.**, & Huynh, A. V. (2025). How Digital Transformation Impacts on the Customer Loyalty in Fitness Services: The Mediating Role of Customer Experience. *Business Perspectives and Research*, 22785337251336513.
- Phan, H. H. & **Khoa, B. T.** (2025). Digital Service Distribution in Banking: Understanding Customer's Continued Usage Intention of Live Technology Through Customer Readiness Perspective. *Journal of Distribution Science*, 23(3), 35-44.
- Phan, H. H., Tran, C. T., & **Khoa, B. T.** (2025). Science Mapping of the Development and Trends in Green Finance: A Bibliometric Analysis. *Global Business & Finance Review*, 30(2), 57.
- Tang, M., Buchmeister, B., Gong, D., Xue, G., & **Khoa, B. T.** (2025). Subway Expansion and Traffic Flow: A Spatiotemporal Analysis of Urban Congestion Dynamics. *Tehnički vjesnik*, 32(1), 44-53.

Resumé of KHOA BUI THANH

- Aggarwal, K., **Khoa, B. T.**, Sagar, K. D., Agrawal, R., Dhingra, M., Dhingra, J., & R, L. K. (2025). Marketing information system based on unsupervised visual data to manage transportation industry using signal processing. *Expert Systems*, 42(1), e13384.
- Nguyen, H. H. C., Grzonka, D., **Khoa, B. T.**, Sagar, K. D., Abbasi, I. A., Mahaveerakannan, R., & Alkhayyat, A. (2024). New trends in over the top media service (OTT) web user behaviour analysis and unethical user prediction. *Mobile Networks and Applications*, 29(6), 1811-1827.
- Tang, M. C., Cao, J., Gong, D. Q., Xue, G., & **Khoa, B. T.** (2024). Simulation analysis of dual-end queuing ride-hailing system considering driver-side queue management. *Advances in Production Engineering & Management*, 19(2), 268-280.
- Khoa, B. T.**, & Huynh, T. T. (2024). Why do generation X customers use wearable fitness technology equipment after recovering from coronavirus? The role of perceived health risks. *Heliyon*, 10(12), e32978.

Advisory International Editorial Boards/Editor Board

- Journal of Logistics, Informatics and Service Science (Scopus)
- Plos One (Scopus)
- Humanities and Social Sciences Communications (Scopus)

Work Experience

- **Chief Executive Officer** (February 2017 – now)
Innoteq Group, Ho Chi Minh City, Vietnam
- **Marketing and Management Consultancy** (September 2010 – now)

Software for research competency

- SPSS
- AMOS
- SmartPLS
- Nvivo
- R software

Reference

- Nguyen Minh Ha, Professor,
Rector at Ho Chi Minh City Open University.
Email: ha.nm@ou.edu.vn
- Mincong Tang, Professor,
Managing Editor, Journal of Logistics, Informatics, and Service Science
Email: mincong@bjtu.edu.cn
- Liem Viet Ngo, Associate Professor,
Lecturer at UNSW Business School, University of New South Wales.
Editor in Chief, Australasian Marketing Journal
Email: liem.ngo@unsw.edu.au