

Khoa, Bui Thanh



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



Research Interest:

- Electronic Commerce,
- Organizational Behavior,
- Consumer Behavior (Intention, Satisfaction, Loyalty),
- Marketing (B2B, B2C, Digital)
- Social Science, and Humanity

Scopus Author ID: [57214359114](#)



ResearcherID: [AAN-5873-2020](#)



Contact information

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Current Position

Lecturer,

- Concentration in Social Science, and Humanity
- Faculty of Commerce and Tourism, 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 Dissertation Topic: SAPUWA Brand Development
2010 - 2012	Université Toulouse 1 Sciences Sociales, France Master, Major: Business Economic Topic: Analyzing the Application of Blog and Social Network in improving the Marketing efficiency in Vietnam.
2015 – 2020	Ho Chi Minh City Open University, Vietnam Doctor of Philosophy, Major: Business Administration Topic: A study on The Perception of Mental Benefits, Hedonic Value, and Online Trust impact on Electronic Loyalty: a view of Customer's Anxiety
2014 – 2016	University of Finance – Marketing, Vietnam Bachelor, Major: English Linguistics and Literature Dissertation Topic: Factors affecting Outbound destination choice of Vietnamese Tourists: A case study on Saigon Sun TDI Co. Ltd

Research Field

- Management Information System
- Applied Technology in Education
- Digital Marketing
- Organizational Behavior
- Electronic Commerce
- Social Science, and Humanity
- Technology in Management / Marketing
- Consumer Behavior

Publication

No.	Title of the article	As a main/member-author?
Research papers		
1	Khoa, B. T. , Hung, B. P., & Mohsen, H. (2022). Qualitative Research in Social Sciences: Data Collection, Data Analysis, and Report Writing. <i>International Journal of Public Sector Performance Management</i> , 9(4). doi: 10.1504/ijpspm.2022.10038439	First Author
2	Khoa, B. T. , & Thai, D.T. (2021). Capital Structure and Trade-Off Theory: Evidence from Vietnam. <i>Journal of Asian Finance, Economics and Business</i> , 8(1), 45-52. doi: 10.13106/jafeb.2021.vol8.no1.045	First Author
3	Nguyen, M.H. & Khoa, B. T. (2021). The Google Advertising Service Adoption Behavior of Enterprise in the Digital Transformation Age. <i>Webology</i> , 18 (Special Issue 02), 153-170. doi:10.14704/web/v18si02/web18064	Corresponding Author
4	Nguyen, M. H., Luan, N. V., & Khoa, B. T. (2021). Employer Attractiveness and Employee Performance: An Exploratory Study. <i>Journal of System and Management Sciences</i> , 11(1), 97-123. doi:10.33168/JSMS.2021.0107	Author
5	Khoa, B. T. , Huynh, L. T., & Nguyen, M. H. (2020). The Relationship between Perceived Value and Peer Engagement in Sharing Economy: A Case Study of Ridesharing Services. <i>Journal of System and Management Sciences</i> , 10(4), 149-172. doi: 10.33168/JSMS.2020.0210	First Author
6	Khoa, B. T. (2020). Electronic loyalty in the relationship between consumer habits, groupon website reputation, and online trust: A case of the groupon transaction. <i>Journal of Theoretical and Applied Information Technology</i> , 98(24), 3947-3960.	Main Author
7	Khoa, B. T. (2020), The Impact of the Personal Data Disclosure's Tradeoff on the Trust and Attitude Loyalty in Mobile Banking Services. <i>Journal of Promotion Management</i> , Vol. 27, No. (4), 585-608. doi:10.1080/10496491.2020.1838028	Main Author
8	Khoa, B.T. , Nguyen, M.H. (2020). Electronic Loyalty In Social Commerce: Scale Development and Validation. <i>Gadjah Mada International Journal of Business</i> , 22(3), 275-299. doi: 10.22146/gamaijb.50683	First Author
9	Vu, T.M.C, Khoa, B.T. , Tran, H.M.Q. (2020). The relationship between customer experience and customer loyalty – The moderating role of customers' epistemic motivation: An examination across Beauty Service Industry. <i>Journal of Economics & Development</i> , 276, 103-112	Author
10	Khoa, B.T. , Nguyen, M.H, Tran, V.H.N., Nguyen, H.B. (2020). Lecturers' adoption to use the online learning management system (LMS): Empirical evidence from the TAM2 model for Vietnam. <i>Journal of Science Ho Chi Minh City Open University</i> , 10(4), 3-18.	Main Author
11	Khoa, B. T. , Nguyen, T. D., & Nguyen, V. T.-T. (2020). The intention to purchase a designed fashion product of Vietnamese Designer: The mediator of the customer relationship. <i>Journal of Business and Retail Management Research</i> , 14(2), 22-32. doi: 10.24052/JBRMR/V14IS02/ART-03	Main Author
12	Khoa, B. T. (2020). The Antecedents of Relationship Marketing and Customer Loyalty: A Case of the Designed Fashion Product. <i>The Journal of Asian Finance, Economics, and Business</i> , 7(2), 195-204. doi: 10.13106/jafeb.2020.vol7.no2.195	Main Author
13	Khoa, B. T. , Nguyen, T. D., & Nguyen, V. T.-T. (2020). Factors affecting Customer Relationship and the Repurchase Intention of Designed Fashion Products. <i>Journal of Distribution Science</i> , 18(2), 198-204.	Main Author
14	Khoa, B. T. , & Nguyen, M. H. (2019). A Study on Trade-Off between Benefit And Cost when using Online Services: Case of Mobile Commerce in Vietnam. <i>Journal of Science and Technology</i> , 41, 141 - 155.	Main Author

No.	Title of the article	As a main/member-author?
15	Nguyen, H. M., & Khoa, B. T. (2019). The Relationship between the Perceived Mental Benefits, Online Trust, and Personal Information Disclosure in Online Shopping. <i>The Journal of Asian Finance, Economics, and Business</i> , 6(4), 261-270. doi: 10.13106/jafeb.2019.vol6.no4.261	Corresponding Author
16	Nguyen, H. M., & Khoa, B. T. (2019). Perceived Mental Benefit in Electronic Commerce: Development and Validation. <i>Sustainability</i> , 11(23), 6587-6608. doi: 10.3390/su11236587	Corresponding Author
17	Nguyen, M. H., & Khoa, B. T. (2019). Perceived mental benefits of online shopping. <i>Journal of Science</i> , 14(1), 3-17.	Corresponding Author
18	Nguyen, M. H., & Khoa, B. T. (2019). A Study on the Chain of Cost - Values-Online Trust: Applications in Mobile Commerce in Vietnam. <i>Journal of Applied Economic Sciences</i> , 14(1), 269-280.	Corresponding Author
19	Nguyen, M. H., & Khoa, B. T. (2019). Customer Electronic Loyalty towards Online Business: The role of Online Trust, Perceived Mental Benefits and Hedonic Value. <i>Journal of Distribution Science</i> , 17(12), 81-93. doi: 10.15722/jds.17.12.201912.81	Corresponding Author
20	Khoa, B. T. (2018). The Impact of Perceived Risk on the Customer's Online Purchasing Intention in Ho Chi Minh city. <i>Journal of Science and Technology</i> , 34, 87 - 97.	Main Author
21	Khoa, B. T. (2017). A study on the online customer perception of private information protection in Hochiminh City. <i>Journal of Science and Technology</i> , 26(2), 66-76.	Main Author
22	Khoa, B. T., & Nguyen, V. T.-T. (2016). A study about financial stress affects to the absenteeism at work of a textile employee in Ho Chi Minh City in integrating into TPP. <i>Vietnam Trade and Industry Review</i> , 8 (2016), 140-149.	Main Author
23	Khoa, B. T. (2015). Key factors affecting consumer loyalty of online group buying. <i>Journal of Science and Technology</i> , 20(3), 99-111.	Main Author
24	Khoa, B. T. (2015). Effect of social networking on customer loyalty: Facebook case. <i>Journal of Science and Technology</i> , 1(18), 86-97.	Main Author
Conference paper		
1	Khoa, B. T. (2020). <i>The role of Mobile Skillfulness and User Innovation toward Electronic Wallet Acceptance in the Digital Transformation Era</i> . Paper presented at the 2020 International Conference on Information Technology Systems and Innovation (ICITSI), Bandung - Padang, Indonesia. doi: 10.1109/ICITSI50517.2020.9264967	Main Author
2	Khoa, B. T. (2020). <i>The Perceived Enjoyment of the Online Courses in Digital Transformation Age: The Uses - Gratification Theory Approach</i> . Paper presented at the 2020 Sixth International Conference on e-Learning (ECONF), Sakheer, Bahrain. doi: 10.1109/econf51404.2020.9385490	Main Author
3	Khoa, B. T., Ly, N. M., Uyen, V. T. T., Oanh, N. T. T., & Long, B. T. (2021). <i>The impact of Social Media Marketing on the Travel Intention of Z Travelers</i> . Paper presented at the 2021 IEEE International IOT, Electronics and Mechatronics Conference (IEMTRONICS), Toronto, ON, Canada. doi: 10.1109/IEMTRONICS52119.2021.9422610	First Author
4	Khoa, B. T. (2021). <i>The positive electronic word of mouth: A research based on the relational mediator meta-analytic framework in electronic marketplace</i> . Paper presented at the 3rd International Conference on Smart Systems: Innovations in Computing (SSIC2021), Jaipur, Rajasthan, India - Accepted	Main Author
5	Khoa, B. T., Nguyen, M.H.,& Ngoc, B.H. (2021). <i>The accommodation services booking intention through the mobile applications of generation y: an empirical</i>	First Author

No.	Title of the article	As a main/member-author?
	<i>evidence based on TAM2 model</i> . The Fourth International Econometric Conference of Vietnam - ECONVN2021 Ho Chi Minh City, Vietnam - Accepted	
6	Khoa, B.T. , Oanh, N.T.T., Uyen, V.T.T., & Dung, D.C.H. (2021). Customer loyalty in the covid-19 pandemic: The application of machine learning in survey data. Paper presented at the 3rd International Conference on Smart Systems: Innovations in Computing (SSIC2021), Jaipur, Rajasthan, India - Accepted	First Author
7	Khoa, B.T. , Anh, N.H, Ly, N.M.,& Truong, N.X. (2021). A study on buying attitude on facebook in the digital transformation era: a machine learning application. Paper presented at the 3rd International Conference on Smart Systems: Innovations in Computing (SSIC2021), Jaipur, Rajasthan, India - Accepted	First Author
Forthcoming		
1	Khoa, B.T. (2021) . Trust based on Online Food Review toward Customers' Restaurant Selection Intention in Food and Beverage Service. <i>Journal of Logistics, Informatics and Service Science</i> - Accepted	Main Author
2	Khoa, B.T. (2021) . Increasing Online Business Productivity through Customer Electronic Loyalty: The Role of Online Trust and Hedonic Value. <i>International Journal of Public Sector Performance Management</i> - Accepted	Main Author

Advisory International Editorial Boards/Editor Board

- Jurnal The Messenger (JTM) (ESCI)
- International Journal of Technology Transfer and Commercialisation (Inderscience Publishers)
- Journal of System and Management Sciences (Scopus)

Reviewer for Journals

- Vietnamese Journals (domestic)
- Gadjah Mada International Journal of Business (GamalJB)
- Journal of Promotion Management (WJPM)
- Jurnal The Messenger (JTM)xxxx
- International Journal of Business and Society
- International Journal of Internet Marketing and Advertising
- Scientific Annals of Economics and Business
- Complexity
- BioMed Research International

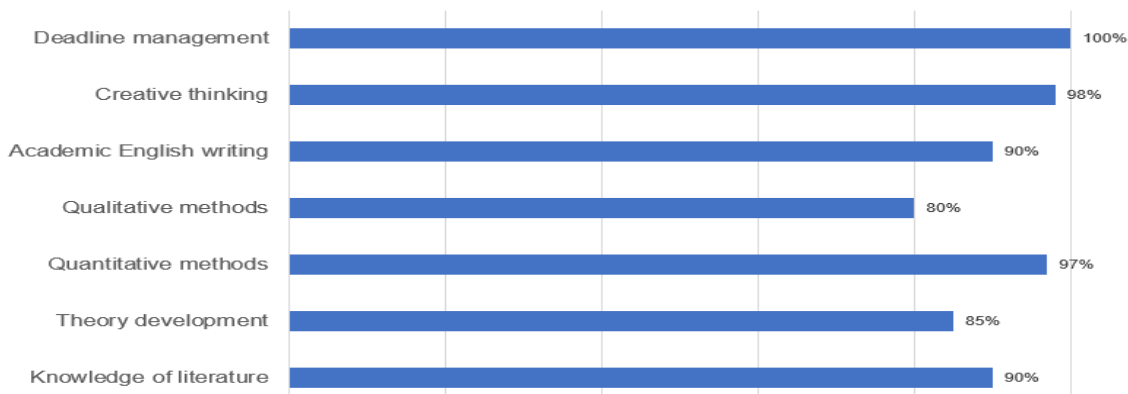
Work Experience

- **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

Academic Skills and Competencies



Reference

- Nguyen Minh Ha, Professor,
Rector at Ho Chi Minh City Open University.
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- 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