

p-ISSN: 3030-4296
e-ISSN: 3030-430X



Journal

FINANCE - MARKETING RESEARCH

UNIVERSITY OF FINANCE – MARKETING

Vol. 03 Issue 01 - Year 2025



CONTENTS

1.	The role of electronic word-of-mouth in shaping brand image and driving purchase intention <i>To Anh Tho, Nguyen Kim Quoc Trung</i>	1
2.	Factors influencing the decision to use artificial intelligence technology (ChatGPT – AI) in learning at colleges and universities in Vinh Long province <i>Huynh Thi Thao Trang, Huynh Thi Thao Nguyen, Dao Le Kieu Oanh</i>	15
3.	The effect of green brand image on green brand equity through the green consumer satisfaction: The case for organic food products in Ho Chi Minh City <i>Mai Xuan Dao, Trinh Minh Man, Ngo Thien Nhi, La Gia Phung, Le Yen Tam, Nguyen Phuong Thuy</i>	31
4.	Corporate social responsibility in private universities: Empirical evidence in Vietnam <i>Tran Minh Tu, Lam Dang Xuan Hoa</i>	46
5.	Determinants of taxpayer satisfaction with e-tax filing services: New evidence from artificial neural networks approach <i>Le Quang Huy, Nguyen Thanh Nam</i>	60
6.	The impact of augmented reality (AR) marketing on customer engagement through customer experience and brand love <i>Phan Nguyen Anh Quan, Hoang Cuu Long, Nguyen Van Duc</i>	77
7.	Factors affecting the application of strategic management accounting techniques and performance in Vietnamese enterprises <i>Tran Thi Phuong Lan, Duong Hoang Ngoc Khue, Tran Hong Van, Ha Xuan Thach</i>	91
8.	A class of economic growth model with memory in the context of fractional derivatives <i>Tran Dinh Phung, Nguyen Van Phong</i>	105
9.	The role of industries in economic growth: An approach to decentralization of sectors in Long An province <i>Le Cong Dinh, Pham Minh Tien, Huynh The Nguyen</i>	115
10.	Accounting conservatism: A literature review <i>Ngo Nhat Phuong Diem</i>	130