# 2nd International Conference - Resilience by Technology and Design (RTD 2024)

Advances in Intelligent Systems Research Volume 186

Ho Chi Minh City, Vietnam and Online 15 - 16 June 2024

ISBN: 979-8-3313-0975-6

### Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Print copyright© (2024) by Atlantis Press (part of Springer Nature) All rights reserved.

Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press Van Godewijckstraat 30 3311GX Dordrecht The Netherlands

contact@atlantis-press.com

Printed with permission by Curran Associates, Inc. (2025)

## Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400

Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

# TABLE OF CONTENTS

Experience in Ailan Pazeh Culture	1
Hsiu Ching Hsieh, Yu Ling Wu	1
Factors Influencing the Green Purchase Intention of Consumers on TikTok Shop in Ho Chi Minh City: An Opportunity for Vietnam to Steer Consumers Towards Green Consumption	14
The Relationship Between Global Economic Policy Uncertainty and Happiness Sentiment	35
The Influence of Korean Cinematography Arts on Ho Chi Minh Adolescents' Purchase Intention of Korean Products	53
Evaluation of Applying ICT to Develop Digital Agricultural Economy: Perspectives from Direct Indicators	77
To Huy Nguyen, Thi Cam Tu Bui, Thuy Tien Thai, Thi Hoang Oanh Truong	
The Relationship Between Students' Perceptions of AI Applications and Intention to Use,  Mediating Role of Satisfaction	94
Do, Thi-Thu-Quynh Duong	
Occupation Clustering Using Deep Embedded Kmeans	121
Emotional Appeal in Social Advertising on Consumer Attitude and Purchase Intentions	131
A Zone-Based Data Lake Architecture for Smart Crop Farming in Vietnam: A Strategic Perspective  Toan Pham Minh, Huy Ha Quang, Tuan Nguyen Manh	143
Climate Action Under the Paris Agreement: How Do Economic Globalization and Financial Development Make Asia's Environmental Quality Better?	159
Exploring the Impact of Technology Anxiety on Citizens' Behavioral Intention to Use E-Government: The Role of Problem-Focused Coping Strategy	169
Urban Design Adapting to Climate Change and Sustainable Development of Quy Nhon City	187
The Role of Blockchain Technology in Ensuring Food Safety of Vietnamese Culinary Firms	196

The Linkage Between Productivity and Innovation: Global Evidence from 97 Economies	210
Eco-Innovation Practices, Green Organizational Culture, and Organizational Performance	218
Effects of Drivers and Barriers to Switching Behavioral Intention of Young People in Using Bioplastic in Ho Chi Minh City	244
The Impact of Students' Using Generative AI for Learning on Self-Learning Motivation: A Study Based on Self-Determination Theory	262
Factors Influencing the Undergraduate's Behavioural Intention to Second-Hand Clothing Donation in Ho Chi Minh City: Extended Theory of Planned Behaviour	283
Fostering Innovative Vision: Empowering Architectural and Urban Design Students Through Practical Projects Within University Campuses	305
The Effects of FDI, ICT, CO2 Emissions and Financial Development on Economic Growth:  Evidence from the APEC	322
Peer-Review Statements	405
Fostering Willingness to Communicate in Online Educational Environments: Opportunities and Challenges	408
Viet Quoc Hoang  An AI-Powered Mobile App for Mathematics Learning: Enhancing Equation Recognition and Problem-Solving Capabilities	423
Hoang, Hung Nguyen Quoc, Phan Hien, Viet Tuyen Nguyen Tan  Factors Influencing the Intention to Purchase Fast Fashion Among Young People in the Context of Sustainable Development in Ho Chi Minh City	435
The Influence of Wind Speed on the Power of Wind Turbines Installed on Sloped-Roof Buildings	451
How Ho Chi Minh City Students' Green Product Consumption is Affected by the Application ICTs Innovation Nowadays: A Case for Vietnamese Business to Enhance Green Product Consumption by Understanding the Role of Application ICTS	461
The Prospect of Applying Technology in University Education: The Field of Architectural and Urban Design Inclusive Smart City in Vietnam	485

Blockchain-Powered Carbon Credits Market: Decentralized Solutions for Climate Action	501
Predicting Customer Attrition in Claims and Direct Billing Services of Health Insurance	515
Information Environment and Strategy of Mergers and Acquisitions: Evidence from Vietnamese Companies' Deals	537

## **Author Index**