VNU JOURNAL OF ECONOMICS AND BUSINESS Vol. 3, No. 6, 2023

CONTENTS

Original Articles

- 1. Tran Thu Trang, Pham Huyen Minh, Tran Thi Anh My, Nguyen Hoai Nam, Le Cong Tu, Perceived corporate social responsibility and its effects on consumer social responsibility: A value-belief-norm perspective
- **2. Nguyen Thi Hoai, Luong Tram Anh, Le Thi Phuong Uyen, Dau Thao Vy,** Gold 13 price, oil price, and stock market return spillovers: Empirical evidence from Vietnam
- **3.** Cao Thi Hong Vinh, Ha Phuong Thao, Doan Thi Thu Huong, How does 26 investment promotion affect FDI inflows? Empirical evidence from Asian countries
- **4. Dao Cam Thuy, Phung Tuan Kiet, Kieu Trang An, Do Vu Phuong Anh,** The 36 influence of brand sound on brand recognition of Vietnamese consumers
- **5. Bui Quang Tuyen,** Application of the By Day Learning method for enterprises: 48 A case study at Viettel Group
- **6. Vu Thi Van Anh,** Sustainable performance measurement in public sectors: 58 A systematic literature review
- **7. Nguyen Phuong Dung, Ha Van Hoi,** Evaluating the Impact of EU non-tariff 68 measures on Vietnam's textile exports
- **8. Nguyen Dac Thanh, Le Bao Ngoc, Tran Thu Trang,** The impact of media publicity 77 and online product reviews on consumers' purchase intentions of energy-efficient appliances
- **9. Le Hai Binh, Le Thi Mai Le,** Applying extended Theory of Planned Behavior to 90 investigate consumer purchase intention toward street food vendors
- 10. Nguyen Thi Vu Ha, Bui Thi Phuong Anh, Nguyen Huong Giang, Le Phuong Linh, 101 Pham Mai Nhi, Nguyen Thi Anh Tho, Unleashing Vietnam's rice and coffee exports: Decoding the power of non-tariff measures in the CPTPP market
- **11. Nhat Bach Ho, Dut Van Vo,** A bibliographic analysis of publications on willingness 113 to pay for organic food