

**The 2<sup>nd</sup> International Conference on Advanced Technology  
and Sustainable Development – 2022**

# **PRESENTATION – ISDSSH 2022**

**November 24-26, 2022**

Organized by  
Industrial University of Ho Chi Minh City & Eastern International University  
Vietnam

## **Innovations and Sustainable Development in Social Sciences and Humanities (ISDSSH 2022)**



**INDUSTRIAL UNIVERSITY OF HO CHI MINH CITY  
PUBLISHING HOUSE**

## 2022 INNOVATIONS AND SUSTAINABLE DEVELOPMENT IN SOCIAL SCIENCES AND HUMANITIES (ISDSSH 2022)

Time		November 25, 2022      Location: E3.2 Meeting Room (Building E, Floor 3)	
10:45	11:35	<i>Chair: Dr. Phan Thi Tuyet Nga, Dr. Pham Hung Hiep</i>	
		<i>Keynote Speaker 1: “STANDING ON THE SHOULDERS OF GIANTS”: A FIVE-STEP FRAMEWORK FROM RESEARCH IDEA(S) TO RESEARCH QUESTION(S)</i> <i>Dr. Pham Hung Hiep</i>	
		<i>Keynote Speaker 2:</i> <i>STUDENT VOICE AND THE LEARNERS’ CLASSROOM: A REVISED COMMUNITY OF LEARNERS MODEL</i> <i>Dr. Jocelyn Lee</i>	
12:00	13:00	<i>Lunch break</i>	
13:00	14:00	<i>POSTER SESSION – The Hall Building H</i>	
<i>Session: Educational Issues and Sustainable Development</i> <i>Chair: Dr. Phan Thi Tuyet Nga, Dr. Pham Hung Hiep</i>			
14:00	14:20	ICATSD2F.202	FACTORS AFFECTING STUDENTS’ SATISFACTION WITH EMERGENCY REMOTE TEACHING (ERT) DURING THE COVID-19 PANDEMIC: A STUDY OF UNDERGRADUATE STUDENTS IN BINH DUONG PROVINCE, VIETNAM. <i>Thi Ngoc Mai Nguyen, Vinh Quang Le</i>
14:20	14:40	ICATSD2F.225	ENGINEERING STUDENTS’ SELF-EFFICACY IN HIGHER EDUCATION: A REVIEW OF THE LITERATURE <i>Nga Thi Tuyet Phan, Shih-Hsien Chang, Cheng-Hu Chen</i>
14:40	15:00	ICATSD2F.207	POLICY TO ENSURE INTELLECTUAL FREEDOM IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION TO MEET THE REQUIREMENTS OF THE SUSTAINABLE DEVELOPMENT IN VIETNAM <i>Le Tung Son, Nguyen Nhat Quang</i>
15:00	15:20	ICATSD2F.224	A REVIEW ON QUALITY ASSURANCE FOR ENGLISH LANGUAGE EDUCATION PROGRAMS <i>Quach Thi To Nu</i>

15:20	15:40	ICATSD2F.208	CORRECTIVE FEEDBACK ON STUDENTS' ERRORS IN ONLINE AND ONSITE ENGLISH-SPEAKING LESSONS AT FFL - IUH: ARE THERE ANY DIFFERENCES? <i>Nguyễn Thị Diễm Thi, Nguyễn Trường Sa</i>
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**Dr. Jocelyn Lee,**  
Editor-in-Chief

Jocelyn LEE is a senior lecturer of the Department of Academy of Language Studies at the University of Technology Mara, Kota Kinabalu, Sabah, where she has worked since 2004. Prior to her present position, she has taught young beginners, elementary students and high school students for a number of years. She received her PhD in Applied Linguistics from the University of Waikato in 2015. She is the Editor-in- Chief of Borneo Akademika, a multidisciplinary journal of the University of Technology Mara, Kota Kinabalu. She has been the invited keynote speaker for several countries in Asia. Her recent research includes the 21st Century Skills of ELLs University students in the Borneo Context. In addition to giving conference presentations and publishing articles, she also provides training workshops for teachers in the state of Sabah. Her research and teaching interests lie in the areas of critical thinking, reading engagement and professional development of teachers.



## Student Voice and the learners' classroom: A *revised Community of Learners Model*

The learners' classroom has undergone a paradigm shift. The rapid move to the online environment has drastically changed the learning landscape. A review of recent literature on online learning is often centred around the teachers instead of focusing on the learners. Student voice, a form of students' agency, is a key orientation to the learners' classroom. Giving students the voice allows them to co-construct their learning space i.e., the learners' community. In the original community of learners' model, both the instructors and students are mutually involved in shared endeavours. In the online space, learners' community in synchronous learning is not fully known. This paper draws on the findings of two studies: Student voice in the physical classrooms (before the abrupt switch to the virtual classroom) and student voice in the online classes (what we are facing at the present time) to reflect on the practical issues if we wish to move towards a more transformative future. The presenter concludes by proposing a revised community of learners' framework for both face-to-face learning, online learning or blended (hybrid) learning turning uncertainties into pedagogical purposes and insights.



**Dr. Pham Hung Hiep**

Dr. Pham Hung Hiep is currently Research Director, EdLab Asia Education Research and Development Center; He is also the Director of the Center for Educational Research and Practice, Phu Xuan University (EQuest Education Group). Dr. Hiep is currently a member of the editorial board of 3 International journals indexed by ISI/Scopus and 2 domestic scientific journals. He has published more than 50 articles/book chapters in ISI/Scopus indexed journals/books. The research direction covers: international education, university governance and science policy.



CỤC CÔNG TÁC PHÍA NAM



**The 2nd International Conference on Advanced Technology  
& Sustainable Development (ICATSD 2022)**

# **“STANDING ON THE SHOULDERS OF GIANTS”: A FIVE-STEP FRAMEWORK FROM RESEARCH IDEA(S) TO RESEARCH QUESTION(S)**

HIEP H. PHAM <sup>1,2</sup>

<sup>1</sup> Director, Center for Research and Practice on Education, Phu Xuan University  
(a member of Equest Education Group)

<sup>2</sup> Co-editor, Evaluation Review

## **Symposium: Social Sciences and Humanities**

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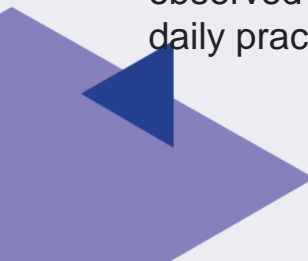
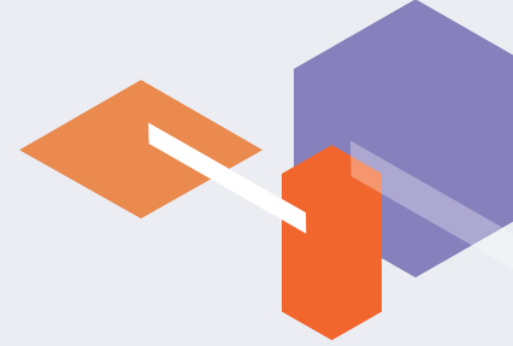
05

Summary of take-away tips





# The “conventional” five-step framework



Stemming from a phenomena observed in daily practice

Referring to scientific concept(s) with precise operational definitions.

an issue or problem which **has not been answered appropriately** or **at all** in a given field of study.

# The “conventional” five-step framework - example

Research Idea

- A famous MC posts a status on his personal Facebook to promote for a product/service

Research topic

- Celebrity endorsement, social media advertisement

Research gap

- No prior literature addresses on the difference between the effectiveness of celebrity endorsement on social media vs. poster (non-social media)

Research objective

- To investigate the different impacts of celebrity endorsement on social media vs. poster

Research questions

- What are the difference between the impacts of celebrity endorsement on social media vs. poster ?

# The “conventional” five-step framework - example

Only one  
Paper  
found  
In November  
2016

## Effect of celebrity endorsement in marketing of musicals: Poster versus social networking site



Hyeon-Cheol Kim<sup>1</sup>, Jae-Yeob Jeong<sup>2</sup>

<sup>1</sup>School of Business Administration, College of Business and Economics, Chung-Ang University, Republic of Korea

<sup>2</sup>Department of Media Arts, Yewon Arts University, Republic of Korea

Cite this article: Kim, H.-C., & Jeong, J.-Y. (2016). Effect of celebrity endorsement in marketing of musicals: Poster versus social networking site. *Social Behavior and Personality: An international journal*, 44(8), 1243-1254.

Volume 44 Issue 8 | e5837 | Published: September 2016 | DOI: <https://doi.org/10.2224/sbp.2016.44.8.1243>

Abstract	Full Text	References	Tables and Figures	Acknowledgements	Author Contact
<p>We investigated the effect of the message sender, communication type, and recipient's involvement in the marketing of a musical show. This study had a 2 (sender: celebrity vs. noncelebrity) × 2 (communication type: poster advertisement vs. Twitter word-of-mouth [WOM]) × 2 (recipient involvement: high vs. low) design. Data were collected from 259 Korean university students. Results showed that a celebrity poster advertisement had a more positive effect on consumer attitude than did a noncelebrity poster advertisement. In contrast, with Twitter WOM, the noncelebrity message sender was more effective in eliciting a positive response from consumers. The interaction of sender, communication type, and recipient involvement for musical ticket purchase intention was significant. Our findings will help marketers strategically allocate resources, as the effect of celebrity endorsement differed according to communication type and recipient characteristics. Specifically, in the social networking site promotion condition, the similarity or social connection between the message sender and recipient was more influential than was the power of a celebrity to attract consumers.</p>					

# The “conventional” five-step framework



*Which step is the most difficult for you?  
From 1 to 2? Or 2-3? Or 3-4? Or 4-5?*

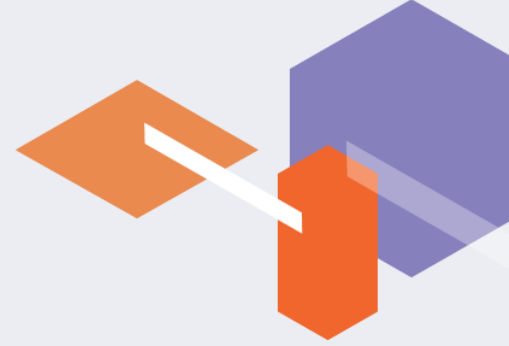
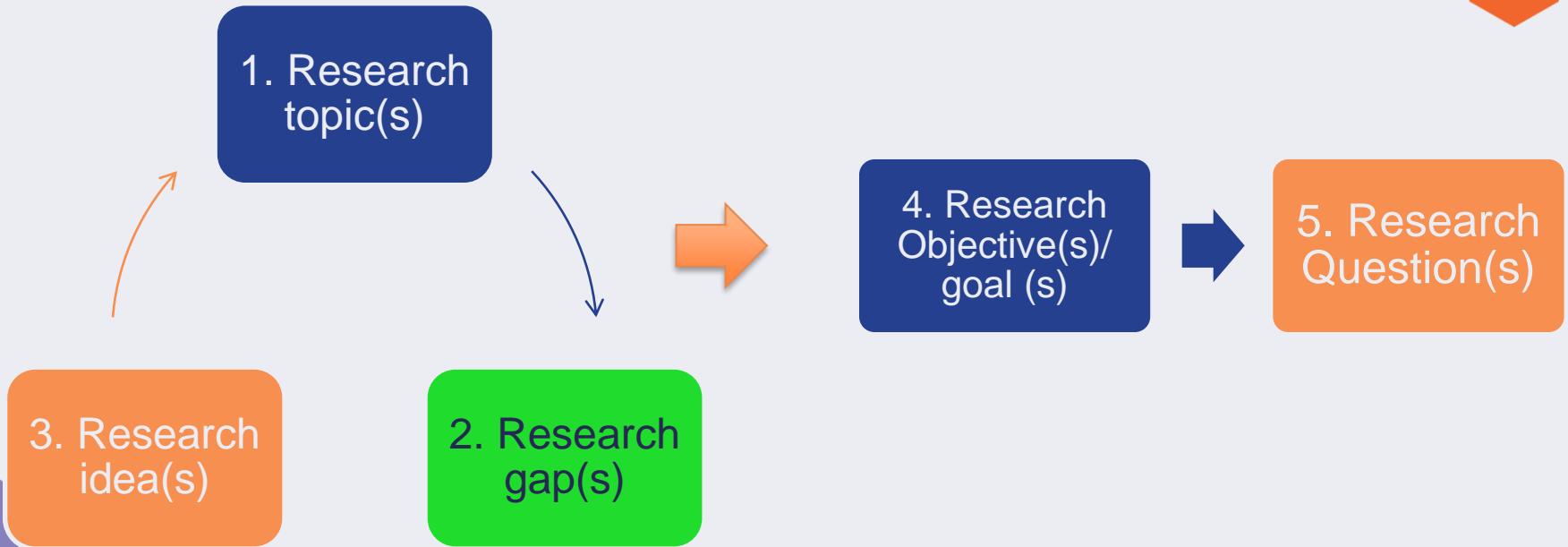


# The “modified” five-step framework

*There is nothing wrong with the “conventional” framework as it is still workable in many cases.*

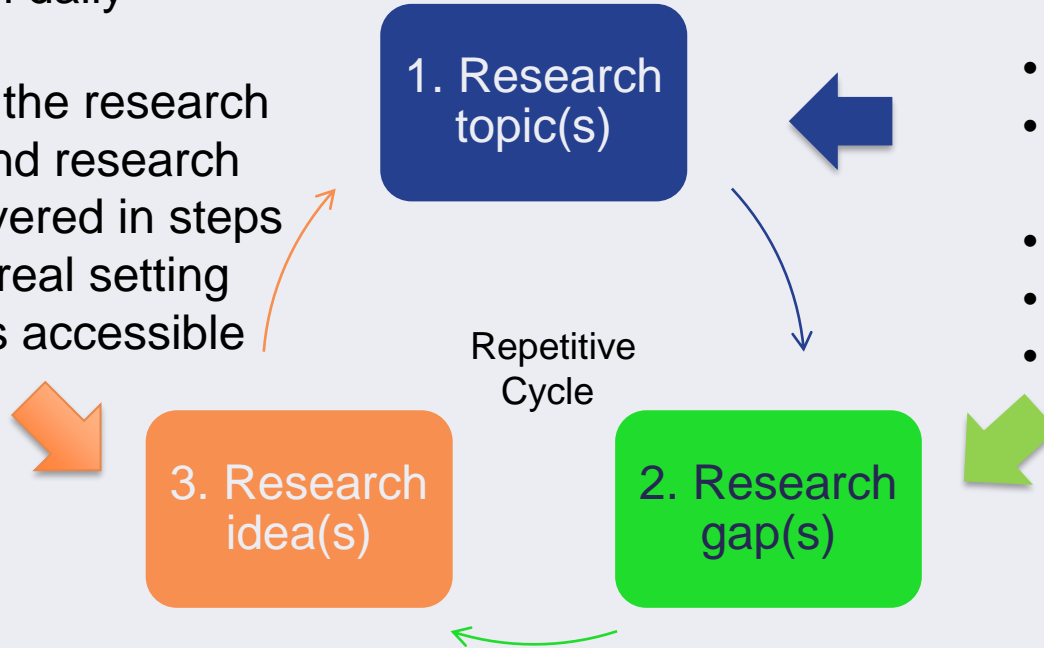
*However, I have an alternative for you, so-call the “modified” five-step framework*

# The “modified” five-step framework



# The “modified” five-step framework

- Observe from daily practice
- Try to match the research concept(s) and research gap(s) discovered in steps 1 and 2 with real setting where data is accessible

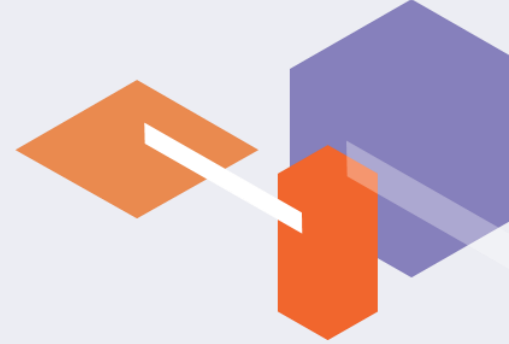


- Conceptual paper
- Systematic review paper
- Meta analysis paper
- Bibliometric paper
- Call for paper

# The “modified” five-step framework

Type of paper	Empirical Data	Authored by	Method
Conceptual	No	Guru/senior researchers	/
Systematic Review	Yes (published papers)	Senior/experienced researchers	Qualitative
Meta analysis	Yes (published quantitative papers)	Senior/experienced researchers	Meta analysis (inferential quantitative)
Bibliometric	Yes (published papers)	Senior/experienced researchers	Bibliometric (descriptive quantitative – social network)
Call for paper	No	Senior researchers (Guest editors)	/





# Some notes about research gap(s)

Research gap is an issue or problem which **has not been answered appropriately** or **at all** in a given field of study.

Many previous studies  
with mixed,  
inconsistent findings

Has been answered  
appropriately = verified  
and confirmed in many  
many previous studies  
=> it's still ok if you find  
some papers with similar  
research problem and  
design

- New sample in terms of location, demographics, tendency, behavior etc.
- New concept
- New typology, classification
- New relationship
- New theory
- New method

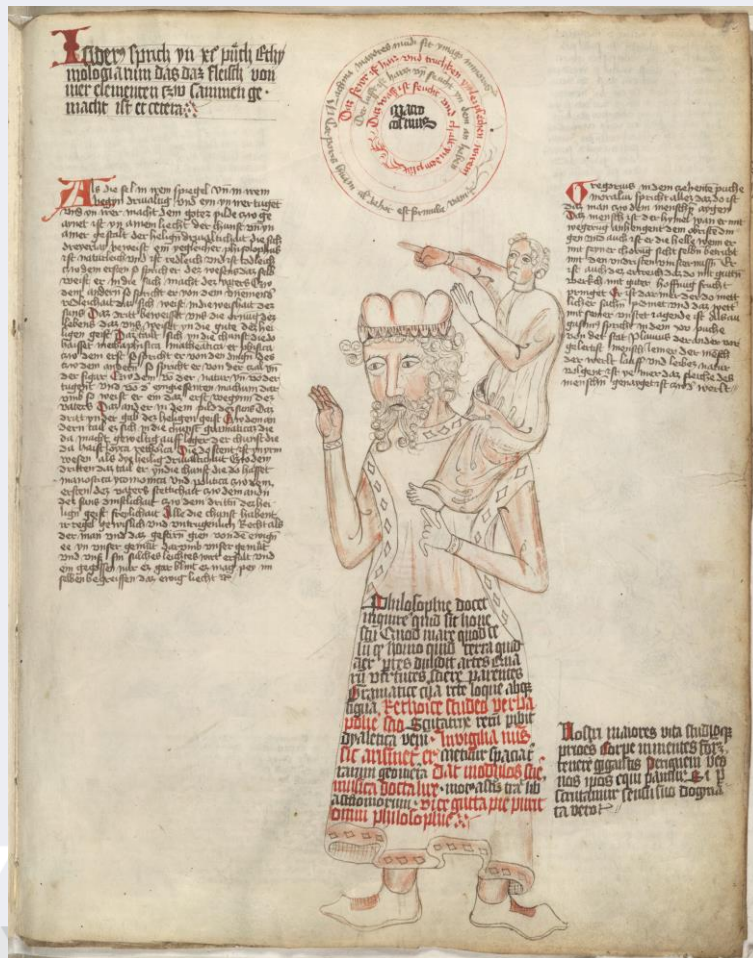
# About Keynote Speaker

- Hiep H. Pham, PhD
- H-index: 13 (Scopus), 21 (Google Scholar)
- 50+ SSCI/ESCI/Scopus-indexed papers
- Research topics: education reform, research policy
- Editorship: Co-editor, Evaluation Review (SSCI); Associate editor, Humanities & Social Sciences Communications (SSCI, AHCI); Assistant Editor (Scopus); Guest Editor, Policy Futures in Education (Scopus)
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Thank you



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