The 2nd International Conference on Advanced Technology and Sustainable Development – 2022

PRESENTATION – ISSDTE 2022

November 24-26, 2022

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

International Symposium on Sustainable Development in Transition Ecomomies (ISSDTE 2022)

INDUSTRIAL UNIVERSITY OF HO CHI MINH CITY
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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	***Chair: Dr. Phan Thi Tuyet Nga, Dr. Pham Hung Hiep*** ***Keynote Speaker 1:*** *"STANDING ON THE SHOULDERS OF GIANTS": A FIVE-STEP FRAMEWORK FROM RESEARCH IDEA(S) TO RESEARCH QUESTION(S)* ***Dr. Pham Hung Hiep*** ***Keynote Speaker 2:*** *STUDENT VOICE AND THE LEARNERS' CLASSROOM: A REVISED COMMUNITY OF LEARNERS MODEL* ***Dr. Jocelyn Lee***	
12:00	13:00	***Lunch break***	
13:00	14:00	***POSTER SESSION – The Hall Building H***	
Session: Educational Issues and Sustainable Development ***Chair: Dr. Phan Thi Tuyet Nga, Dr. Pham Hung Hiep***			
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. ***Thi Ngoc Mai Nguyen, Vinh Quang Le***
14:20	**14:40**	**ICATSD2F.225**	ENGINEERING STUDENTS' SELF-EFFICACY IN HIGHER EDUCATION: A REVIEW OF THE LITERATURE ***Nga Thi Tuyet Phan, Shih-Hsien Chang, Cheng-Hu Chen***
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 ***Le Tung Son, Nguyen Nhat Quang***
15:00	**15:20**	**ICATSD2F.224**	A REVIEW ON QUALITY ASSURANCE FOR ENGLISH LANGUAGE EDUCATION PROGRAMS ***Quach Thi To Nu***

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? ***Nguyễn Thị Diễm Thi, Nguyễn Trường Sa***

Prof. Dr. Fabien DE GEUSER is an associate professor of management control systems. He is dean of CFVG Business School, the Vietnamese and French business school. He is part of ESCP Business school faculty (Paris) where he has been academic director of the master in management and associate dean of the Executive Education school. His specializations areas concern critical thinking development in management education, integration of well being issues in management control systems, adaptation and ergonomics of management tools and business school education models.

His last books are about purposeful management (“Panne de sens”, Dunod, 2022) and about the representations of management in classic novels.

Prof. Fabien DE GEUSER
Director
CFVG (French-Vietnamese School of Management)

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IS SUSTAINABILITY SUSTAINABLE?

And can we teach sustainable sustainability?

Prof. Fabien DE GEUSER
CFVG Business School, Vietnam
ESCP Business School, France

Can sustainability be sustainable? The divergence hypothesis

- A caveat: yes, sustainability seems to be associated with some financial returns but this does not mean that it is strategically sustainable
- Basic strategic assumptions:
    - To generate long lasting engagement from firms, these engagements should be positively associated to *superior* performance (not to market-average performance and not only to pure compliance to rules and laws)
    - From a behavioral perspective, it means that volontary involvment into (sustainability) strategies generates higher commitment but necessitates higher returns expectations
- Higher returns are generated by key ***differentation*** factors/strategy: Firms strive to differentiate to achieve higher returns
- Hence sustainability of a firm's strategy hinges on how easily this strategy, the firm's assets or ressources,… can be substituted or **imitated**.
- Strategic sustainability is ***negatively related with imitability of practices***, resources,…

=>The DIVERGENCE hypothesis:
For sustainability strategies to be perceived by firms as a sustainable strategies, some diversity should be observed in sustainability strategies
Sustainable sustainability strategies should be positively associated with a divergence in firms sustainability strategies

Divergent vs convergent sustainability strategies

Divergent strategies

- Possibility of superior/additionnal value creation

⇒ Innovation in business models

⇒ Different(iation) sustainability strategies

⇒ Sustainability of sustainability strategies

  - Higher returns
  - Long lasting comitment

Convergent strategies

- No added value: an obligation or an hygiene factor

  =>Compliance

  =>Cost-minimization concern

- Acceleration of sustainability standardization

- Non-sustainability of sustainability strategies
  - Green washing
  - Fads, non lasting commitment
  - Growing demotivation as sustainability will be more and more perceived as an additionnal bureaucratic constraint

The sustainable (?) domination of the convergent approach to sustainability

- Research support global convergent approaches to sustainability strategies
- Ex: Extreme similarities in sustainability declarations, focus, tools,…

- Ex: multiplication of standardization, benchmamking, taxonomies,…

⇒ High risk of non-sustainability of sustainabilities strategies:

  ⇒ Possible progressive loss of commitment

  ⇒ De-priorization in terms of cash and financing issues

  ⇒ Development of sustainability as a mere burden?

How could we explain this non-sustainable convergence of sustainability strategies?

- Sustainability is generating high stakes, high social pressure, high anxiety, high unpredictability and high ambiguity on means-end relations
- The institutional approach: Powell and Di Maggio, 1984
    - In high unpredictable situations
    - , managers and organizations tend to behave in a isomorphic way
        - Coercive sustainability isomorphim
        - Mimetic sustainability isomorphism
        - Professional sustainability isomorphim

=> The bandwagon model

- Social pressure: When an individual can jeopardizes by himself a whole group (ie a firm behaving dangerously in environmental terms), social pressure increases to force compliance to social norms

=>High risk of isomorphical sustainable strategies, hence without differentiating factors

PS: the growth doxa of management

- More is always better, isn’t it?
- Based principally on:
  - the assumption of the volume based decreasing fixed cost per unit : Fixed cost/u.= Total fixed costs/quantity (y=constant/x)
  - the opportunity cost of iddle capital

The specific role of higher management education

Bolt in approach

- Education about sustainability
- Decoupling between classic courses and sustainability
- Adding a few courses/seminars/…

Built in approach

- Education for sustainability
- Transforming classic courses and curricula to account for sustainability

The dominant bolt in approach

- Business schools programs and curricula are extremely stable and difficult to change
- The lack of teaching expertise and material about sustainability management is flagrant
- Growing incentivization towards research
    - decreases faculty's commitment towards their teaching role and therefore towards radical transformation of teaching content
    - Biases sustainability approaches to their « publishable topics » (mostly environment and not for instance social issues)
- Academic evidence shows that the bolt in approach is privileged by less prestigious and larger business schools. The built in approach is associated to highly prestigious and smaller institutions

=> Huge current risk of management higher education to aggravate the non sustainability of sustainability strategies

Conclusion

- Decoupling (between sustainabilities issues and management practices) and convergence of sustainabilities strategies are developping
- The risk is high of biased, mimetical, bolt in, non value adding sustainability strategies
- Business schools (management higher education) must be transformed to adapt management decisions and mindsets!

=> We need to invent Sustainable business schools for sustainability

Thank you slide

Prof. Dr. Marlies Brunner
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Sustainable Economic Development – Vietnamese-German Cooperation

Prof. Dr. Marlies Brunner
Senior Expert Service, Bonn, Germany

CONTENTS

Global Economics: Change of Paradigm

- „Pax Americana“ 1991-2021: global cooperation, cost-optimizing division of labor, complex supply chains
  - in earlier years strong economic ties between USA, EU, China, also including Japan, Russia, India and Brazil as major players;
  - in later years: weakening dominance of USA

- 2022: Conflicts between superpowers and political systems; increasing military and economic threats; de-coupling of technological and economical relationships

Global Economics: Cooperation under Stress I

- Strong ties between US, Europe, Japan, Canada & Australia, liberal and democratic systems

- Disruptions between
  - democracies and Russia
  - democracies and China

- Growing importance of countries which are less dominant in global economics and politics („fence sitters“)

Global Economics: Cooperation under Stress II

- US and China: accelerating de-coupling of economies
  - export controls
  - US: forced labor prevention act
  - China: „Made in China 2025“ strategy
  - restrictions on use of SWIFT payments for Chinese
  - China‘s outbound FDI focussing developing countries
  - serious cut down on exchange of employees (pandemic)

- Shifting political and economic balances

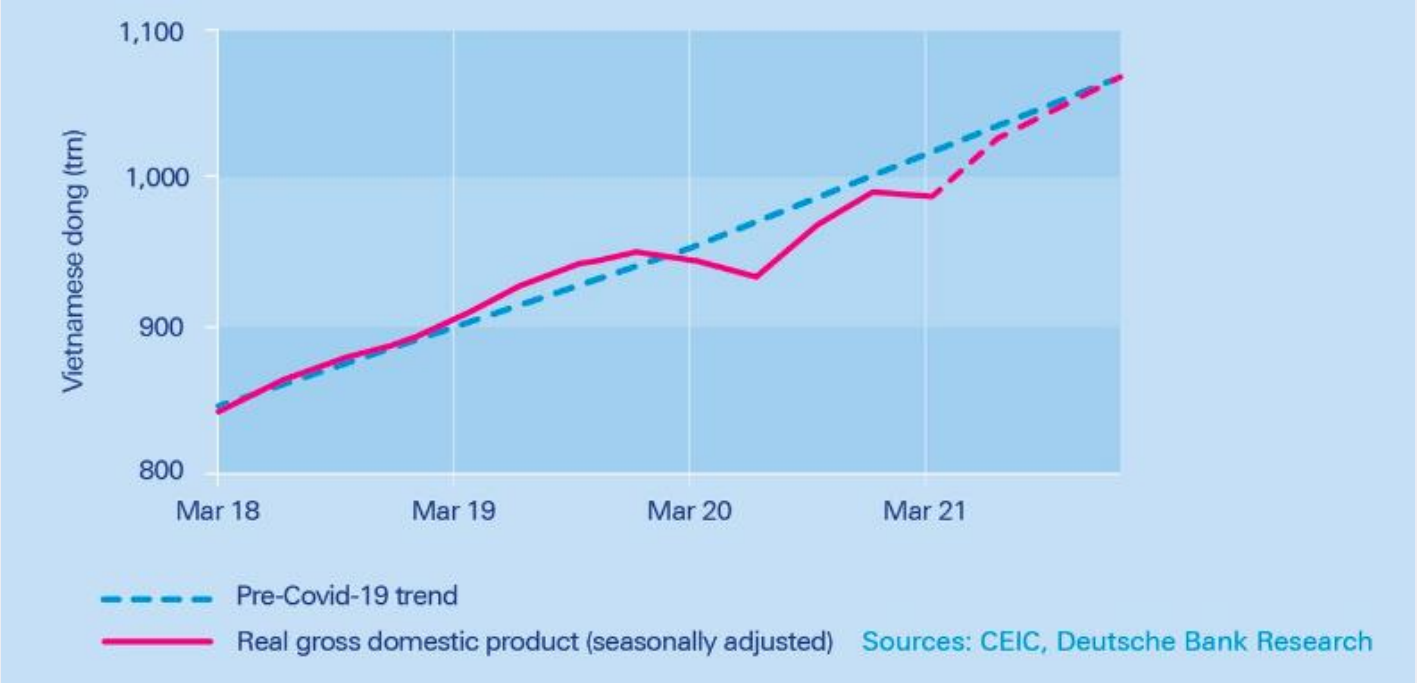
Global Economics: Cooperation under Stress III

- What about Europe?
- New order of global cooperation
- Recognition of security issues (military and economic)
- War in Ukraine revealed the threats of globalization
  - changing markets for oil and gas
  - global supply chains
  - cyber threats

- Growing importance of reliable market structures and supply chains
- Diversification of supply chains also into **Vietnam**

Vietnam: Economic Cornerstones

GDP to rebound back to the pre-Covid-19 trend



Vietnam: Economic Cornerstones - Success factors I

- Stable political environment: good relationships with neighbors, Australia, the US and Europe
- More than 50 bilateral investment treaties
  - free trade
  - investment protection
  - oriented at export-led growth
- Since Vietnam‘s joining the World Trade Organization in 2007 it has received more than US$ 100 bn in FDI

Vietnam: Economic Cornerstones - Success factors II

- China and South Korea are the most important trading partners
- Input factors for manufacturing are received from China
- FDI from Korea bolstered macroeconomic fundamentals

- Vietnam exported progressively more value-added products:
  from agricultural products in the 1980s,
  to foodwear and textiles in the 1990s
  to electronics in recent decades

Vietnam: Economic Cornerstones - Success factors III

- Vietnamese government spends a higher percentage of GDP on infrastructure improvements than any other country in SE Asia

Vietnam Economic Cornerstones - Challenges

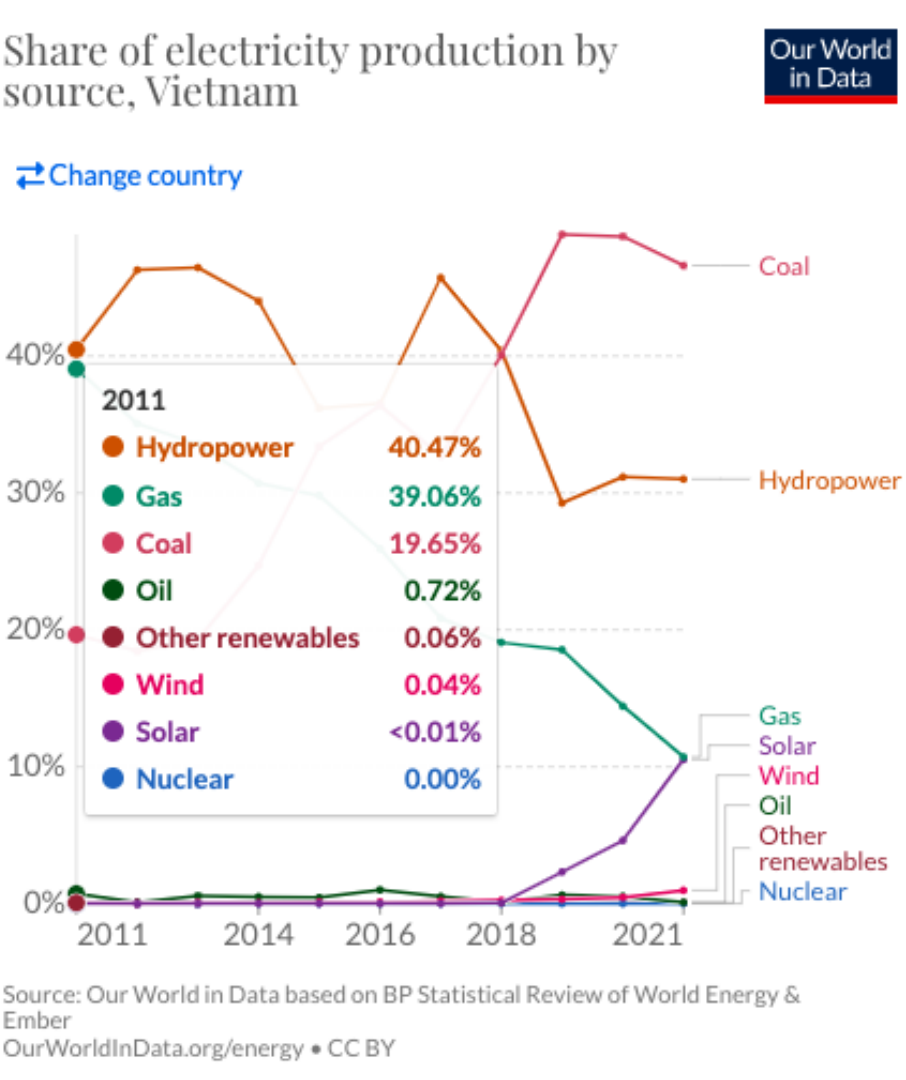
- Supply of energy
- Limited domestic fossil ressources
- Air pollution
- Country among the countries that will be most affected by climate change
- (Un-)reliable power supply (esp. in rural areas)

- Legislative framework required for stimulating renewable energy generation

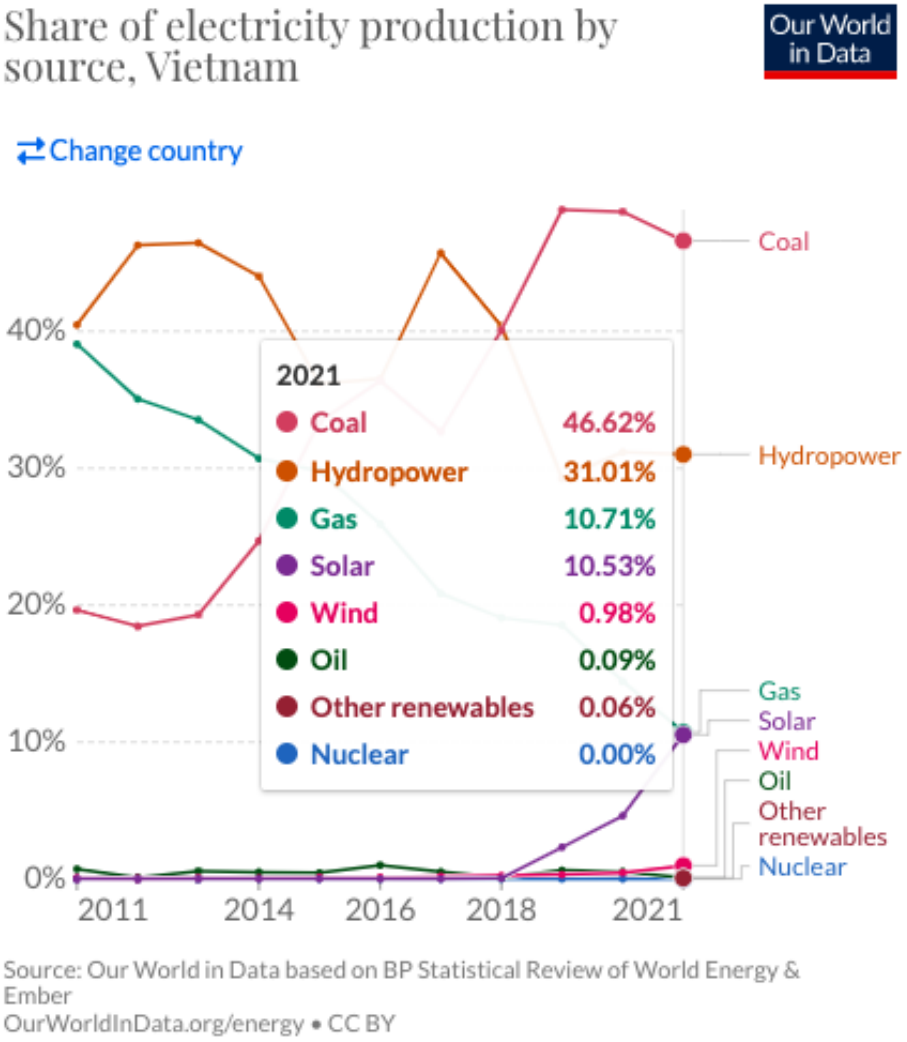
Vietnam among six economies worst hit by climate change in 20 years

By **Minh Nga** December 10, 2019 | 07:48 am GMT+7

Vietnam Economic Cornerstone - 2011



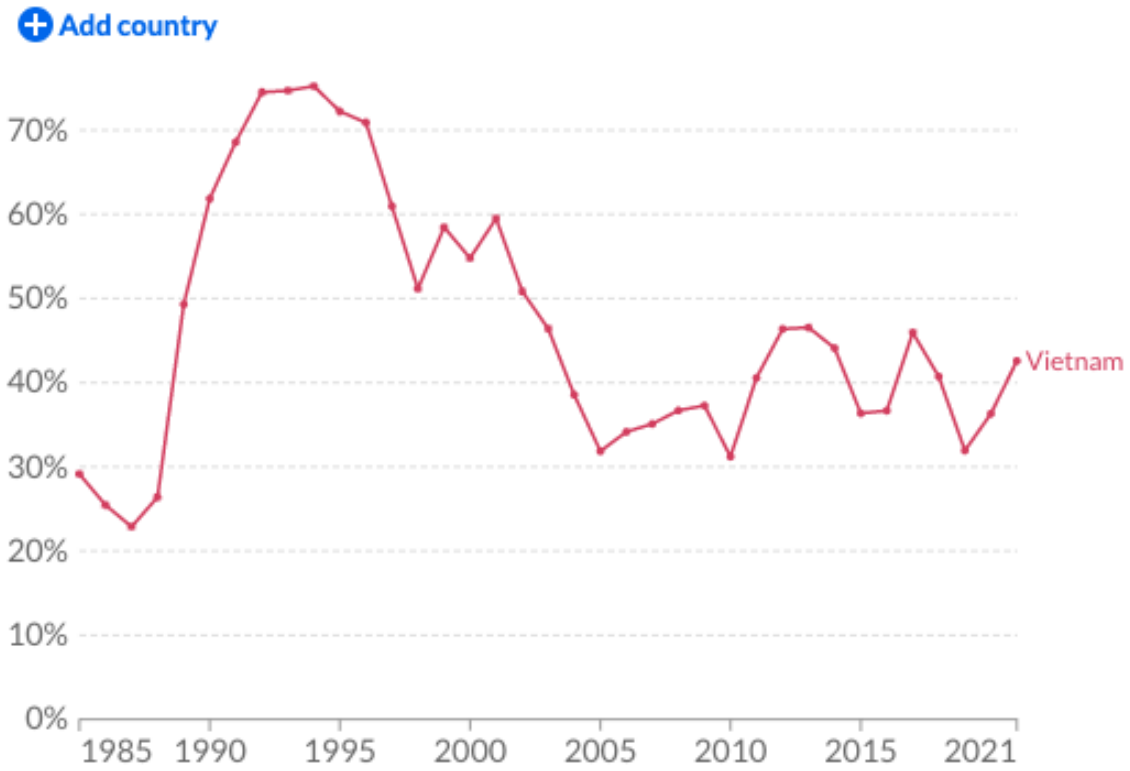
Vietnam Economic Cornerstone - 2021



Share of electricity production from renewables

Renewables include electricity production from hydropower, solar, wind, biomass & waste, geothermal, wave, and tidal sources.

Our World in Data



Source: Our World in Data based on BP Statistical Review of World Energy (2022); Our World in Data based on Ember's Global Electricity Review (2022); Our World in Data based on Ember's European Electricity Review (2022)

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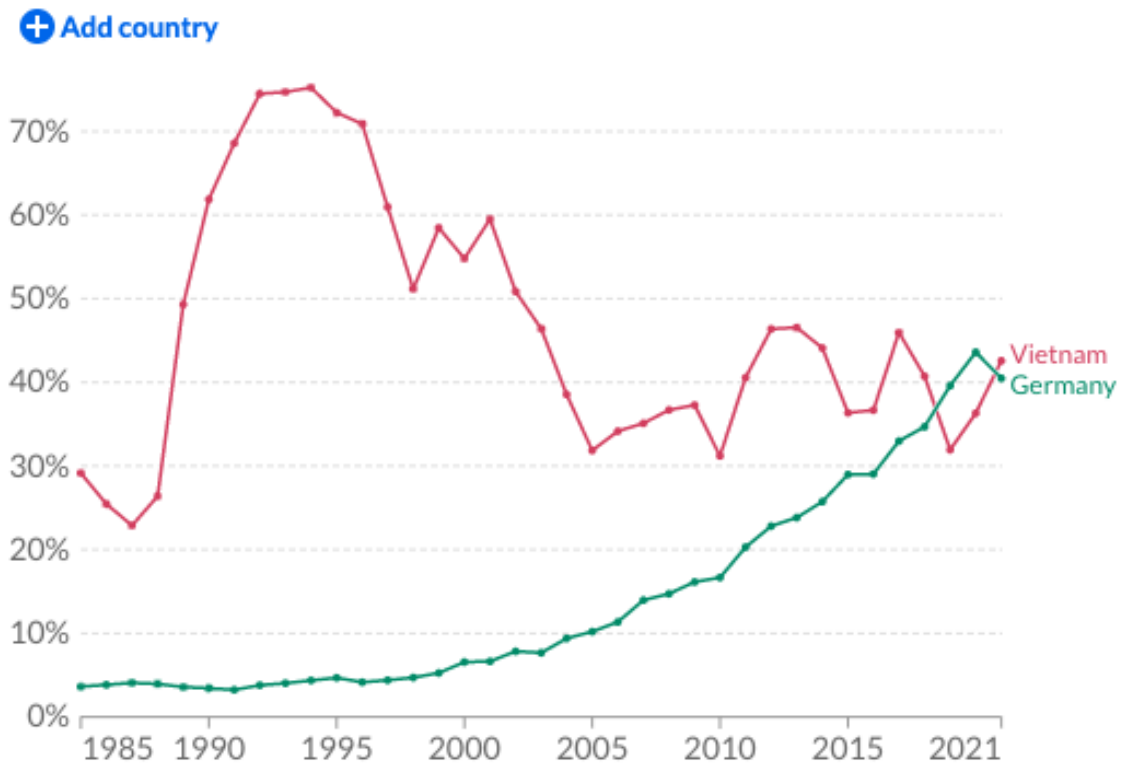

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N.B.: Sustainable Energy Supply for Germany

- Europe ending dependency on Russian fossil fuels by …
    - strengthening ties with China
- Due to increasing energy costs for households and factories
    - an urgent move towards transition to renewables is required
    - but: momentarily not without China

China‘s dominance

- 80% of global production of polysilicon for cells/modules
- 80 % of wind-turbine components
- European Solar Initiative & European Battery Alliance

- but initiatives do not cover all of Europe‘s demand and
- do not address the problem of securing raw materials

- partnerships with emerging economies play a bigger role

Vietnam – Sustainable Development

- KfW – Vietnam: cooperation since 2013

- Promoting sustainable growth: „Green Growth Strategy“

- KfW support for economic transformation
  - renewable energy sources and energy efficiency
  - climate change mitigation and adaptation
  - protecting biodiversity

Example:
Grid Connection for Lai Chau Hydropower Plant

- Completed in 2020
- Total project costs approx. € 116 million, of which Vietnam contributed € 33 million (i.e. funding of € 83 million)
- A 160 km-long, 500 kV high-voltage transmission line was build including an expansion of a switchboard plant
- Result: connection of the hydroelectric power plant to centers with high demand for electricity in northern and mid Vietnam

Example:
Grid Connection for Lai Chau Hydropower Plant

- Reliable and affordable electricity supply
- Elimination of supply bottlenecks

- Complementary measure: relocation of households for the construction of the hydropower plant and the transition line

- Part of Vietnames government‘s long-term master plan in the effort to reduce greenhouse gas emission by 20-30 % by 2030 compared with a business-as-usual scenario

Indicator	Status PA, target PA	Ex post evaluation
(1) Annual quantity of electricity transmitted via the 500 kV line (GWh)	PA: 0 Target value: 4,692 GWh (annual average)	Achieved: 4,411 GWh (average, 2016–2018)[1] 3,660 (2016) 4,450 (2017) 5,124 GWh (2018)
(2) The technical availability of the line means that the station can be operated as planned at all times	PA: 0 Target value: 100 %	Achieved

(3) Three years after the resettlement is completed, household income of resettled households (per person per year) is at least equivalent to per person annual income prior to resettlement	PA: VND 11.7 million (average; farming households) VND 12.8 million (average; non-farming households)[2] Target value: at least VND 11.7 million (farming households) and at least VND 12.8 million (non-farming households)	Achieved: VND 24.8 million (average)[3]
(4) At least 85 % of the residents in the resettled villages have (and use) a latrine or chemical toilet	PA: 33 % Target value: 85 %	Achieved: 100 %[4]

(5) At least 85% of the residents in the resettled villages have a water service connection	PA: 71 % Target value: 85 %	Not achieved: 71 %
(6) 100 % of the residents in the resettled villages have a power connection	PA: 50 % Target value: 85 %	Achieved: 100 %
(7) 100 % of the residents in the resettled villages have sufficient quantities of rice available	PP: N/A Target value: 100 %	Achieved: around 100 %
(8) The primary school is no further away than before the resettlement (km)	PA: 2.1 km (average) Target value: ≤2.1 km	Achieved: 1.64 km (average)
(9) The nearest health stations are no further away than before the resettlement (km)	PA: 8.8 km (average) Target value: ≤8.8 km	Achieved: 3.07 km (average)

Conclusion

Strong commitment to fight climate change

Successful cooperation for the grid connection for Lai Chau Hydropower Plant

Mitigating resettlement problems and social impact of green technology

Thank you for your interest.

Sources (abbreviated)

Deutsche Bank Research
KfW Development Bank
Mercator Institute for China Studies (Merics)