## VNU JOURNAL OF SCIENCE **Economics and Business**

Vol. 36, No. 3, 2020

## **CONTENTS**

## **Original Articles**

1.	<b>Vu Thanh Huong,</b> Assessment of Vietnam's Mineral Resources Allocation from Economic and Policy Perspectives	1
2.	<b>Nguyen Thu Ha, Hoang Dam Luong Thuy,</b> Consumer Behaviour Towards Vietnamese Online Shopping Websites in the Covid-19 Pandemic	11
3.	<b>Do Huy Thuong, Nguyen Thi Phuong Hong,</b> The Factors Affecting the Organisation/Business Expectation of Human Resources in Entertain and Event Management	22
4.	<b>Nguyen Thi Thanh Mai,</b> Foreign Direct Investment Strategy of MNCs in the Context of Digital Transformation	34
5.	<b>Nguyen Thi Kim Huyen,</b> Factors Affecting the Decision to Apply Material Flows Cost Accounting MFCA in Thai Nguyen Steel Production Enterprises	43
6.	Tran Tu Uyen, Bitcoin Management in the Digital World Era of Vietnam	55
7.	Nguyen Dinh Tien, Nguyen Duc Hau, Tran Yen Ly, Nguyen Thi Thu Quynh, Assessing the Health Damage Cost Due to EnvironmentalPollution in a Metal Recycling Village in Van Mon Commune, Yen Phong District, Bac Ninh Province	64
8.	<b>Dinh Van Toan,</b> Factors Affecting Third Mission Implementation and the Challenges for Vietnam's Universities in the Transitioning Period	75
9.	Nguyen Thi Minh Phuong, Luu Thi Mai Anh, Dao Thi Thanh Huyen, Brand Governance of Universities Looking from the Level of Academic Review	85
10.	<b>Pham Quang Hai,</b> Improving the Quality of Training Logistics Human Resources at Universities in Vietnam	93
11.	Nham Phong Tuan, Nguyen Ngoc Quy, Nguyen Thi Thanh Huyen, Hong Tra My, Tran Nhu Phu, Factors Influencing Academic Stress on Students of University of Economics and Business - Vietnam National University	102