

## CONTENTS

### Review Articles

1. **Ho Thanh Tam, Nguyen Van Kim**, Application of Science, Technology, and Digital Transformation in Preserving, Promoting Cultural Values and Building a Culturally Distinct Quảng Ninh 1
2. **Huynh Canh Thanh Lam, Nguyen Thi Ngoc Anh, Huynh Thanh Nha, Nguyen Thi Kim Hoa**, Technology Adoption in the Garment Industry in Southwestern Vietnam: Integrating Triple Helix and Innovation Diffusion Perspectives 12
3. **Nguyen Thi Tai Linh, Nguyen Quang Linh**, A Study on the Impact of Exchange Rate Changes on Trade Balances: An Analysis of China Case and Some Recommendations to Vietnam 28
4. **Nguyen Do Duy Quan**, Commercialization of Intellectual Property Assets as Intangible Cultural Heritage in the Performing Arts by Developing the National Database on Cultural Heritage in Vietnam (A Case Study on the Art of Đờn ca tài tử music and song in southern Vietnam) 39

### Original Articles

5. **Tran Van Hai**, The “Academic–Market Hybrid” Model: Unblocking the Bottlenecks in Patent Commercialization at Higher Education Institutions 51
6. **Nguyen Thi Minh Hue, Nguyen Thi Kim Oanh**, Research on Student Satisfaction with the Quality of Training Services at Vietnam National University of Agriculture 62
7. **Nguyen Nam Viet, Nguyen Hoang Ngan, Tran Quoc Toan, Tran Nhat Lam Duyen**, The Impact of Environment, Social, and Governance on the Market Value of Real Estate Enterprises in Vietnam 71
8. **Le Phuong Lan, Nguyen Thi My Linh, Doan Hoang Khanh Linh, Nguyen Hoang Mai, Nguyen Tu Hieu Ngan, Chu Thien An, Nguyen My Anh**, Real Estate Bubbles in China's Mega Cities - Government Policies and Lessons for Vietnam 84
9. **Le Tran Vu Anh, Le Tran Bich Ngoc**, Mission-oriented Innovation Policy Strategy for Promoting the Twin Transition of Vietnam’s Leather and Footwear Industry for the Period 2026-2035 106