

Table of Contents

	Page
Notes from Editor	i-ii
Advisory Board	iii-iv
A Study on the Cross-Cultural Adaptation of Expatriates in Chinese Enterprises: A Case Study of Thailand <i>Feiyu Deng</i>	1-12
The Impact of Psychological Factors in Short Video Platforms on Consumer Purchasing Decisions <i>Jiayu Fu</i>	13-17
An Empirical Study on the Impact of Corporate Social Responsibility on Financial Performance in Financial Enterprises <i>Tongjun Liu</i>	18-32
Factors Influencing the Quality of Accounting Students' Internships <i>Hung Hoang Dau and Nga Thi Tran</i>	33-42
A Comprehensive Overview of Training Professional Ethics in Accounting and Auditing within University Education in Vietnam <i>Ngo Thi Thu Hang, Nguyen Thi Hong Thuy, Vu Thi Hai and Le Truong Thuc Anh</i>	43-51
The Fanclubs' Exposed and Attitudes towards Facebook of the J.W. Rangsit Football Club <i>Rattawut Nivornusit, Tanpat Kraiwanit, Yiting Fang and Thunwa Chatikavanij</i>	52-58
The Impact of Chat GPT on the Learning Motivation of Students in Accounting & Auditing Students <i>Nguyen Nam Trung, Nguyen Thi Hien, Tran Thi To Uyen, Le Khanh Linh and Ho Dieu Linh</i>	59-68
The Impact of Non-Interest Income on Bank's Operational Efficiency during the COVID-19 Pandemic: Empirical Evidence from Vietnam <i>Dang Thu Hang*, Nguyen Hoang Hai, Dinh Thi Quynh Anh, and Do Thi Tho</i>	69-77



ASEAN International Sandbox Conference 2025

AISC Proceedings, Volume 4, 2025

	Page
The Impact of Accounting Conservatism on Financial Performance in Real Estate Companies Listed on the Vietnam Stock Exchange <i>Dang Thu Hang, Le Khac Hoa An, Nguyen Thuy An, Tran Khanh Ly and Nguyen Thi Thu Trang</i>	78-85
Communication Satisfaction Drives Job Performance: Knowledge-sharing as a Key Mediator <i>Pengning Lu</i>	86-94