Preface

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Biographical notes: Giang-Do Nguyen is currently serving in the Faculty of Business Administration at the Nguyen Tat Thanh University, Ho Chi Minh City, Vietnam as Vice Dean. He earned his PhD from International University – Vietnam National University at Ho Chi Minh City, Vietnam. His teaching focuses on marketing research, international business, digital business and MIS. His research interests include firm resource and performance, firm innovation, human-technology interaction, user behaviours in electronic commerce, and information systems. His scholarly work has appeared in SAGE Open, Humanities & Social Sciences Communications (Springer Nature), Cogent Business & Management (Taylor & Francis), and *Journal for International Business and Entrepreneurship Development* (Inderscience). He is also an energetic reviewer for selected highly ranked journals indexed in Web of Science and Scopus.

The collection of six scholarly studies embodied within this special issue focuses on diverse economic and behavioural aspects within the Vietnamese market, an emerging country. The studies address several interrelated themes: pivots in consumer behaviour regarding sustainable transportation (electric vehicle adoption), environmental decision-making tendencies, digital marketing via virtual influencers, organisational adjustments to digital transformation in the banking sector, and consumer psychology influenced by crises during health emergencies. All these studies uniformly investigate economic decision-making and behavioural modifications within the context of an emerging market (i.e., Vietnam), focusing on the impact of technological advancement, environmental awareness, and crisis scenarios on economic behaviours and market dynamics.

In the first paper, entitled 'Determinants of switching intention from gasoline to electric cars: an emerging country perspective', authored by Nguyen Khac Hieu, Nguyen Thi Thanh Van, Nguyen Thi Anh Van and Nguyen Thi My Hanh, the authors have employed the push-pull-mooring model to investigate the factors influencing switching intention from gasoline to electric cars. They surveyed and analysed data collected from 308 car-owning consumers, using PLS-SEM. Their findings indicate that, regarding the push component, variables like environmental concern and price sensitivity, significantly influence switching intention. The pull factor indicates that perceived usefulness and personal innovativeness favourably influence switching intention. This study suggests that environmentally conscious manufacturers of products should focus on affluent young consumers to capitalise on their inclination to choose electric cars.

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The authors of the second paper, entitled 'The effect of cognitive factors on pro-environmental behaviours: the role of environmental value', by Quoc-Loc Nguyen, Nhu-Ty Nguyen and Hang-Nga Nguyen, have investigated how cognitive factors, including environmental knowledge, awareness, and concern, and affective factors, including environmental, social value and environmental, emotional value, impact on pro-environmental behaviour of hotel guests. They analysed their data using a sample of 250 four-star and five-star hotel guests across Ho Chi Minh City, Vietnam. Their findings suggest that the environmental and social behaviour of hotel guests is the primary determinant that influences the intention of consumers to have an eco-friendly manner while staying in hotels. Additionally, environmental concern and awareness have the most significant impact on environmental value. This research provides specific suggestions that businesses can implement to improve the environment of the hospitality industry.

The third paper, entitled 'Investigating the effectiveness of virtual influencers with regard to fostering customer purchasing intention: an empirical study in Ho Chi Minh City', authored by Bao-Trung Duong, Dinh Minh Tri Le, Thi Thanh Tra Nguyen and Van Anh Nguyen, investigates the facets of virtual influencers via the lens of social media influencers (SMIs) and computer-generated imagery (CGI) theory. An empirical study was conducted to examine the data gathered from 299 respondents. A quantitative research study using PLS-SEM was undertaken with the assistance of Smart PLS software. The findings indicate that human similarity, source credibility, and physical attractiveness favourably increase customer-influencer attachment, improving purchasing intention. This study provides various managerial suggestions for improving the effectiveness, operational efficiency and profitability of online business firms in emerging economies.

The fourth paper, entitled 'Talent management and digital transformation: empirical investigation in the Vietnamese banking sector', authored by Nhan Truong Thanh Dang, Vy Pham Do Tuong and Van Dung Ha, explores the relationship between digital transformation and the effectiveness of talent management in Vietnam's banking sector. The study employed a structural equation model to analyse an online dataset from 350 bank managers. The findings show that digital transformation objectives and drivers contribute to the success of the digital transformation process and that digital transformation significantly impacts the effectiveness of talent management in the Vietnamese banking sector. The study provides specific implications for bank managers and policymakers in the digital transformation age.

The fifth paper, entitled 'Unveiling the psychological drivers of panic buying: the role of perceived arousal in forming consumer behaviour during health crises in Vietnam', authored by Anh-Tin Ngo, Thu-Hien Thi Dao and Quang-Chien Vu, investigates the key psychological and needs-based factors influencing consumers' panic buying behaviour on social networking and media-sharing platforms during a public health crisis. This study focuses on five factors: perceived behavioural control, scarcity, perceived social detection, perceived severity, and information overload, exploring their effects on consumer mental evaluations. A structural equation modelling tool was used to analyse data collected from 270 respondents across Vietnam. The findings reveal that, while perceived behavioural control and information overload have positive associations with perceived arousal, which drives panic buying behaviour, the other three factors, scarcity, social detection, and perceived severity, have insignificant impacts on perceived arousal. The findings provide significant insights into the psychological motivations behind panic

buying during crises, hence improving the comprehension of consumer behaviour in stressful situations. The study also supports future research on global crises, offering new directions for exploring diverse relationships and respondent types in crisis and pandemic contexts.

The sixth and final paper, entitled 'Factors affecting business households' tax compliance behaviour: empirical evidence from Ho Chi Minh City, Vietnam', authored by Mai Dinh Lam, explores the substantial factors influencing the tax compliance behaviour of business households. The author employed qualitative and quantitative approaches and the SPSS package to analyse data from 700 Ho Chi Minh City business firms. The findings identify critical drivers of tax compliance behaviour, including operational and psychological characteristics, economic conditions, social dynamics, perceptions of tax inspection, and tax system fairness. These insights provide an understanding of how these essential factors shape tax compliance and offer practical implications for policymakers to improve adherence to tax regulations in Ho Chi Minh City, an economic hub in an emerging country.

The six studies embodied within this special issue depict a rapidly evolving emerging economy grappling with multiple transformative forces, from sustainable transportation adoption to digital financial services, while managing behavioural responses to crises and regulatory compliance. For example, research on electric vehicle adoption and pro-environmental behaviours reflects the growing tension between economic development and environmental sustainability, balancing growth with environmental responsibility. This environmental consciousness intersects with the digital transformation narrative, evidenced by studies on virtual influencers' marketing effectiveness and banking sector modernisation, highlighting how technological development is reshaping consumer behaviour and institutional operations in emerging economies. The investigation of panic buying during health crises reveals the vulnerability of emerging market consumers to external shocks and the importance of understanding psychological drivers in economic decision-making. At the same time, the tax compliance study underscores the ongoing challenges of formalising economic activities in developing urban centres. Together, these research streams brighten the multifaceted interplay between technological advancement, environmental consciousness, consumer psychology, institutional adaptation, and regulatory compliance in an emerging market context, providing valuable insights for policymakers, entrepreneurs and scholars working to understand and guide economic development across Vietnam and in similar developing economies globally.

Future studies should explore the pivotal convergence of digital transformation, environmental sustainability, and consumer behaviour in emerging economies, specifically investigating and probing how these factors synergistically influence economic development. Essential considerations must examine synergies between technology innovation and sustainable practices, comprehending the evolving consumer behaviours in digital environments, and formulating adaptive guidelines for policies. Research must employ advanced analytics and comparative methodologies across emerging and developed economies to generate practical insights for developing resilient, sustainable, and digitally-enabled globalised business models for the socio-economic betterment of emerging countries, such as Vietnam, that wish to assert themselves on the global stage.