

Preface

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Biographical notes: Ha Minh Tri is serving in the School of Business at the International University, Vietnam National University, Ho Chi Minh City, Vietnam as its Dean. He earned his PhD in Business Administration from the University of Antwerp in Belgium. His teaching focuses on marketing research, business strategy and business ethics. His research interests are (green) social capital, (green) intellectual capital, (green) marketing, corporate social responsibilities, knowledge management, innovation, greenwashing, and firm performance. His scholarship has appeared in *SAGE Open*, *Cogent Business & Management*, *Business Ethics*, the *Environment & Responsibility*, *PLOS One*, *Humanities and Social Sciences Communications*, *Journal of Asia Business Studies*, *Journal for International Business and Entrepreneurship Development*, and *Journal for Global Business Advancement*. He has also published several book chapters at SAGE Research Methods: Doing Research Online and SAGE Research Methods: Business, Springer Nature, and Palgrave Macmillan.

This collection of six Vietnamese articles for this special issue presents a multifaceted exploration of contemporary issues in Vietnam, covering diverse topics such as smartphone banking, human resource management in the public sector, the influence of online content on tourism, innovation capability, the impact of online reviews on consumer behaviour, and the relationship between CEO reputation and firms' earnings. Each study integrates theoretical frameworks with empirical research, offering valuable insights into the complex interplay of technology, society, and economy in Vietnam's rapidly evolving landscape.

The first article, entitled 'Understanding the moderating role of trust on continuance intention towards smartphone banking services: empirical evidence from Vietnam', authored by Truong-Thanh-Nhan Dang, Thu-Hien Thi Dao, Van-Hanh Thi Nguyen and Van-Dung Ha, examines the influence of trust on the ongoing use of smartphone banking services in Vietnam, integrating the unified theory of acceptance and use of technology with trust considerations. A sample of 518 smartphone banking users was surveyed using a paper-based approach, and data was analysed using the SmartPLS4 structural equation modelling tool. The key findings indicate that performance expectancy, effort expectancy, social influence, and innovativeness significantly impact users' continuance intention. Trust is found to moderate the relationship between effort expectancy, innovativeness, and continuance intention, but not between social influence and continuance intention. This research adds valuable insights to the information technology

continuance literature, and provides practical implications for banks in developing effective strategies in the competitive financial sector.

The second article, entitled ‘Exploring moral voice in Vietnam’s public sector: a study of socially responsible human resource management, public service motivation, and ethical leadership’, authored by Minh-Tri Ha and Bao-Son Doan, investigates how socially responsible human resource management (SRHRM) influences moral voice (MV), with a focus on the mediating role of public service motivation (PSM) and the moderating effect of ethical leadership, framed within social information processing (SIP) theory. Data from 434 public servants in Tien Giang province, Vietnam, was collected through a questionnaire-based survey and cluster sampling, and analysed using structural equation modelling. The findings reveal a significant relationship between SRHRM and ETL, impacting MV. There is also an indirect connection between SRHRM and MV via PSM. Ethical leadership is found to be a key moderator in the link between SRHRM, PSM, and MV. This pioneering study offers new theoretical and practical insights in the field.

The third article, entitled, ‘Effects of online-generated content on consumer engagement across post-pandemic pre-travel stage among young domestic tourists in Vietnam’, authored by Thi Huong-Thanh Nguyen, Vuong-Bach Vo and My Tien Ta, investigates how online content influences consumer engagement in domestic tourism and hospitality during pandemic recovery. It examines key factors such as usefulness, valence, timeliness, homophily, and argument quality and their impact on consumer engagement with a focus on the mediating role of perceived trust. Data from 250 respondents across Vietnam was collected through an online questionnaire and analysed using structural equation modelling. The study finds that usefulness, timeliness, and homophily significantly influence perceived trust, which in turn positively affects consumer engagement. However, valence and argument quality do not significantly impact perceived trust. These findings offer insights into pandemic-related concerns, travellers’ trust perceptions, and online engagement behaviours. The results underscore the importance of these factors in understanding consumer behaviour during crisis recovery, providing a foundation for future research on consumer engagement, particularly in online contexts and in relation to global pandemic concerns.

The fourth article, entitled ‘Innovation, export orientation, export assistance, and SMEs’ export performance: a case in Vietnam’s Mekong delta provinces’, authored by Ai-Cam Tran, Giang-Do Nguyen, Thu-Hien Thi Dao and Anh-Tin Ngo, examines how innovation capability affects the relationship between export assistance, export market orientation, and export performance for small and medium-sized enterprises (SMEs). The research model is developed based on the resource-based view and incorporates relationship marketing theory, domestic and firm characteristics. A survey was conducted with 318 SMEs exporting agricultural products in the Mekong Delta region of Vietnam. The data was analysed using the SmartPLS4 package. The findings show that export market orientation, commitment, trust, and innovation all have a significant impact on export performance, except for export assistance. Additionally, innovation acts as a mediator between export assistance and export performance, but not between export market orientation and export performance. This study contributes to the understanding of the factors driving export success for SMEs and provides implications for emerging economies.

The fifth article, entitled ‘The impact of online reviews and eWOM on impulse buying tendency: a study of Vietnamese Gen Z consumers’, authored by Truong Son Nguyen, Viet Hoang Nguyen and Thi Huong Thanh Nguyen, focuses on impulse buying tendencies (IBT) in Vietnam, particularly among Gen Z consumers, and examines how online social factors, such as online reviews and electronic word-of-mouth (eWOM), influence these tendencies. Using social influence theory, the research involved a survey of 318 young consumers in Binh Duong province, employing a quantitative approach and structural equation modelling for data analysis. The key findings indicate a positive impact of online reviews and eWOM on IBT. Notably, eWOM acts as a significant mediator between online reviews and IBT. The study also highlights a strong interconnection between online reviews and eWOM, suggesting that increased online comments enhance the effects of eWOM. These insights are particularly relevant for online retailers and e-commerce platforms, as they suggest strategies for fostering online social interactions to boost impulsive purchases and build stronger customer loyalty.

The sixth and final article, entitled ‘The relationship between CEO’s reputation and firm abnormal earnings – evidence from Vietnam’, authored by Nguyen-Quynh-Nhu Ngo, explores the intersection between a CEO’s reputation and the manipulation of firm abnormal earnings within the context of Vietnam. Drawing upon data derived from 1959 observations encompassing 602 CEOs and 23 firms within Vietnamese listed companies from 2004 to 2021, the findings affirm a reciprocal relationship between a CEO’s image and corporate abnormal earnings. A one-unit augmentation in corporate abnormal earnings during the current fiscal year corresponds to an 11.77-fold increase in the CEO’s reputation within the same year. Conversely, a one-unit increase in the CEO’s reputation during the current fiscal year results in a 0.02773-fold decrease in corporate abnormal earnings in the subsequent year. These research discoveries offer valuable insights into the repercussions of income manipulation and a CEO’s heightened prominence within the business environment.

In conclusion, this compendium of six Vietnamese studies presents a rich tapestry of Vietnam’s evolving socio-economic and technological landscape. It offers deep insights into how various factors, such as smartphone banking, ethical leadership in public service, online content’s impact on tourism, innovation capability, online consumer behaviours, and CEO reputations, influence and reflect the nuances of Vietnamese society. Each article, rooted in thorough research and analysis, not only contributes to academic discourse but also provides practical implications for addressing the unique challenges and opportunities in contemporary Vietnam’s dynamic context.