

## Preface

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### Tri Dinh Le

School of Business,  
International University,  
Ho Chi Minh City 700000, Vietnam  
and  
Vietnam National University,  
Ho Chi Minh City 700000, Vietnam  
Email: ldmtri@hcmiu.edu.vn

**Biographical notes:** Tri Dinh Le is the Head of the Office of Graduate Affairs, International University, Vietnam National University, Ho Chi Minh City, Vietnam. He earned his PhD in Marketing from RMIT University (Australia) and his MBA from La-Trobe University (Australia). He has research interests in word-of-mouth, higher education marketing, online engagement, job engagement, leadership, and consumer ethics. His major publications lie at the intersection of word-of-mouth and higher education choice of students. His scholarship has been published in world-class journals, such as *International Journal of Consumer Studies*, *Journal of Consumer Behaviour*, *Studies in Higher Education*, *Online Information Review*, *Marketing Intelligence and Planning*, and *Journal of Higher Education Policy and Management*.

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The theme of this special issue is *The Influence of Information and Perceptions on Behavioural Intentions across Multiple Business Contexts in Vietnam*. The six papers encompass various topics in different contexts (hospitality and travelling services, healthcare services, mobile app services, entertainment services). The emerging economies such as Vietnam can be seen as opportunities for new business. One feature of economic growth is the weight of the service sector, which produces not only products but also services to meet the needs of a booming middle class. Experts consider this sector of the main investment trends. The key is demographic growth, healthcare systems, hospitality, and fintech technology. The six papers of this special issue are in line with this trend, and provide significant findings that are insightful for both academic and practical aspects.

The first article, entitled ‘Sentiment analysis and topic modelling on user-generated content in hospitality: a case study on customer perceptions in Ho Chi Minh City, Vietnam’ by Thai-Doan Dang, Manh-Tuan Nguyen and Giang-Do Nguyen, employs a sentiment analysis and topic modelling to enhance understanding of customer perceptions in the hospitality industry, through an empirical analysis of user-generated content from Booking.com related to establishments in Ho Chi Minh City, Vietnam. Within the hospitality industry, the study’s findings provide insightful information about customer satisfaction and brand equity. This study offers hospitality managers practical methods to improve customer experiences and build brand equity by highlighting the use of advanced machine learning and deep learning techniques to analyse intricate patterns in user-generated feedback. These strategies may find application outside of the original case study context.

The second article, entitled ‘Environmental consciousness, green intellectual capital, green human resource management and environmental performance: a case of small and medium-sized enterprises in Ho Chi Minh City, Vietnam’ by Minh-Tri Ha, Bao-Son Doan, Bui-Hoang-Ngan Nguyen and Nhu-Y Tran Thi, examines how environmental consciousness and green human resource management influence firm environmental performance. This research contributes to the natural-resource-based view theory and provides implications for SMEs’ managers in the manufacturing sector, asking them to acknowledge the importance of intangible assets and green management in gaining an advantage in firm environmental performance.

The third article, entitled ‘Event experience, satisfaction and behavioural intentions among music festival attendees’ by Trang Minh Tran-Pham, Giao Ngoc Tran, Vy Hong Mai and Han Nu Ngoc Ton, investigates the interesting topic of music-event-going intention. This study has confirmed the validity of the event experience scale in the context of music events and has revisited the conversation about the role attendees play in their music event experiences. This provides helpful insights into the success factors of the emerging entertainment event industry.

The fourth article, entitled ‘Visitor satisfaction mediating perceived quality and behavioural intention: a gender-based multigroup analysis’ by Thu-Hang Le, Ha Minh Tri and Quang-Thang Le, examines the direct and moderating effects on tourists’ intention, based on the theory of planned behaviour. This study provides meaningful findings regarding quality and satisfaction for the domestic tourist industry in a changing post-pandemic era.

The fifth article entitled ‘Encouraging patients to use healthcare services through social sharing platforms – the case of clinics in Vietnam’s Mekong delta provinces’ by Thu-Hien Thi Dao, My Khanh-Huynh, Thi Huong-Thanh Nguyen and Giang-Do Nguyen, investigates the usage of social sharing platforms as well as the factors influencing patients’ intention to use healthcare services in the Mekong delta region. This research contributes to the healthcare service and social platform literature by developing a research model based on a combination of protection motivation theory and the health belief model.

The sixth and final article, entitled ‘Disclosing personal information to continuous intention for mobile applications usage in e-commerce of Gen Z: a perspective on privacy calculus theory’ by Minh-Tri Ha, Vuong-Bach Vo and Giang-Do Nguyen, investigates how users’ intentions to continue using mobile applications (m-apps) are affected by personal information disclosure. A research model for continuance usage was created using the privacy calculus framework, along with the connection between privacy concern and trust. While the concern of consumer privacy is a significant barrier to the development of e-commerce in developing countries such as Vietnam; this study sets light in exploring the determinants affecting the user retention of using m-apps in the e-commerce platforms.