Preface

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Biographical notes: Nhat Tan Pham is an Associate Professor in Management at the School of Business, International University, Vietnam National University Ho Chi Minh City. He also serves as a consultant for the PhD program at Tomas Bata University in Zlín, Czech Republic. His research interests are in HRM, OB, leadership, and sustainable tourism. He has published articles in top-tier, internationally recognised scientific journals, such as the *Journal of Management Studies*, *Human Resource Management Journal*, *Tourism Management*, and the *International Journal of Hospitality Management*, among others. Additionally, he is an academic editor for journals, including AGBA journals, the *Journal of Competitiveness*, and *PLOS ONE*.

This special issue of *JIBED* features six papers selected from high-quality papers presented at the Academy for Global Business Advancement (AGBA's) two conferences held in Thailand and Vietnam in July 2024. After being subjected to thorough and rigorous review process, these six manuscripts were chosen out of many for inclusion in this special issue.

These papers focus on various factors influencing customer behaviour, such as e-shopping experiences, religious festival experiences, wellbeing perceptions, customer attitudes, and equity across Vietnam. Additionally, the collection delves into elements that impact performance, including leadership, public service motivation (PSM), organisational and technological innovation capabilities, OI, and intellectual capital (IC) readiness.

The first article, entitled 'Gamifying e-shopping experience: how psychological needs drive impulse buying and the role of mindfulness – a moderated mediation model', authored by Linh T.M. Doan, Mizan Rahman, Phong D. Nguyen and Nguyen P. Nguyen, investigates the complex relationship between gamification and impulse buying behaviour by examining the underlying psychological mechanisms and the moderating role of mindfulness. Unlike previous research focusing primarily on gamification mechanics, this study emphasises intrinsic psychological factors driving consumer behaviour. Data from 440 e-shoppers in Vietnam, analysed via PROCESS macro v4.2, reveals that gamification significantly influences impulse buying behaviour through psychological needs. Furthermore, mindfulness moderates this mediation relationship, therefore shaping consumers' impulsive purchasing tendencies. These findings offer practical insights for marketers, suggesting that strategies designed to fulfil intrinsic psychological needs can enhance engagement and influence purchasing behaviour more effectively. By integrating mindfulness, business firms can develop more sustainable and

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consumer-centric gamification approaches, fostering long-term relationships. This study distinguishes itself from prior gamification research by shifting the focus from extrinsic incentives to intrinsic psychological needs within the self-determination theory. By examining how gamification satisfies psychological needs, and whether mindfulness moderates this effect, this study advances theoretical discussions and aims to address the above gaps by investigating the interplay between gamification, psychological needs, impulse buying behaviour and mindfulness in the mobile commerce context. This study seeks to explore the intricate relationship between gamification and impulse buying behaviour by examining its underlying psychological mechanisms with the following specific objectives: first, the study investigates whether gamification acts as a trigger for impulse buying, shedding light on how interactive and engaging elements influence spontaneous purchase decisions. Second, it examines the mediating role of psychological needs, specifically autonomy, competence and relatedness, in order to understand how these intrinsic motivators shape consumers' experiences in gamified shopping environments because it is pivotal to study this underlining impact. Finally, the study explores the moderating effect of mindfulness, assessing whether heightened mindfulness can mitigate impulsive tendencies and encourage more responsible consumer behaviour. Theoretically, this study extends the self-determination theory in an emerging country (Vietnam) context, and mindfulness in a consumption context, offering a novel lens to examine gamification's psychological impact on impulse buying with the regulation of mindfulness. In practice, the findings provide actionable insights for e-commerce platforms, enabling them to design gamified strategies that drive engagement while promoting responsible and sustainable consumption.

The second article, entitled 'Triangular relationship among the religious festival experience, well-being perception and revisit intention: the case study of Bentougong Religious Festival in Vietnam', authored by Dang Hoang Lan, Han Nu Ngoc Ton, Trang Minh Tran-Pham and Ngan Vu Thien Pham, examines the triangular relationship among the religious festival experience, wellbeing perception and revisit intention with underpinning theories on human experience theories, wellbeing perception and the stimuli-organism-response (SOR) model. Partial least squares structural equation modelling (PLS-SEM) estimated a hierarchical component model with two second-order variables (e.g., religious festival experience, wellbeing perception). The study collected 206 valid responses from Bentougong festival attendees in three provinces in Vietnam, which were used for further analysis. A significant triangular relationship was found with all significantly positive impacts, in which the experience and wellbeing perceptions are significantly multidimensional variables. Based on this insight, marketers can refine their focus on developing event settings and strategies to satisfy the desires of their target market. This study sheds light on applying the SOR model to examine the triangular relationship among experience, wellbeing, and revisit intention. Other cultural tourism studies have considered the experience as a stimulus separate from individuals' internal states. This study rejuvenates the SOR perspective on experience by theoretically reaffirming experience as a subjective interpretational process within individuals. On the other hand, the direct impact of experience on revisit intention has been theoretically established. This contribution is significant as several studies have found the existence of this relationship but have been unable to provide an underpinning theory.

The third article, entitled 'Enhancing customer attitudes, equity and purchase intention at commercial banks in Ho Chi Minh City: a significant role of ESG', authored by Nhan Truong Thanh Dang, Van Dung Ha, Van Tung Nguyen and Van Dan Nguyen,

studies the role of ESG in enhancing customer attitude, customer equity, and purchase intention in the banking sector. Based on survey results from 519 individuals – customers of commercial banks in Ho Chi Minh City – fundamental theories were applied in this study. By employing basic analytical methods, including descriptive statistics, Cronbach's alpha reliability, exploratory factor analysis (EFA) as well as PLS-SEM with SPSS and SMART-PLS software, this study yielded significant results. First, the components of environmental, social and governance (ESG) positively impacted customer attitudes. Second, customer attitudes positively influenced customer equity. Finally, customer equity positively affected purchase intentions. These findings underscore the significant role of ESG factors in shaping customer perceptions and behaviours in the banking sector. By prioritising ESG considerations, banks can foster positive attitudes, enhance customer equity, and increase purchase intention, thereby contributing to sustainable development and societal wellbeing. This study provides further insights into the relationship between consumer behaviour and ESG in the banking industry. Additionally, the study also carries practical significance, as managers can use the study's findings to make sound strategic decisions regarding resource and capital allocation in the fulfilment of their ESG commitments, and banks can strengthen their financial standing and enhance customer loyalty. Theoretically, this study contributes to the development of ESG research in two dimensions. First, it creates a comprehensive framework linking ESG issues with CA and explores how CE mediates the relationship between CA and PI. Previous studies have examined these relationships separately, although limited research has aimed to integrate them to provide a broader understanding of how various contextual factors can lead to PI, mediated by CA and CE in sequential order. This study is among the first to address this gap by incorporating stakeholder capitalism theory and agency theory in the Vietnamese context. Second, this study conducts empirical testing within commercial banks in Ho Chi Minh City of Vietnam. Despite the growing body of research on ESG, the Vietnamese banking sector remains an underexplored research area, where ESG remains an emerging issue with limited research. The findings of this study offer valuable insights for future studies in similar contexts. Practically, this study provides future business leaders with the essential knowledge to balance profitability with social responsibility and sustainability. The study's findings also offer important insights for developing ESG-related regulatory frameworks, including mandatory ESG disclosures and incentives for banks that embrace sustainable practices.

The fourth article, entitled 'Ethical leadership, public service motivation, and organisational citizenship behaviours in Vietnam: a mediated model', authored by Nguyen Thi Quynh Trang, Lê Đình Minh Trí and Alăng Thớ analyses how each dimension of PSM mediates the relationship between ethical leadership and specific types of organisational citizenship behaviour in Vietnamese public organisations. Applying structural equation modelling analysis with SmartPLS to a sample of 636 valid responses, this study found that compassion and self-sacrifice mediate the link between ethical leadership and individual-directed citizenship behaviours (OCBI), whereas commitment to public values mediates the link between ethical leadership and organisation-directed citizenship behaviours (OCBO). Moreover, whereas attraction to public service and commitment to public values directly predict OCBO, compassion and self-sacrifice predict OCBI. This study also establishes a positive association between ethical leadership and all dimensions of the PSM construct. The findings not only shed

new light on the PSM construct but also offer actionable insights for human resource management in the public sector, highlighting the critical importance of ethical leadership in fostering a motivated and engaged workforce. This study expands social learning theory and provides valuable insights into the role of ethical leadership in non-Western public sector settings. Specifically, this study demonstrates that ethical leadership is crucial for cultivating a motivated and competent public sector in Vietnam's transitional country. Thus, the research expands the literature on ethical leadership in East Asia and explores Vietnam's unique context, characterised by a blend of Confucianism, socialism and socio-economic transition. Answering a call to clarify the effects of ethical leadership on OCBO and OCBI, this study advances public sector research, particularly in addressing its unique challenges. Additionally, it contributes to the emerging stream of research that analyses the mediation of PSM, with each dimension's effects being clearly disentangled. Most studies set in Vietnam have not dissected PSM to examine the differential effects of each dimension. By contrast, this study focuses on incumbent public employees, aiming to explore the distinct influence of each PSM aspect on the relationship between ethical leadership and various types of OCB during this transformative period.

The fifth article, entitled 'The role of organisational innovation and technological innovation capabilities in boosting export performance of companies in Mekong Delta, Vietnam', authored by Anh-Tin Ngo, Vuong-Bach Vo and Ha-Hai Le, examines how organisational innovation and technological innovation capabilities influence export performance, addressing the need for an integrated approach to internal innovation and external support. Grounded in the resource-based view (RBV) theory, this research analyses survey data from 186 exporting companies in Vietnam's Mekong Delta using quantitative methods. Findings reveal that organisational innovation significantly enhances export performance, while technological innovation capabilities – comprising product and process innovation capabilities – improves competitiveness and efficiency. Additionally, export assistance from governments and organisations amplifies these effects by providing essential resources. The findings offer valuable insights for policymakers and business leaders aiming to enhance the global competitiveness of firms in emerging economies. This study makes a significant contribution to the field by developing a comprehensive framework integrating OI, TIC, and EA to explain EP. Unlike prior research that examined these factors separately, this study is among the first to explore their joint effects, positioning OI and TIC as internal drivers and EA as an external enabler. Additionally, while most existing studies have focused on developed economies or generalised emerging markets, this study provides empirical evidence from the Mekong Delta, a region facing unique challenges such as infrastructure constraints and climate vulnerability. By addressing these contextual factors, the findings offer valuable insights for policymakers and business leaders in similar developing regions. Moreover, the study refines the understanding of TIC by distinguishing between product and process innovation capability (IC), highlighting their distinct contributions to export success: product IC enhances market differentiation, while process IC improves operational efficiency. Unlike traditional views that consider EA merely as financial support, this study positions it as a strategic resource that enhances the impact of OI and TIC, emphasising its role in fostering innovation-driven export growth. By bridging these gaps, this study advances both theoretical and practical understanding of the innovation-export relationship while providing actionable recommendations for companies and policymakers.

The sixth and final article, entitled 'Open innovation, market orientation, intellectual capital readiness and higher education institutions' internationalisation performance: the moderating role of entrepreneurial leadership', authored by Ai-Cam Tran and Thu-Hien Thi Dao, examines the impact of international market orientation (IMO), IC readiness – including its three components of human capital (HC), structural capital (SC) and relational capital (RC) – open innovation (OI) and entrepreneurial leadership (EL) on the internationalisation performance (IP) of higher education institutions (HEIs). Based on dynamic capability theory (DCT), this study validates a proposed research model using a dataset (n = 178) drawn from direct and online surveys of managers of HEIs in Ho Chi Minh City of Vietnam. The SmartPLS4 was used for data analysis. The findings reveal that

1 unlike EL, the factors IMO, IC, and OI significantly affect IP

2 OI acts as both a direct determinant and a mediator of the relationships of IMO, IC and IP

3 EL moderates the OI-IP link.

This study enriches the DCT literature for the HEIs' context, with theoretical and practical implications for researchers, HEI managers, and policymakers in emerging economies. By addressing research gaps, the study has made several profound contributions. First, it explored the role of OIN on HEI performance in the internationalisation process, which has not been previously studied. Second, the study provided empirical evidence of the multifaceted role of EL as

1 a moderator

2 a direct determinant of OIN and HEI IP.

To date, the pivotal role of EL has been largely unexplored and is even more absent in the educational environment.

The six articles presented in this special issue with a focus on Vietnam delve into diverse dimensions of consumer behaviour, organisational strategies, and performance across Vietnam. These studies highlight the impact of gamification on impulse buying, the connections between religious festival experiences, wellbeing perceptions, and revisit intentions, and the significance of ESG factors in shaping customer behaviors. Additionally, they explore ethical leadership's influence on employee conduct, the pivotal role of innovation in enhancing performance, and the contributions of IC, market orientation, and OI to the internationalisation of higher educational institutions. Together, these findings provide actionable guidance for marketers, policymakers, and organisational leaders across various sectors. However, these studies have relied on self-reported data, which can lead to potential biases, as self-reports may not fully capture subconscious decision-making. Various studies also applied a cross-sectional approach. Measuring variables at a single time point does not comprehensively reflect their evolving nature. Also, cross-sectional data raises risks of methodological bias and limits causal inferences. A longitudinal approach could be essential for tracking long-term changes. Finally, the findings of studies are limited to Vietnam, which restricts generalisability. Thus, expanding to other regions and making cross-cultural comparisons is recommended.