
Preface

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Biographical notes: Tho Alang is the Chair, Department of Marketing in the School of Business at the International University (an affiliated member of Vietnam National University Ho Chi Minh City), Vietnam. He holds a PhD in Management from The Royal Melbourne Institute of Technology, Australia. His research interests include employee voice, leadership, inclusion, and marketing. He specialises in both qualitative and quantitative research methodologies and uses a wide range of software and statistical tools to manage and analyse data, such as SPSS and NVIVO. His scholarship has been published in several globally acclaimed journals such as *Public Personnel Management* (SAGE), *Asia Pacific Journal of Human Resources* (Wiley), *Qualitative Research Journal* (Emerald), *Equality, Diversity and Inclusion: An International Journal* (Emerald), *Humanities and Social Sciences Communications* (Springer Nature), *Cogent Social Sciences* (Taylor & Francis), and *International Journal of Electronic Commerce Studies*.

This special issue of the *Journal for Global Business Advancement* examines the contemporary trends influencing Vietnam's business and consumer landscapes. The featured papers address critical issues affecting various sectors, employing innovative research methodologies to provide valuable insights for academics, practitioners, and policymakers.

The first paper, entitled 'The nexus of PESTLIED factors and P2P lending: evidence of Vietnam', by Nguyen-Quynh-Nhu Ngo, Tien-Ngoc Hoang, Ngoc-Thao Nguyen and Huyen-Thuong Ha Thi, investigates the influence of macro-environmental factors on Peer-to-Peer (P2P) lending services in Vietnam. Using the PESTLIED framework, this study elucidates the interaction of legal, international, environmental, demographic, economic, social, and technological factors impacting P2P lending growth. Notably, the research highlights the mediating role of environmental and demographic factors in enhancing P2P lending under the influence of legal aspects.

The second paper, entitled 'The importance of innovation leadership in cultivating firm innovation and enhancing firm performance in Vietnam tourism industry', by Xuan-Nhi Nguyen, Nhu-Thao Dang, Ngoc-Tien Le and Quoc-Hai Pham, explores the relationship between leadership styles, innovation dimensions, and organisational performance within Vietnam's tourism industry. Drawing upon ambidexterity theory, their mixed-method study identifies key components of innovative capability and the differential effects of leadership styles on various innovation dimensions. These findings

contribute to the field of innovation management, emphasising the need for adaptable leadership that balances control and exploration for optimal outcomes.

The third paper entitled ‘Unravelling the digital transformation-product innovation nexus: the significance of knowledge sharing and transformational leadership in SMEs’ by Minh-Tri Ha, Dang-Tan Nguyen, Quang Nhut Ho and Cong Tam Trinh investigates the impact of digital transformation (DT) on product innovation (PI) within Vietnamese firms. Employing a quantitative approach, they reveal that tacit knowledge sharing partially mediates the relationship between digital transformation and product innovation, while transformational leadership serves as a moderator. Notably, the study does not find a significant direct effect of digital transformation on product innovation, underscoring the importance of knowledge sharing mechanisms and leadership styles in fully leveraging digital transformation for product innovation.

The fourth paper, entitled ‘Facebook user-generated content and tourists’ destination intention in Vietnam’, by The Anh Phan, Thi Huong-Thanh Nguyen and Minh Chau Nguyen, examines the influence of user-generated content (UGC) on Facebook as a driver of travel intention. This study explores how exposure to travel content, trust in UGC providers, and trust in UGC itself influence travellers’ desire to visit a destination. These findings demonstrate that exposure to travel content and trust in UGC providers can trigger ‘benign envy’, ultimately stimulating the intention to travel. Interestingly, online social identities moderate the relationship between exposure and envy. These insights offer valuable guidance for tourism marketing strategies, emphasising the power of leveraging UGC on Facebook to shape consumer travel decisions.

The fifth paper, entitled ‘Trust and user adaptation: driving continuous e-government use in Vietnam’, by Nhat-Phuong Vu, Cam-Tu Tran Hoang, Nhu-Ty Nguyen and Binh-Nguyen Vu Thi, explores the factors influencing citizens’ continuous intention to use e-government services in Vietnam. Employing a mixed-methods approach, their study identifies trust, computer self-efficacy, confirmation of expectations, perceived usefulness, satisfaction, and user adaptation as key drivers of continued use. These findings are instrumental in informing e-government development, highlighting the importance of building trust, user-friendliness, and interactive feedback mechanisms.

The sixth and final paper, entitled ‘Refining the traits-based technology acceptance model for Vietnamese Gen Z in the service sector’, by Nhu-Ty Nguyen, Thai-Ngoc Pham and Khanh-Ngan Nguyen Pham, presents a refined traits-based model to explain technology acceptance behaviour among Vietnamese Gen Z consumers in the service industry. Through in-depth interviews, this study proposes a three-tiered model encompassing elemental, compound, and situational traits. This novel model offers a valuable tool for predicting technology adoption behaviour among this demographic cohort, paving the way for further research and practical applications within the service industry.

These six papers of this special issue provide a comprehensive examination of the intricate dynamics shaping Vietnamese business and consumer behaviour. By exploring macro-environmental influences, leadership styles, user-generated content, e-government adoption, and technology acceptance among Gen Z consumers, these studies offer valuable insights for navigating the complexities of the Vietnamese market. We believe the knowledge and understanding gained from this issue will empower researchers, practitioners, and policymakers to make informed decisions and foster sustainable growth within Vietnam’s vibrant business landscape.

Building on the comprehensive examination of the intricate dynamics shaping Vietnamese business and consumer behaviour presented in this special issue, several avenues for future research emerge. One promising direction is to conduct longitudinal studies on the long-term effects of macro-environmental influences across different sectors, particularly focusing on evolving legal frameworks, international trade agreements, and environmental policies. Additionally, comparative studies on leadership styles and their impact on organisational performance in various industries could yield valuable insights, especially if sector-specific leadership effectiveness is analysed. Another critical area of exploration is the impact of digital transformation on small and medium enterprises (SMEs), where identifying barriers to adoption and strategies for successful implementation can enhance competitiveness. Further research could also delve into the role of user-generated content (UGC) on emerging social media platforms like TikTok and Instagram, examining how these platforms influence consumer behaviour differently as compared to Facebook. Investigating the disparities in e-government service adoption between rural and urban populations can inform targeted policy interventions by identifying specific barriers and facilitators in each context. Expanding the research on technology acceptance to include other generational cohorts, such as Baby Boomers, Gen X, and Millennials, and comparing their behaviours with those of Gen Z, can reveal generational trends with significant implications for service providers. Additionally, studying the interplay between traditional and digital marketing strategies in Vietnamese businesses can provide insights into integrated marketing approaches that enhance brand loyalty and consumer engagement. Exploring the relationship between corporate sustainability practices and consumer behaviour could assess the influence of environmentally conscious business practices on consumer preferences and brand perception. Furthermore, investigating how Vietnamese cultural factors, such as collectivism, power distance, and uncertainty avoidance, influence business practices and consumer behaviour, can offer valuable perspectives on leveraging cultural nuances in business strategies. Lastly, examining the adoption and impact of advanced technologies like artificial intelligence, blockchain, and the Internet of Things (IoT) in public services can provide insights into their potential to improve efficiency, transparency, and citizenry satisfaction. By pursuing these research directions, scholars can build on the findings of this special issue, contributing to a deeper and more nuanced understanding of the evolving business and consumer landscapes across Vietnam.