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RESEARCH ON THE RELATIONSHIP BETWEEN ATTITUDE AND INTENTION FOR THE DEVELOPMENT SHARING ECONOMY MODEL OF E-TOURISM ENTERPRISES IN VIETNAM

Vu Thi Thuy Hang

Thuongmai University

Email: hangtmdt@tmu.edu.vn

Dam Gia Manh

Thuongmai University

Email: damgiamanh@gmail.com

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The study aims to explore the relationship between the attitude and the intention to develop the sharing economy model of enterprises in the field of online travel services in Vietnam. Based on using the method of interviewing experts and processing, analyzing, and evaluating the results of the investigation and survey of 263 enterprises (notified and registered with the Ministry of Industry and Trade of Vietnam under Decree 52/ND-CP) or foreign enterprises with representative offices/authorized agents in Vietnam), research shows perceived benefits of the sharing economy model, state support, willingness to of enterprises, market readiness is related to the development attitude and intention to develop the sharing economy model of enterprises. In addition, the authors used multi-group structural analysis among business types to assess the differences of business types towards the intention and attitude of developing the sharing economy model. such as the difference in the impact of variables in the research model between types of businesses in the field of online tourism services in Vietnam. From these results, the study implies several policies to develop the sharing economy model of enterprises in the field of online tourism services in Vietnam, as well as proposes further research directions as follows: develop a sharing economy model suitable to the scale and application of e-commerce and each type of business in the field of online tourism in Vietnam.

Keywords: attitude to develop, intention to develop, sharing economy, sharing economy models, online tourism

JEL Classifications: O33, M10, M30

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1. Introduction

The outstanding development of the fourth industrial revolution best reflects the role of the digital economy. Concerning the digital economy, the sharing economy (SE) is the core economy and a subset of other economies. For customers, SE offers many opportunities to experience at a low cost. For suppliers, SE helps build and promote brands, expand new business opportunities, reach out globally, and compensate for damage if there is any risk. For businesses in the field of tourism services, SE

increases the variation of services to maintain competitiveness, increase opportunities for profit, cut operating processes, etc. Therefore, the study of SE in the service sector is essential. Online tourism business (OT) in Vietnam is growing day by day, and many enterprises in the field of tourism services have successfully applied and gained benefits from the SE model. It is expected that OT revenue in Vietnam will maintain a growth rate of 12% in the coming period and will increase to 9 billion USD in 2025 (Euromonitor, 2020) which is considered

meaningful for enterprises, especially in 2020 and 2021 when travel companies were affected by the Covid-19 epidemic.

Developing according to the SE model is a strong emerging trend and brings practical effects to businesses. Vietnam is home to a strong young consumer base with technology sensitivities and is a potential destination for new economic models. Vietnamese consumers are willing to use shared products and services and are willing to share them with others. In the village, Vietnamese people live in solidarity, share, and work together to accomplish many tasks. Therefore, they accept the SE model quite easily. The tourism industry in the world as well as in Vietnam is one of the specific businesses that play an important role in life, in the economy, related to many industries, fields, and social classes. The competition in the tourism business is increasingly fierce, requiring businesses to innovate their business methods and models. The SE business model helps tourism businesses digitize processes and value chains, thereby enhancing the low-cost experience for tourists, and optimally exploiting resources for direct suppliers. With a flexible mode of operation, making the most of the help of technology, it is urgent to develop the current SECA model to meet the urgent requirements of theory and practice and can help businesses in the field of OT services in Vietnam reach the world, improve competitiveness, retain customers, fill the gaps of the traditional market and overcome the difficult period in the epidemic situation.

In the world, there are many research works on the model of SE and OT. However, there are not many studies on the SE model in Vietnam, especially in OT. The development of the SE model in general and for tourism activities in particular in Vietnam currently has many shortcomings and has not met the requirements of business administrators. This is considered a research gap that the paper aims to address.

2. Theoretical basis and overview of the research situation

2.1. Sharing economy

In 1968, scholars discussed an economic theory called "Tragedy of the commons" in an article criticizing the capitalist economic system. When the

capitalist economic system cannot efficiently allocate resources, the SE model emerges as an alternative. Belk (2010) states that "*SE is the act and process of distributing what we have for others to use and the process of receiving or taking something from others.*" According to Belk, there are two types of sharing: "*sharing in*" is sharing within the network, and "*sharing out*" is sharing to the outside. "*Sharing in*" is an act of sharing made out of kindness, courtesy towards others, or an act mainly between close people such as family and friends. "*Sharing out*" is the act of sharing space, products, services, knowledge, work, etc. between strangers, which does not happen often, possibly only once. A few years later, Belk (2014) removed gift-giving from the SE because "there was a transfer of ownership" and argued that the SE was an economy that *coordinates the acquisition and for-profit distribution of resources*. Belk called gift-giving "*pseudo-sharing*". Botsman & Rogers (2010) argue that SE is an intermediary economic model over the internet, built on division share, exchange, trade, or lease products or services and does not claim ownership. Choi *et al.* (2014) also argue that *SE is the act of sharing, exchanging, and leasing resources that do not need to be owned*. Agreeing with this view, according to Muñoz & Cohen (2018), *SE is an economy where ownership is replaced by the sharing or exploitation of used assets*. After that, the "real" and "false" boundaries are dissolved to optimize usage.

2.2. Sharing economy model

Tvede & Christensen (2015) argue that the SE model is an intermediary model that creates and distributes value to customers and generates revenue from those transaction values. Agreeing with this point of view, Cho *et al.* (2018) pointed out that the SE model is a model in e-business to reduce costs and maximize economic benefits by sharing idle resources between individuals and organizations. The SE model works peer-to-peer to acquire, provide or share access to goods and services. According to Demary (2015), there are two models of SE in the service sector: a marketplace model and an access-based consumption model.

The marketplace is a model based on the matching of individuals/organizations with redun-

dant services (supply side) with individuals/organizations consuming excess services (demand side). A business database is an extremely important factor for businesses operating under this model. The model charges a fee on a total transaction or charges a fee to one party. The model's partners are investors, policymakers, technology developers, content creators, and search engines. The operating costs of the model include membership development costs and website/mobile application operating costs. The model of the marketplace in SE was born from the model of the marketplace in e-commerce (ECOM). The goal of the model is to create a two-way market to increase the interaction of the parties through the online platform. In ECOM, this model focuses on products with many diverse options, revenue is generated from sales, and product quality is considered secondary. In SE, the model of a marketplace operates through the short-term rental of a specific travel service, businesses that want to bring high service quality should consider service is paramount. The success of the marketplace in SE depends on a large number of direct service providers and customers as well as on service quality (Chakravarty, Kumar, & Grewal, 2014). The marketplace model in SE includes three types: (1) - Pure marketplace model; (2) - Service marketplace model; (3) - Community marketplace model.

The access-based consumption model is a model built around access to some services through websites/mobile applications according to the SE model. These resources may be created, leased, or owned by the business itself or its partners. In this model, resources are created or owned by the providers directly. The benefits of the model are in connecting customers from one industry to another, building a useful network, and the opportunity to get professional advice, solve problems or simply inspire. Different businesses have different revenue sources and characteristics, so their operating costs are also different. The main resource of this model is the object that is granted access. The key elements of the model are business channels and partnerships. Partners play an important role in access-based consumption patterns.

2.3. Online tourism

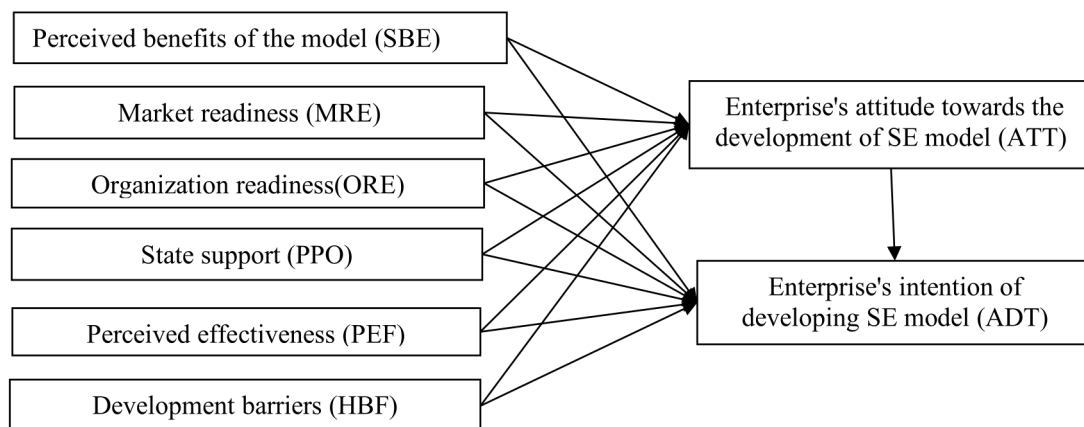
According to Buhalis & Licata (2002), OT is the act of digitizing processes and value chains in the tourism, travel, hotel, and culinary industries to maximize the efficiency of businesses. At the tactical level, Buhalis believed that OT applies information technology (IT) and communication to maximize the efficiency of the business. At the strategic level, OT digitizes business processes, the entire value chain as well as the relationship of the business with stakeholders. OT defines competitiveness by reorganizing internal processes and using the Internet to interact with customers and partners. OT is a new way of doing business to help travel service providers reach out globally, communicate quickly with tourists and reduce costs. According to Gretzel *et al.* (2015), OT is a combination of tourism and IT to optimize and improve tourism activities according to procedures, space, time, means, and organization. From a technology perspective, OT focuses on tourism activities through the internet, computers, tablets, mobile phones, handheld digital devices, and global positioning systems. The development of a single technology is not enough with OT but requires the connection and synchronization of different technologies. Therefore, it is necessary to consider the convergence of technologies in tourism. According to Li *et al* (2017), tourism is one of the fields of ECOM, that uses technology to manage, make a strategic plan, and market tourism activities.

3. Model, hypothesis and research scales on factors affecting attitude and intention to develop sharing economic model

3.1. Research model and hypotheses

According to Ajzen (1991), the intention is directly influenced by attitudes, subjective norms, and perceived behavioural control. In which, attitude is an individual's assessment of the results obtained from performing that behaviour. According to experts, in the SE model, an attitude refers to the good or bad evaluations of enterprises about the development of this model. The attitude for development needs to be consistent with the way of doing business, customers, suppliers, products and services as well. The research team builds the model based on the studies of Davis (1985), Staff (2002), Seyal & Rahman (2003), Demary (2015), Tvede &

Christensen, (2015), Min & Ku (2016), Cho *et al.* (2018) combined with expert interviews. Which, there are some factors affecting the attitude and intention for the development of the SE model including the perceived benefits of the SE model, the readiness of the market, the readiness of the organization, the support of the State, perceived effectiveness and development barriers. Specifically, as shown in Figure 1.



Source: Author's recommendation based on literature review

Figure 1: Research model

The research hypotheses are formulated as follows:

* *Perceived benefits of the sharing economy model are related to the attitude and intention to develop the SE model*

Perceived benefits of the SE model are one of the factors for businesses to successfully develop this model. For every business, no matter what industry it is in, the ultimate goal is still profit. The SE model helps users save time, easily find information and make decisions, helps businesses save costs and find new customers. The SE model helps build the image of a tourism enterprise, bring Vietnamese enterprises to the world, and improve competitiveness. When applying the SE model, the revenue and profit brought by this model to businesses in the field of tourism services are quite high Cho *et al.* (2018). Therefore, the authors propose 2 hypotheses H1, H2:

H1: Perceived benefits of the SE model (SBE) have a positive impact on the attitude of enterprises to develop the financial accounting model.

H2: Perceived benefits of the SE model (SBE) have a positive impact on the intention to develop the financial accounting model of enterprises.

* *The readiness of the market has a relationship with the attitude and intention to develop the SE model of enterprises*

A product or service is considered good when customers are willing to accept that product, service, or brand. Through interviews with many experts in

the field of ECOM and OT, combined with research by Demary (2015), the authors found that before launching a product or service, businesses need to conduct market research to know whether customers are willing to pay for a new product or service. The problems of fast and stable internet connection, customers' perception, human resources with knowledge and experience in the digital economy model, social environment and business practices are advantages in developing this model. Therefore, the authors propose 2 hypotheses H3, H4:

H3: Market readiness (MRE) has a positive impact on the attitude of enterprises to develop the SE model.

H4: Market readiness (MRE) has a positive impact on the intention of developing the financial accounting model of enterprises.

* *The readiness of the business has a relationship with the attitude and intention of developing the SE model of the enterprise*

Currently, ECOM has become an important competitive advantage in tourism businesses, especially in small and medium enterprises. The SE model is a potential and attractive model in ECOM. To minimize the investment risk of the SE model, managers must understand the level of readiness of the SE model in their organizations Min & Ku (2016). According to research by Seyal & Rahman (2003), qualifications and perception of managers as well as employees are very important, because, in any form of business, the human factor always plays a decisive role. If the management team is qualified and the staff is knowledgeable about the SE model, the model development effectiveness will be high. the development of the model will be influenced by the shortage of highly qualified forces, lack of infrastructure investment capital, no strategic direction, not implemented effective operations, and staff lack of proper perception of the importance of SE. Therefore, the authors propose 2 hypotheses H5, H6:

H5: Enterprise readiness (ORE) has a positive impact on the attitude of enterprises to develop the financial accounting model.

H6: Enterprise readiness (ORE) has a positive impact on the intention to develop the SE model of enterprises.

** State support has a relationship with the attitude and intention to develop the SE model of enterprises*

The state's support comes from the support of telecommunications infrastructure, the facilitation of the regulatory environment, the availability of technology, and guidance to overcome difficulties in the development of the SE model Staff (2002). These issues not only affect the attitude and intention of developing ECOM but also directly affect the attitude and intention of developing the SE model in OT enterprises. In addition, based on interviews with experts, the authors supplement the element "tax issues" to adapt to the context of a developing country like Vietnam. Two hypotheses H7, H8 are proposed:

H7: State support (PPO) has a positive impact on the attitude of enterprises to develop the SE model.

H8: State support (PPO) of the sharing economy model (SE) has a positive impact on the intention to develop the SE model of enterprises.

** Perceived effectiveness has a relationship with the attitude and intention to develop the financial accounting model of the enterprise*

Based on the technology acceptance theory of Davis (1985), experts believe that the development of the SE model helps businesses reduce costs, save time, expand contact channels, build images, take advantage of business opportunities, etc. Cost reduction and time-saving are considered the top benefits of this model for tourism businesses. The authors propose two hypotheses H9 and H10:

H9: Perceived effectiveness (PEF) has a positive impact on the attitude of enterprises to develop the SE model.

H10: Perceived effectiveness (PEF) has a positive impact on the intention to develop the SE model of enterprises.

** Hindering barriers have a relationship with the attitude and intention to develop the SE model of enterprises*

Studies on barriers hindering the development of the SE model in different countries are completely different Min & Ku (2016). For example, the customers' habits of using traditional, face-to-face buying and selling practices, and distrusting credit card transactions are a cultural barrier preventing the development of ECOM in general and the SE model in particular. Some other studies show that the important factors hindering the development of SE model are perception, education, telecommunications infrastructure, cost, and pressure from customers and suppliers of enterprises (Tvede & Christensen, 2015). Barriers are one of the factors that strongly affect the attitude of tourism businesses to develop the SE model. Barriers also directly affect the intention to develop this model. Because when a business has an intention, but if it cannot be overcome, cannot accept barriers, it cannot develop successfully. The authors propose 2 hypotheses H11 and H12:

H11: Hindering barriers (HBF) have a negative impact on the attitude of enterprises to develop the SE model.

H12: Hindering barriers (HBF) have a negative impact on the intention to develop the SE model of enterprises.

Table 1: *Research scale*

Encode	Scale	Source
	<i>Perceived benefits of the SE model</i>	
SBE1	SE model takes advantage of business opportunities	Cho et al. (2018)
SBE2	SE model helps to reach new customers	
SBE3	SE model provides information quickly	
SBE4	SE model helps build business image	
SBE5	SE model helps increase revenue	
SBE6	SE model helps increase profits	
	<i>Market readiness</i>	
MRE1	Human resource of SE model meets requirements	Demary (2015) Expert interview
MRE2	Vibrant economic activities in the area	
MRE3	Customers' perception of SE model	
MRE4	Reasonable cost of SE model investment	
	<i>Enterprise readiness</i>	
ORE1	Enterprise has technology resources for SE model	Seyal & Rahman (2003), Min & Ku (2016)
ORE2	Enterprise has suitable human resources	
ORE3	Enterprise focuses on investing in infrastructure for SE model	
ORE4	Enterprise has financial resources for SE model	
	<i>State support</i>	
PPO1	Government provides tax incentives for SE model	Expert interview Staff (2002)
PPO2	Government provides infrastructure services for SE model at reasonable cost	
PPO3	Government perfects the legal environment for SE model	
	<i>Perceived effectiveness</i>	
PEF1	SE model reduces costs	Davis (1985) combined with expert interview
PEF2	SE model helps enterprises save time	
PEF3	SE model helps enterprises expand their contact channels	
PEF4	SE model helps enterprises take advantage of business opportunities	
	<i>Hindering benefits</i>	
HBF1	Traditional buying habits have no impact on SE model	Tvede & Christensen (2015), Min & Ku (2016)
HBF2	Pressure from customers and suppliers have no impact on the development of the SE model	
HBF3	The unavailability of support services has no impact on the development of the SE model	
	<i>Enterprise attitude</i>	
ATT1	Develop SE model in line with business practices	Ajzen (1991) combined with expert interview
ATT2	Develop suitable SE model for customers and suppliers	
ATT3	Develop suitable SE model for products and services	
	<i>Intention to develop the SE model</i>	
ADT1	Enterprise will expand and develop SE model in the coming years	Ajzen (1991) combined with expert interview
ADT2	Enterprise will continue to invest in developing SE model	
ADT3	Developing SE model is an effective development direction of enterprises in the future	

(Source: Compiled and developed by the author team)

3.2. Research scale

The scale in the research is based on multi-directional measurement theory, combined with previous studies and the results of interviews with experts. Observed variables are measured on a 7-point Likert scale: 1 - Not important, 2 - Very little important, 3. Less important, 4. Important, 5 - Quite important, 6 - Very important, 7 - Extremely important. A detailed description is given in Table 1.

4. Research data and methodology

4.1. Research data

Data is collected from 263 businesses in the field of tourism services that have notified and registered with the Ministry of Industry and Trade of Vietnam under Decree 52/ND-CP and foreign enterprises in the field of OT services with representative offices/authorized agents in Vietnam. Based on the research of Buhalis & Licata (2002), the authors divide enterprises in the field of OT services into 5 groups: intermediaries providing accommodation, intermediaries providing transportation, intermediaries providing food and beverage venues, tourism experience activities, enterpris-

(1999) and Hair et al. (2010) both agree that the thresholds for accepting the Model Fit index will be different based on sample size, number of factor groups, and number of observed variables. However, both studies showed a sample size of $N = 250$ as an acceptable threshold for analysis by CB-SEM. To serve the research by CB-SEM, the research team transferred 300 survey questionnaires to enterprises. However, due to limited access to enterprises registered with the Ministry of Industry and Trade of Vietnam as many foreign enterprises have authorized agents and representative offices in Vietnam that are not willing to meet and publicise their information. The author team only collected 281 votes, of which 18 votes were rejected due to lack of response information. The final research sample was 263 enterprises, reaching the rate of 87.67% compared to the original number of votes and ensuring the acceptance threshold. The survey period was conducted in several phases, the latest additional survey was in the third quarter of 2020. The characteristics of the study sample are described in detail in Table 2.

Table 2: Research sample characteristics

Enterprises in the field of OT in Vietnam	Quantity	Percentage
Intermediaries providing accommodation	62	23.57%
Intermediaries providing transportation	64	24.33%
Intermediaries providing food and beverage venues, tourism experience activities	28	10.65%
Enterprises providing search engines, price comparisons, travel information	58	22.05%
OT agents	51	19.40%
Total	263	100%

Source: Compiled by the author team

es providing search engines, price comparison, travel information, OT agents.

The study applies the rule of sample size selection according to the study of Hair et al. (2010), the minimum sample size is 5 times the number of observed variables. According to the 2020 ECOM White Paper, the total number of Vietnamese enterprises in the field of OT services notified and registered with the Ministry of Industry and Trade of Vietnam under Decree 52/ND-CP and foreign enterprises having representative offices/authorized agents in Vietnam is 1533 enterprises. Hu & Bentler

Among the 263 enterprises participating in the survey, there are 62 intermediaries providing tourist accommodation establishments (accounting for 23.57%), 64 intermediaries providing means of transportation (24.33%), 28 intermediaries providing food and beverage venues, travel experiences (accounting for 10.65%), 58 enterprises providing search engines, price comparisons, travel information (accounting for 22.05%) and 51 OT agents (accounting for 19.4%).

4.2. Research Methodology

The study applies both qualitative and quantitative research methods.

* *Qualitative research*: the authors use Delphi method in in-depth interviews, analysis and synthesis of secondary data. Delphi is a method developed by Dalkey & Helmer (1963). The requirement of the Delphi method is that a team of experts must be knowledgeable about the forecast field. The author team implements the Delphi method in 7 steps:

- Step 1: Select 30 experts who are officers from departments, institutes, enterprise leaders, university lecturers to work, research and work on ECOM, SE and OT. These 30 experts were divided into 2 groups. The author group of two people will inform and convey ideas about research objectives to the team of experts.

- Step 2: Develop an interview questionnaire with categories and criteria related to the research. The authors check the language in the questionnaire, ensuring that the question is not ambiguous. The questions referenced from the scale of foreign studies will be translated into Vietnamese by two language experts and checked for content by two PhDs in ECOM and tourism.

- Step 3: Distribute the interview questionnaire to each expert in the group. In the process of answering the questionnaire, experts have the right to comment on questions or add additional information to make the questionnaire more detailed and clearer.

- Step 4: Collect answers from experts. The authors then cross-distributed it in an unedited and untitled form to experts from other groups. The purpose of this is for members of expert groups to comment on research ideas and consider how their contributions relate to what others say.

- Step 5: Record information and give a new interview, the purpose of this questionnaire is to guide the expert team closer to consensus.

- Step 6: Analyze the new answers and continue to repeat from step 2 to step 5 until a stable result is achieved.

- Step 7: Prepare a summary of the main contents during the collection process.

* *Quantitative research*: the authors surveyed and selected convenient samples of 263 enterprises

in the field of OT services in Vietnam to collect primary data. After the survey, the author group processed the data using SPSS 20 and Amos 23 software. SPSS 20 software for descriptive statistics, solving reliability testing problems and exploratory factor analysis. Amos 23 software tests confirmatory factors, general reliability, and SEM structural model testing.

5. Research results

5.1. Descriptive statistics

The results of descriptive statistics have shown that out of 62 intermediaries providing accommodation facilities participating in the survey, there are 59 enterprises (accounting for 22.4%) providing hotel room services, 100% of enterprises providing bedrooms, 45 enterprises participating in the survey (accounting for 17.1%) provide housing. There are not many enterprises providing villas or living spaces, plots of land, gardens, and campsites, accounting for 6.8% to 14.4% of the total 263 enterprises participating in the survey. Enterprises belonging to this group include Airbnb, Luxstay, Hotel84, Lief, Liahouse, Xper, Asiky, Be Home, Bedlinker, Reddoorz, Couchsurfing, Mogi, Ezcloud, Kenhhomestay, Luci, Rever, etc. Some intermediaries introduce places serving special needs such as toilets, etc. Among 64 intermediaries providing means of transport for tourists, the main intermediaries are those selling air tickets (15.9%), boat tickets (14.8%), train tickets (10.6%), car rental connections, bicycles, motorbikes, trams, cyclos, boats, cable car tickets such as MeGo, Banidau, Butl, Motogo, Chungxe, DidiCar, DiChung, Topship, Goixe, Haybike, 88Go, Tripx, Miot, Nhieux, etc. accounted for 22% to 38% of enterprises participating in the survey. Some other services such as connecting helicopter lessors, elephant rides, and horse-drawn carriages are provided by a few businesses.

Regarding food services, entertainment, and tourist experience service, out of 28 intermediary enterprises, 8.4% (22/263 businesses) provide dishes/meals through the SE model. 9.5% of enterprises provide visiting (entry) tickets for entertainment spots, excluding cable car tickets. The percentage of connected enterprises providing specialties, clothing, tools/technology for tourism experiences such as virtual reality glasses, and tour guide robots is

very small, only from 4 to 12 enterprises. Travel social networks such as Astra, Tubudd, TripTrip, Tugo, Triip, TripAdvisor, Travel360, Liberzy, Checkinvietnam, Gody, Liberzy, Lodyhelp, etc. accounted for 19.8% of enterprises participating in the survey (52/263). The number of enterprises providing search engines and price comparison such as Google Travel, Manmo, Bestprice, etc. accounts for from 4.6% to 17.1%. The group of tourism agents participating in the survey includes Begodi, Adithoi, Aivivu, Agoda, Booking, Traveloka, Chudu43, Cungvivu, Ctrip, Booktour247, Expedia, Gotadi, Ivivu, Klook, Mytour, Tago, Atrip, Tripi, Triphunter, Tugo, Atadi, Vntrip, etc. are 51 enterprises. These enterprises are intermediaries providing hotel rooms, homestay apartments, air tickets (19.4%), airport car booking (14.1%) and day tours (8.7%).

Enterprises in the field of OT services in Vietnam use many different payment methods, mainly domestic bank transfer (75.2%), payment by credit card (63.8%), and payment by cash to direct suppliers (62.4%). A few businesses use payment methods via e-wallets such as PayPal, Viettel Pay, Zalo Pay, One Pay, VNPT Pay, MoMo, Moca, etc., accounting for 26.2%. Some other payment methods (17.1%) are payment at convenience stores (Circle K, Vinmart, FPT Shop, electronic supermarket), installment payment by pay later, collection of money at home or the customer's office during working hours, etc.

5.2. Scale's reliability

The scale is evaluated for reliability based on the Cronbach Alpha coefficient test method and EFA exploratory factor analysis. Exploratory factor analysis serves CFA confirmatory factor analysis and verifies SEM linear structural model. The research team used the extraction Principal Axis Factoring, and the Promax rotation to check the convergence as well as the distinction between groups of factors. When testing Cronbach's alpha coefficient, all scales are qualified. The Cronbach Alpha indexes of the total variables are all greater than 0.6. In the first EFA exploratory factor analysis, the variables PPO3 and ATT3 had a load factor of less than 0.5, so they were excluded from the scale. The remaining variables were included in the second EFA exploratory factor analysis, the results showed

that the KMO index of Bartlett's test equals 0.753 (range 0.5-1), and the Sig value of the test equals 0.000 (less than 0.05), the Eigenvalue indexes of the variables are all greater than 1, the total variance extracted is 71.761% (greater than 50%), and the Factor loading coefficients of the observed variables are all greater than 0.5. The results are shown in Table 3.

5.3. Confirmatory factor analysis CFA

To perform confirmatory factor analysis, the data is processed by Amos 23 software. The results show that the model's goodness of fit index includes Chi-square/df = 2,542 (less than 3 is good), Goodness of Fit index GFI = 0.834; Tucker-Lewis Index TLI = 0.847; Comparative Fit Index CFI = 0.869 (greater than 0.8 is acceptable). RMSEA index = 0.077 (less than 0.08 is acceptable) and P = 0.000 (less than 0.05). According to Hu & Bentler (1999) and Hair et al. (2010), the above indicators show that the model is consistent with the collected data set. The picture of the CFA results is depicted in Figure 4. From the results of the CFA analysis, the model continues to be tested for combined reliability, discriminability and convergence through the criteria according to the research results of Hair et al. (2010) including Composite Reliability Index CR (Composite Reliability) greater than 0.7, average variance extracted (AVE) greater than 0.5 to ensure convergence, variance largest separate (MSV) smaller than AVE to ensure discriminant.

The test results show that the composite reliability CR of the factors ranges from 0.698 to 0.971. AVE ranges from 0.444 to 0.944. The MSV indices are smaller than AVE. It can be seen that the combined reliability of CR of HBF < 0.7 and the extracted variance of AVE of HBF and PEF < 0.5 do not guarantee the minimum threshold. Details are described in Table 4, Figure 2. After discussing with experts, the research team decided to remove the two factors PEF: Perceived effectiveness and HBF. Hindering barriers and re-analysis of the second CFA confirmatory factor. The second analysis results show that the model's goodness of fit index includes Chi-square/df = 2,593 (less than 3 is good), GFI index = 0.870; TLI = 0.892; CFI index = 0.911 has increased (greater than 0.8 is acceptable, greater than 0.9 is fine). RMSEA index = 0.078 (less than 0.08 is

Table 3: Results of Cronbach Alpha and Exploratory Factor Analysis

Variables	Reliability	Factor loading	Variables	Reliability	Factor loading
Perceived benefits of SE model	0.886		Sate support	0.895	
SBE1		0.664	PPO1		0.937
SBE2		0.624	PPO2		0.911
SBE3		0.837	Hindering barriers	0.693	
SBE4		0.798	HBFI		0.536
SBE5		0.694	HBFI2		0.761
SBE6		0.771	HBFI3		0.664
Market readiness	0.893		Perceived effectiveness	0.780	
MRE1		0.770	PEF1		0.633
MRE2		0.909	PEF2		0.751
MRE3		0.757	PEF3		0.659
MRE4		0.855	PEF4		0.693
Enterprise readiness	0.805		Enterprise attitude towards SE model	0.893	
ORE1		0.590	ATT1		0.890
ORE2		0.738	ATT2		0.559
ORE3		0.863	Intention to develop SE model	0.784	
ORE4		0.674	ADT1		0.821
KMO = 0.753 ; Sig = 0.000 ;			ADT2		0.705
Total variance extracted = 71.761			ADT3		0.711

Source: Data processing results using SPSS and Amos software

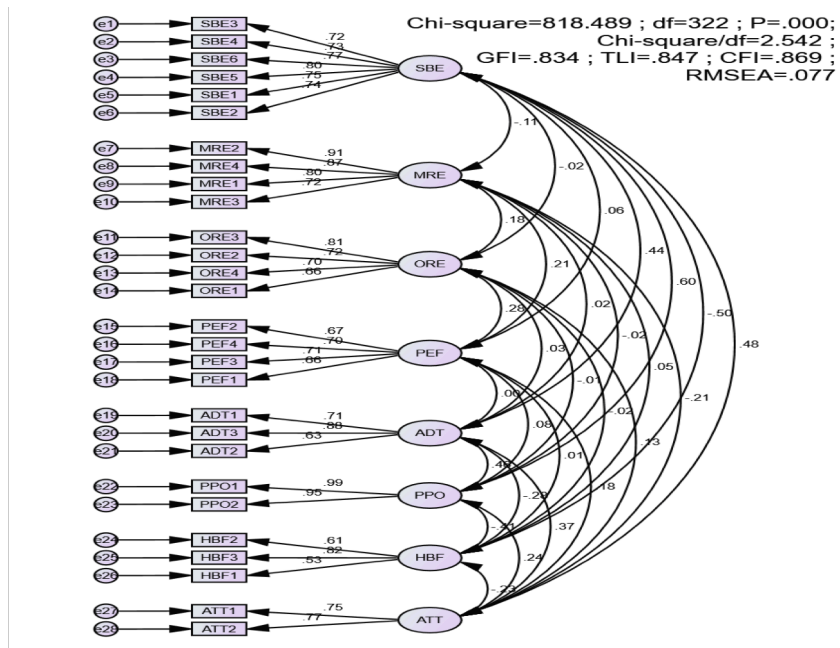
acceptable) and $P = 0.000$ (less than 0.05). From the results of CFA analysis, the model continues to be tested for combined reliability, discriminant and convergence. The results show that: the composite reliability index (CR) of the remaining factors is greater

than 0.7, and the average variance extracted (AVE) of the remaining factors is greater than 0.5, ensuring convergence. The largest specific variance (MSV) is less than AVE to ensure discriminant. The detailed results are described in Table 4, Figure 3.

Table 4: Results of the composite reliability, discriminant and convergence tests (first and second time)

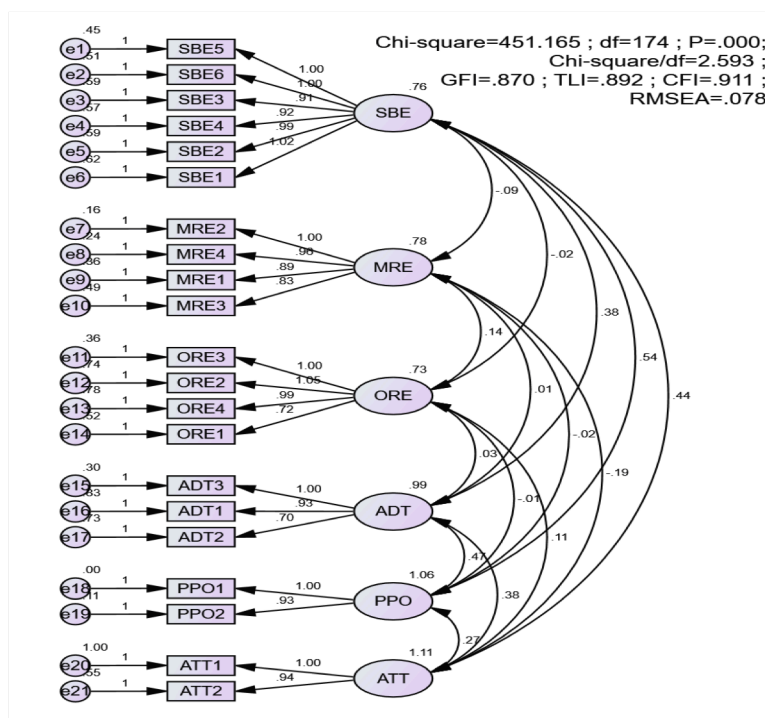
	First time result				Second time result			
	CR	AVE	MSV	MaxR(H)	CR	AVE	MSV	MaxR (H)
SBE	0.870	0.573	0.359	0.872	0.860	0.552	0.356	0.861
MRE	0.896	0.684	0.042	0.915	0.896	0.684	0.043	0.915
ORE	0.814	0.524	0.081	0.825	0.813	0.523	0.032	0.826
PEF	0.780	0.471	0.081	0.782				
HBFI	0.698	0.444	0.251	0.756				
PPO	0.971	0.944	0.359	0.991	0.971	0.945	0.356	0.996
ADT	0.788	0.558	0.213	0.833	0.788	0.559	0.213	0.834
ATT	0.735	0.581	0.232	0.735	0.737	0.584	0.232	0.743

Source: Data processing results using Amos 23 software



Source: Data processing results using Amos 23 software

Figure 2: CFA confirmatory factor analysis results (first time)



Source: Data processing results using Amos 23 software

Figure 3: CFA confirmatory factor analysis results (second time)

5.4. SEM linear structural model testing

Testing SEM linear structural model aims to evaluate the relationship of the variables, and at the same time test the research hypotheses. The test results in Table 5, Table 6, Figure 4 show that the model has 177 degrees of freedom, Chi-square/df = 2,565 (less than 3 is good), GFI index = 0.870; TLI = 0.894; CFI index = 0.911 (greater than 0.8 is acceptable, greater than 0.9 is fine). RMSEA index = 0.077 (less than 0.08 is acceptable) and $P = 0.000$ (less than 0.05). According to Hu & Bentler (1999) and Hair et al. (2010), the model ensures reliability.

The accepted research hypotheses at the $P < 0.05$ significance level are:

H1: Perceived benefits of the SE model (SBE) have a positive impact on the Attitude (ATT) to develop the SE model of enterprises.

H2: Perceived benefits of the SE model (SBE) have a positive impact on the intention (ADT) to develop the SE model of enterprises.

H3: Market readiness (MRE) has a negative impact on the Attitude (ATT) to develop the financial accounting model of enterprises.

H5: Enterprise readiness (ORE) has a positive impact on the Attitude (ATT) to develop the SE model of enterprises.

H8: State support (PPO) of the SE model (SBE) has a positive impact on the Attitude (ATT) to develop the SE model of enterprises.

Table 5: The results of testing the relationship in the hypothetical model (first time)

Hypothesis				Unstandardized coefficient	S.E.	C.R.	P value	Conclusion
H1	ATT	<--	SBE	0.528	0.123	4.301	***	Supported
H2	ADT	<--	SBE	0.306	0.097	3.159	0.002	Supported
H3	ATT	<--	MRE	-0.229	0.085	-2.702	0.007	Supported
H4	ADT	<--	MRE	0.052	0.073	0.711	0.477	Rejected
H5	ATT	<--	ORE	0.193	0.090	2.136	0.033	Supported
H6	ADT	<--	ORE	0.038	0.079	0.480	0.631	Rejected
H7	ATT	<--	PPO	-0.124	0.089	-1.401	0.161	Rejected
H8	ADT	<--	PPO	0.293	0.077	3.802	***	Supported
H9	ATT	<--	PEF					Removed from CFA analysis
H10	ADT	<--	PEF					Removed from CFA analysis
H11	ATT	<--	HBF					Removed from CFA analysis
H12	ADT	<--	HBF					Removed from CFA analysis
H13	ATT	<--	ADT	0.241	0.092	2.607	0.009	Supported

Source: Data processing results using Amos 23 software

Table 6: The results of testing the relationship in the hypothetical model (first time)

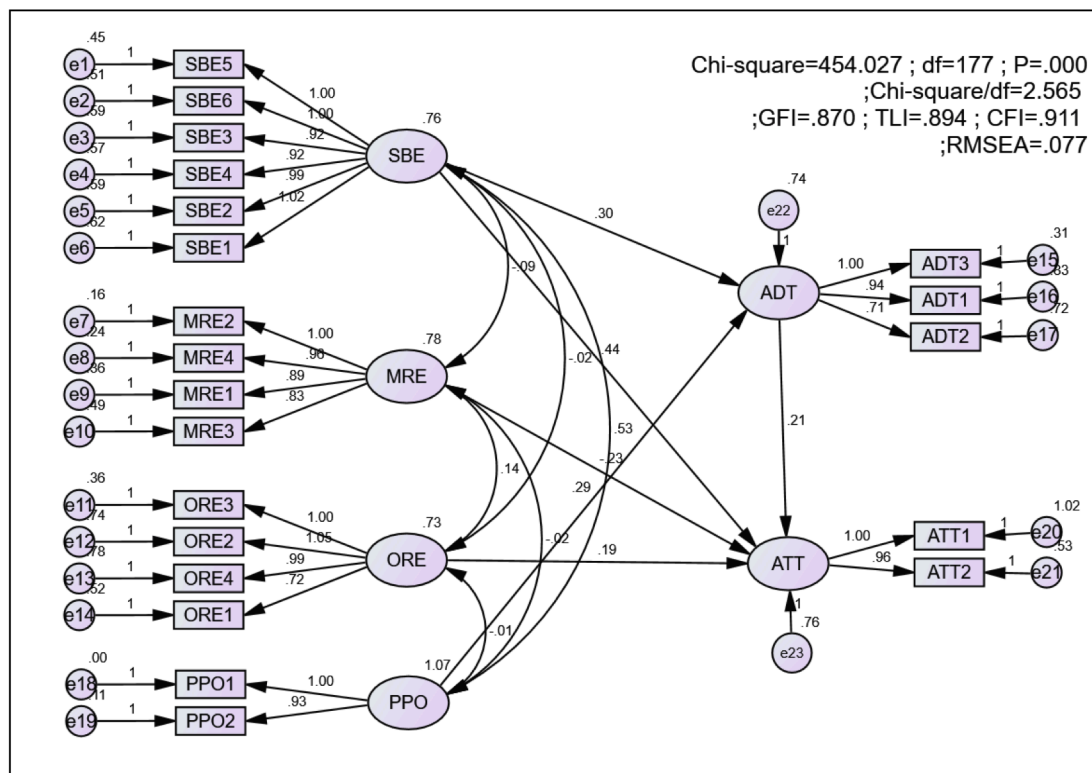
Hypothesis				Unstandardized coefficient	Standardized coefficient	S.E.	C.R.	P value	Conclusion
H1	ATT	<-	SBE	0.441	0.368	0.104	4.223	***	Supported
H2	ADT	<-	SBE	0.299	0.262	0.096	3.129	0.002	Supported
H3	ATT	<-	MRE	-0.231	-0.196	0.084	-2.753	0.006	Supported
H5	ATT	<-	ORE	0.192	0.158	0.090	2.148	0.032	Supported
H8	ADT	<-	PPO	0.291	0.302	0.076	3.812	***	Supported
H13	ATT	<-	ADT	0.206	0.196	0.087	2.353	0.019	Supported
R ² của ADT = 0.305				R ² của ATT = 0.254					

Source: Data processing results using Amos 23 software

H13: Attitude (ATT) of an enterprise has a positive impact on the intention (ADT) to develop the SE model of the enterprise.

5.5. Multi-group structural analysis

The study has 5 groups of enterprises in the field of OT services in Vietnam participating in the sur-



Source: Data processing results using Amos 23 software

Hình 4: SEM linear structural model test results

vey: 1 - Intermediaries providing accommodation facilities, 2 - Intermediaries providing transportation, 3 -Intermediaries providing food and beverage venues, tourism experience activities, 4 - Enterprises providing search engines, price comparison, travel information, 5 - Tourism agents. The authors use the multi-group structural analysis method in Amos to assess the difference between the above 5 types of enterprises with the intention and attitude to develop the SE model.

To assess whether there is a difference in a model between different objects, according to Jöreskog (1971) based on the difference of the Chi-square value in the relationship with degrees of freedom between the variable model (unconstrained model) and invariant model (constrained model). Based on this mechanism, the authors analyzed and obtained the results of the variable model Chi-square = 1487.135, degrees of freedom $df = 885$ and the invariant model Chi-square = 1519,089, degrees of freedom $df = 909$. The difference between the Chi-square of the two models is 31,954 with $df = 24$. $P\text{-value} = 0.128 > 0.05$. *Conclusion:* there is no difference in the impact of variables in the research model between the 5 types of enterprises in the field of OT services in Vietnam.

6. Discussion of research results, policy implications and directions for further research

6.1. Discussing research results

Looking at the P-value results in Table 5, with 95% confidence, it can be seen that the P-value of the MRE is $0.477 > 0.05$, so the MRE has no impact on ADT; P-value of ORE is $0.631 > 0.05$, so ORE has no impact on ADT; P-value of PPO is $0.161 > 0.05$, so PPO has no impact on ATT. The remaining variables all have P-values less than 0.05. Some variables have sig equal to 0.000 (Amos sign *** is equal to 0.000), so the relationships are all significant. Thus, there are 2 variables affecting ADT including SBE, PPO, 4 variables affecting ATT including SBE, MRE, ORE, ADT. After analyzing the confirmatory factor CFA and testing the linear structural model SEM, the authors rejected the hypotheses H4, H6, H7, H9, H10, H11, H12 among 13 hypotheses and accepted the remaining hypotheses.

Observing the standardized coefficients, the authors assess the level of impact of the variables on ADT and ATT. Of the two variables affecting ADT (the enterprise intention to develop the SE model), PPO (state support) has an impact of 30.2%, and SBE (perceived benefits of SE model) has an impact of 26.2%. Although SE is still quite new, the authorities at all levels have built a legal corridor to promote enterprises to develop this model. The Government has issued "Decision No. 999/QĐ/TTg approving the Scheme to promote the SE model", "The overall project of IT application for tourism development in the period 2018-2020, with orientation to 2025" and "National digital transformation program to 2025, orientation to 2030". This can confirm that good support of the state in current.

With ATT (attitude to develop SE model), the order of impact variables is descending SBE, ADT, ORE, MRE. 3 variables SBE (perceived benefits of the SE model), ADT (the enterprise intention to develop the SE model), ORE (enterprise readiness) have a positive impact, respectively, at 36.8 %, 19.6% and 15.8% on the attitude of developing the SE model. Most enterprises in the field of OT services in Vietnam realize the benefits of developing their business according to the SE model. Enterprises are initially optimizing the website for mobile devices, setting up refund/cancellation policies, dispute/complaint settlement policies, and censorship/protection of member information. Most businesses have implemented domestic bank transfer, payment by credit cards, e-wallet, direct payment in cash, at convenience stores, installment payment, on-site collection, etc.

Among the factors affecting the attitude of enterprises to develop the SE model, the MRE factor (market readiness) has a negative impact (19.6%) which is opposite to the hypothesis. When looking at the standardized coefficients of the MRE1,2,3,4 scales, it can be seen that MRE2-Local SE activities have the strongest impact (0,911) on MRE, followed by MRE4-SE model investment costs (0.866), MRE1-Human resources of SE model (0.795) and MRE3-Customers' perception of SE model (0.724). The authors found some problems that explained the results that MRE has a negative impact on the attitude of developing the SE model of enterprises in

the field of OT services in Vietnam. For example, in Vietnam, the SE economic market of OT enterprises develops spontaneously, is not suitable for the characteristics, nature, scale and scope of activities of enterprises, has not adhered to national digital transformation programs, and has not fully connected its activities. There are many mixed opinions about the readiness of the Vietnamese market when developing the SE model in the field of OT services.

Squared Multiple Correlations results show that the R^2 value of ADT is $0.254 = 25.4\%$, the variables PPO and SBE affect 25.4% of the variation of ADT; R^2 value of ATT is $0.305 = 30.5\%$, variables SBE, ADT, ORE, MRE affect 30.5% variation of ATT. Thus, the study has achieved the basic objectives set out when building a model of factors affecting the attitude and intention to develop the SE model of enterprises in the field of OT services in Vietnam. Accepted research hypotheses have reinforced the views of previous studies that the perceived benefits of the SE model, the enterprises' readiness and the state support have impacts on the attitude and intention to develop the SE model of enterprises in the field of OT services in Vietnam. The market readiness factor has an influence but has the opposite effect (different from the hypothesis), the perceived effectiveness factor and the hindering barriers do not affect the attitude and intention to develop the SE model of the enterprises in the field of OT services in Vietnam. This situation can be explained by the following reasons:

* *Objective reasons*: ministries, departments and functional sectors have not had synchronous solutions to develop facilities and human resources and have not had specific solutions to test new business models as SE. The relevant organizations and associations do not have solutions to support enterprises in the field of OT services to transform digitally; there is a lack of seminars on SE, and a lack of cooperation programs to stabilize the market and improve the quality of OT services domestically and internationally.

* *Subjective reasons*: the SE model development of enterprises in the field of OT services in Vietnam has not had a breakthrough, lacks strategic development orientation, and has no set of criteria for assessing OT services quality as a basis for develop-

ment; the development of technology has not been accompanied by creativity to improve the visitors' experience of OT services; there are difficulties in developing positive network effects and minimizing network effects negative; the relationship with partners has not been paid enough attention; the revenue streams and application technology are still poor; the implementation of solutions to ensure information safety and security for employees in domestic enterprises are still loose; lack high-quality human resources. In addition, studies on hindering barriers to the SE model development in different countries are completely different. Factors such as purchasing habits, pressure from customers and suppliers, and the unavailability of support services do not hinder the development of the SE model.

6.2. Policy implications

While enterprises in the field of OT services only accept payment by international payment cards, others accept payment later but also require card information before booking. The psychology of Vietnamese tourists prefers to pay after using the service, so they will be a little nervous when dealing with foreign companies online. The disadvantage of international enterprises in the field of OT services is the advantage for domestic enterprises in the field of OT services. Suitable customer care services for Vietnamese psychology such as telephone consultation (in the local language), support for many forms of payment (online, transfer, in person at the office, in person. at hotels), having transaction offices in major cities for tourism tourists to transact when needed, being able to issue red invoices, etc. are advantages that domestic enterprises in the field of OT should take advantage of effectively.

6.3. Further research directions

Although enterprises in the field of OT services in Vietnam have common characteristics in terms of business activities, they also have their characteristics in terms of scale and are different in the way of applying ECOM. Therefore, the SE model development of enterprises in the field of OT services will have different contents. Therefore, it is necessary to expand the study sample to find out the difference in multigroup structural analysis. In the current context, when the fourth industrial revolution is developing strongly with new business trends, the devel-

opment of the SE model needs to have innovations to suit the scale and type of enterprises in the field of OT services in Vietnam. This is the content that needs studying further. ♦

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Summary

Nghiên cứu này tìm hiểu về mối quan hệ giữa thái độ phát triển và ý định phát triển mô hình kinh tế chia sẻ của các doanh nghiệp trong lĩnh vực dịch vụ du lịch trực tuyến tại Việt Nam. Trên cơ sở sử dụng phương pháp phỏng vấn các chuyên gia và xử

lý, phân tích, đánh giá kết quả điều tra, khảo sát 263 doanh nghiệp (đã thông báo, đăng ký với Bộ Công Thương Việt Nam theo Nghị định 52/NĐ-CP hoặc các doanh nghiệp nước ngoài có văn phòng đại diện/đại lý ủy quyền tại Việt Nam), nghiên cứu cho thấy nhận thức về lợi ích của mô hình kinh tế chia sẻ, sự hỗ trợ của nhà nước, sự sẵn sàng của doanh nghiệp, sự sẵn sàng của thị trường có mối quan hệ đến thái độ phát triển và ý định phát triển mô hình kinh tế chia sẻ của doanh nghiệp. Ngoài ra, nhóm tác giả đã sử dụng phân tích cấu trúc đa nhóm giữa các loại hình doanh nghiệp để đánh giá sự khác biệt của các loại hình doanh nghiệp đối với ý định và thái độ phát triển mô hình kinh tế chia sẻ, cũng như sự khác biệt về mối tác động các biến trong mô hình nghiên cứu giữa các loại hình doanh nghiệp trong lĩnh vực dịch vụ du lịch trực tuyến tại Việt Nam. Từ những kết quả này, nghiên cứu hàm ý một số chính sách phát triển mô hình kinh tế chia sẻ của các doanh nghiệp trong lĩnh vực dịch vụ du lịch trực tuyến tại Việt Nam, cũng như đề xuất các hướng nghiên cứu tiếp theo là phát triển mô hình kinh tế chia sẻ phù hợp với quy mô, cách thức ứng dụng thương mại điện tử và từng loại hình doanh nghiệp trong lĩnh vực du lịch trực tuyến tại Việt Nam.

VU THI THUY HANG

1. Personal Profile:

- Name: *Vu Thi Thuy Hang*

- Date of birth: 8th November 1986

- Title: PhD

- Workplace: Faculty of Economic Information System and Electronic commerce - Thuongmai University

- Position: Lecturer, Deputy Head of Electronic Commerce Sector

2. Major research directions:

- Electronic commerce

- Mobile commerce

- Sharing economy

- Online platform economy

- Online tourism

- Digital transformation

3. Publications the author has published his works:

- Journal of Security and Sustainability Issues

- Journal of Trade Science

- Vietnam Travel Journal

- Indian Journal of Finance