

e-ISSN: 3030-430X

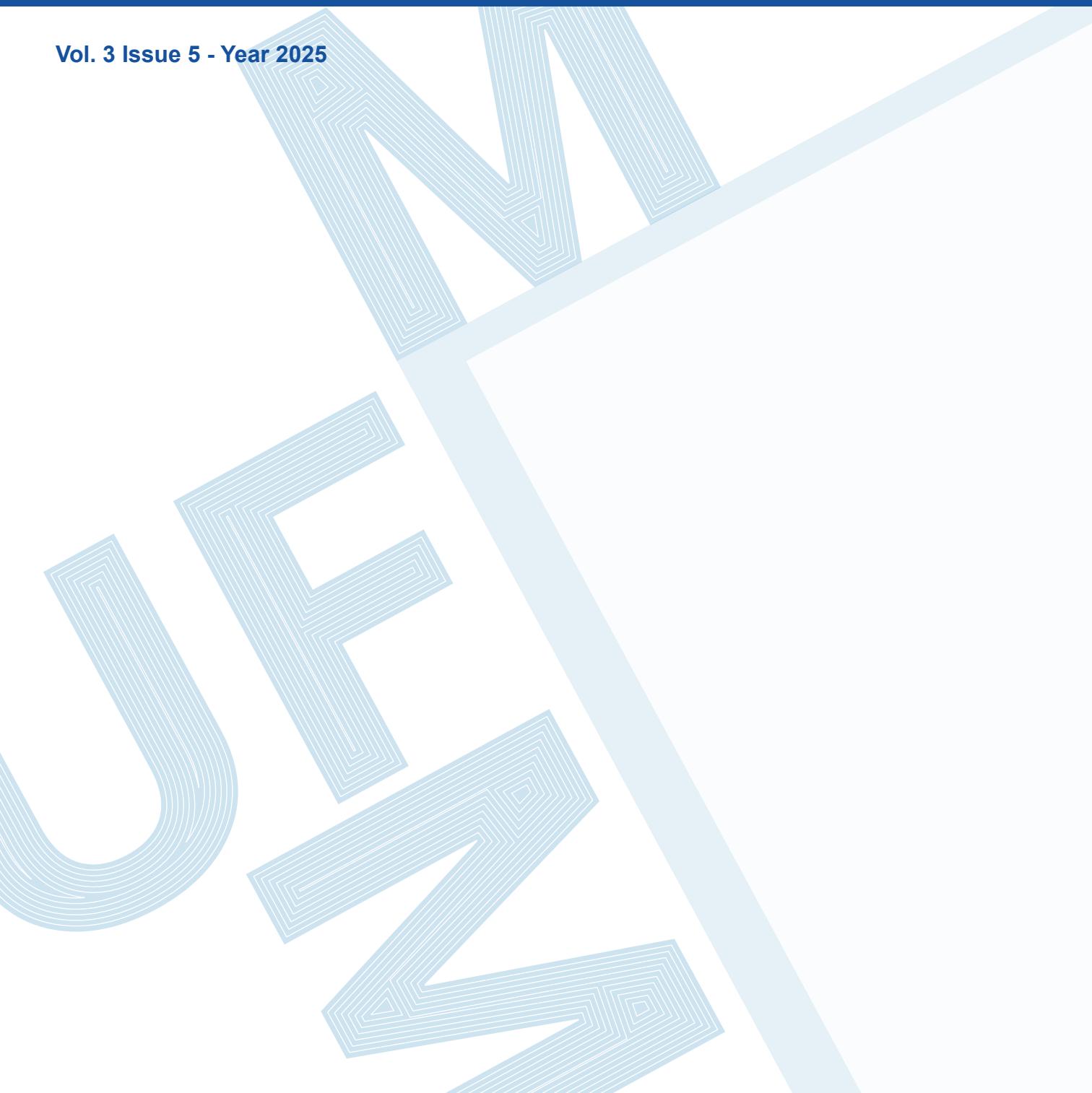


Journal

**FINANCE - MARKETING RESEARCH**

UNIVERSITY OF FINANCE - MARKETING

Vol. 3 Issue 5 - Year 2025



## CONTENTS

1. The impact of foreign direct investment on income inequality in Vietnam: A spatial regression approach <i>Ho Thuy Tien, Trinh Thi Lien</i>	1
2. Behavioral governance and digital trust: A systematic review of platforms and civility norms <i>Truong Thanh Cong, Nguyen Huy Khang</i>	15
3. The manufacture ecosystem towards green economic growth: A per capita income perspective in Vietnam <i>Le Thi Thuy Hang, Nguyen Tuan Duy, Tran Ngoc Thien Anh, Huynh Gia Hue, Pham Vu Song Hao, Vu Ngoc Anh Thu</i>	28
4. Factors affecting tax compliance behavior of business households and individuals with e-commerce activities: A study in Vietnam <i>Vo Thi Thanh An, Pham Tien Dat, Phan Thi Hang Nga</i>	48
5. Determinants of wasteful food consumption behaviors of young consumers in Ho Chi Minh City <i>Nong Thi Nhu Mai, Tran Nguyen Tuong Vy, Tran Nguyen Truc My, Tran Thi Thuy Trang, Tran Phuc Bao Tran, Mai Dang Phuc</i>	57
6. A systematic literature review on the impact of corporate social responsibility awareness on employees' green behavior in the hospitality industry <i>Ta Hoang Giang</i>	71
7. Corporate social responsibility and employee citizenship behavior: The distinct moderating role of responsible leadership <i>Trinh Thi Ha</i>	85
8. Proposed research model on the relationship between total quality management and sustainable performance of smes in Ho Chi Minh City <i>Tran Tuan Anh, Ha Thi Thu Hoa</i>	104
9. Exploring customer acceptance of artificial intelligence in Vietnam's hotel industry <i>Hoang Le Chi, Do Nhu Luc</i>	118
10. A study on the impact of ethics marketing and sustainable marketing on sustainable purchasing behavior of consumers in Ho Chi Minh City <i>Hoang Cuu Long, Phan Thi Thu Hang, Lai Doan Anh Tuan, Ho Thi Hieu</i>	134
11. Unravelling the interplay between responsible leadership and public servants' job performance: the role of affective organisational commitment <i>Doan Bao Son, Pham Thi Thu Hien, Le Nguyen Thanh Ha</i>	145