Index

Access to finance, 52–54 Access to markets, 54–55 Ada Health, 125 Advertisements, 155–156 in consumer decision making, 156–160 Aesthetic design of web page, 23 Agency, 140–141 AI-based anthropomorphic agents, 103–104 Airbnb (room/house rental), 6	ethical issues, 145 management imagination, 144 managing resources, 145–146 physical-digital space, 146–148 uncanny valley effect, 145 Attention, 155–157 Augmented reality (AR), 7, 197–198 Australia and New Zealand Banking Group Limited (ANZ), 122 Authority, 140–141
Alexa, 103–104, 120	Autonomy, 140–141
Alibaba, 6, 124	Avatar, 105, 122
Aloft Hotels, 124	
Amazon, 6, 21	Banking portfolio management,
Analysis of variance (ANOVA), 29	65–66
ANOVA analysis, 169	data description, 68–69
Anthropomorphic AI, 103–105	empirical results, 70–72
frequent terminologies and	methodology, 69–70
meanings, 107–108	Banking sector, 65–66, 122, 124
inability to understand context, 127 intersection of relationship	Bao cap, 44–45 BevMo, 120
marketing and customer	Blockchain
experience, 104–105	applications in marketing, 11–12
managerial awareness, 125–127	technology, 197
practical insights, 105–125	Brands, 192–193
technological limitations, 125–127	Business practice
Anthropomorphism, 105	current trends of digital marketing
Areas of interest (AOI), 162–165	in, 192–196
analysis, 167–168	future directions and trends of
Artificial general intelligence (AGI),	digital marketing in,
125–127	196–198
Artificial intelligence (AI), 7, 135–136, 196	Business Registration Division (BRD), 48–49
AI-based marketing, 7, 11	
challenges of AI-induced physical-	Cambridge Analytica scandal, 11
digital space, 143–146	Centre for Social Initiatives Promotion
to enhance customer experience,	(CSIP), 45, 53, 56, 58
138–139	Chatbots, 82, 105, 120

China Commercial Banks, 69 Chinese banking sector, 65–66	Customer relationship management (CRM), 192
City's People Committee, 49 Co-creation marketing, 5, 195	Cyber-physical system, 139
Co-operatives, 44–45	Dialogue, access, risk/benefits and
Cognitive competences, 90	transparency (DART), 5
Conditional Value at Risk, 65–66	Digital assistant, 105, 118
Conscious processing, 170	Digital content, 79–80, 187
Consciousness, 160	Digital disruption in sport, 80–82
Construct macroeconomic uncertainty	Digital environment, customer
indexes (CMU), 68	experience in, 137–138
Consumer decision making,	Digital marketers, 78
advertisements, packaging	Digital marketing. See also
and emotions in, 156–160	Relationship marketing
Consumer-to-consumer relationships	(RM), 2, 41–42, 65–66,
(CtoC relationships), 8–11	75–77, 79, 186
Content creation, 182–183	current trends, 192-196
Content-based digital marketing, 183	development, 2
Convex risk measures, 70	and electronic word-of-mouth,
Convexity, 70	183–186
Corporate social responsibility (CSR),	future directions and trends,
44	196–198
Covariance optimisation model, 71	future research direction, 7, 9-10,
Creative industries, 81	13
Creativity, 91	and impact on entrepreneurship
Crisis-based entrepreneurship	education, 91–92
education, research	to improve social entrepreneurship
opportunities on, 96–97	ecosystem, 59–60
Customer experience (CX), 103–104,	social forms, 79–80
136	Digital sport marketing. See also Sport
artificial intelligence to enhance,	marketing, 75–77, 81–82
138–139	future research suggestions, 83-84
in digital environment, 137–138	practical implications, 82
intersection, 104–105	theoretical contributions, 83
lens of customer experience in	Digital technologies, 2, 191–192
relationship marketing,	Digitalisation, 79
136–138	Digitalised brand engagement
new framework to enhance,	platforms, 5
139–143	Disembodied anthropomorphic AI,
in physical environment, 137	105
practical insights into	'Doi moi' period, 45
anthropomorphic AI to	Double-sided customer relationship
enhance, 105, 109, 117, 125	framework, 6–7

Dual-path information processing	Euro-zone bond market, 65–66
model, 182	Experience-based approaches, 94
	Experiential learning, 95
E-commerce, 19–20	Eye movement, 164
eBay, 6, 21	Eye tracking, 155–156, 162, 165
Ecolink, 54	analysis result, 167–170
Ecosystem analysis, 41–42	literature review of research
Education, 98	concepts, 156–165
Electroencephalography (EEG),	methodology, 165–167
159–160	
Electronic services (e-service), 77–78	Facebook, 81–82
Electronic word-of-mouth (eWOM), 4,	FBA Innovation Challenge, 47–48
181, 183, 186	Financial services, 122–124
digital marketing and, 183-186	Fixations, 164
recommendations to business,	analysis, 167–168
186–188	Flight Centre Travel Group, 124,
social impacts and, 184-185	141–142
Email	FlyZoo Hotel, 124, 141-142
advertising, 3	•
marketing, 2–3	Gender and entrepreneurship
Embodied anthropomorphic AI, 105	education, 97–98
Emotional/emotions, 90–91	Geopolitical risk index (GPR index),
advertising, 158–159	65–66, 68
competences, 90	Global economic political uncertainty
in consumer decision making,	(GEPU), 65–66
156–160	Global Entrepreneurship Monitor
intelligence, 91	(GEM), 97–98
Empowerment, 88	Google, 3
Enterprise Law, 49, 51	GoPro, 193
Entertainment factors, 24	5G technology, 198
Entrepreneurial competencies, 89–90	
Entrepreneurial ecosystems, 98	Healthcare, 124–125
Entrepreneurial intention, 88–89	Heat maps, 164, 168
Entrepreneurial self-efficacy, 90	analysis, 167–168
Entrepreneurship, 43, 89	'Hierarchy of effects' model, 158–159
Entrepreneurship education, 87–88, 91	Home entertainment, 118–120
competences, 90	HopeBox, 47–48
digital marketing and impact on,	Hospitality, 124
91–92	Humanoid robots, 105, 125
emerging themes, 94–95	
gender and, 97–98	IKEA Place, 197–198
measure effectiveness of, 95-96	Immersive marketing, 7, 11
new theoretical bases, 96-97	Immersive technologies, 197–198
types, 92–94	Impact Investors, 53

Influencers marketing, 195–196	Nadia, 125
Information and communication	National Business Registration Agency
technologies (ICT), 2	(NBRA), 48
Information technology (IT), 5	National Disability Insurance Scheme
Instagram, 81–82	(NDIS), 125
Institutional framework, 48–50 Intangibility, 22–23	Natural language processing (NLP), 146
Integrated marketing communication	Neuromarketing, 161–162
(IMC), 155–156	Neuroscience, 90–91
Intellectual capital (IC), 65–66	Non-profit organisations (NGO), 45
Interactive content, 194	Not-for-profit sector social
Interactive websites, 5	entrepreneurship, 43
Internet marketing. See Digital	•
marketing	Offline marketing, 4
Internet of Things (IoT), 2, 12–13, 118,	Omnichannel marketing, 192–193
120, 137–138	Online consumer behaviour, 23–24, 30
	Online marketing. See Digital
Kickstarter, 6	marketing
Knowledge economy, 88	Online shopping, 20–21
KOTO, 47–48, 53	Online shopping cart abandonment
	(OSCA), 19–20
Learning, 89–90	aesthetic design of web page, 23
Legal & regulatory frameworks,	antecedents, 20–21
50-52	causes, 20
Live streaming, 194	consumers engage in, 34-35
Live videos, 194	entertainment factors, 24
Lotus Impact, 53	financial reasons, 22
LoweBot, 122	intangibility, 22–23
Lyft (car-sharing), 6	managerial implications, 32-34
	method, 25
Marketing communication, 47–48	privacy issues, 23
Markowitz model, 65–66	reasons for, 20, 24, 30, 32
Marriott International, 124	recommendations for businesses,
Medical Technology Transfer and	34–36
Services (MTTS), 54	results, 25–29
Micro-influencers, 196	shopping carts as organisational
MIDAS-GARCH model, 65–66	tool, 21–22
Minister of Planning and Investment	social influences, 23–24
(MPI), 48	strategies, 35–36
ModiFace, 197–198	technology glitches, 24
Monetary policy uncertainty (MPU),	time pressures, 22
68	updated model, 24-29
MSN, 3	Online technology, 191–192

Organisation for Economic	Relationship marketing (RM). See also
Co-operation and	Digital marketing, 2, 78,
Development (OECD),	103–104, 191–192
43–44	intersection, 104-105
Oxfam, 53	lens of customer experience in
	relationship marketing,
Packaging, 155–156	136–138
in consumer decision making,	theories and practices, 135–136
156–160	Relationship perspectives
Para-social interaction theory, 96	in academic research, 2
Patamar Capital, 53	future research direction, 7–13
Pepper robot, 122	Retailing, 120–122
Phillip Hue, 118	
Physical environment, customer	Saccades, 164
experience in, 137	Sapa O'Chau, 47–48
Physical spaces	Search engine marketing, 3–4
digitising, 140–141	Self-control competency, 89–90
mixing digital with, 142–143	Sephora Virtual Artist, 197–198
Physical-digital space (PDS), 136,	Service learning, 92–93
139–140, 143, 146, 148	'Share of Coke' campaign, 193
scaling up, 148	Sharing business models, 6
small and embracing failure, 147	Shopping carts as organisational tool,
understanding technologies, 146	21–22
use cases, 146–147	Skills & business development support,
Planning competency, 89–90	55–56
Pokemon Go, 142	Small and medium enterprises (SMEs),
Portfolio, 65–66	49–50
Privacy issues, 23	Smart home, 118–120
Private social entrepreneurship, 43	SmartAisle, 120
Professional internships, 93–94	Social aspects theory, 97
Prosumption marketing, 8–11	Social competences, 90
in sharing economy, 6–7	Social enterprises in Vietnam, 42–44
Provider-focused marketing	Social entrepreneurship. See also
communications, 6–7	Entrepreneurship education,
Public sector social entrepreneurship,	42
43	culture, 46–48
Pupil centre corneal reflections	ecosystem analysis, 46-59
(PCCR), 163	features, 43
Purchase Intention, 158–159	managing, measuring and reporting
D 11 F	impact, 56–59
Radio-Frequency Identification	models, 43
(RFID), 141	practices, 46
Real-time bidding, 196	in Vietnam context, 44–46

Social impacts, 183–184, 186 content in digital marketing and, 183–184 and e-WOM, 184–185 Tourism, 124 Traditional services, digitising, 141–142 Travel, 124	
theory, 184 Travel Solutions, 124, 141–142	
Social influences, 23–24 Twitter, 81–82	
Social interaction, 187 Two-step implementation approa	ch,
Social loafing theory, 96 148	,
Social media	
marketing, 5–6, 8 Uberis Capital, 53	
platforms, 6 Uncanny valley effect, 145	
Social networking sites, 5 Unconscious, 160	
Social power theory, 96 Unitus. See Patamar Capital	
Spam, 3 User-generated content (UGC), 4	∟ 5,
Sport marketing, 80 192–193	
programs, 84	
theory, 83 Value at Risk (VaR), 65–66	
Static subliminal stimulus, 167 Value co-creation, 83	
Statistical analysis, 169–170 Verbal self-report studies, 158–15	9
Stimulus-organism-response model Vietnam, 41–42	
(S-O-R model), 7 digital marketing to improve s	
Strong AI, 125–127 entrepreneurship ecosy	stem,
Subconscious, 160 59–60	
Subliminal, 160–162 literature review, 42–44	
advertising, 155–158 social enterprises in, 42, 44	
images, 165 social entrepreneurship in View	nam
perception, 160–161 context, 44–46	
words, 165 Virtual reality (VR), 7, 197–198	
Subsidy Period, 44–45 Voice search smart speakers, 196	
Superintelligence, 125–127	
Weak/narrow AI, 125–127	
Technology, 2, 138, 197–198 Web marketing. See Digital mark	teting
glitches, 24 Website marketing, 2–3	
'The he xanh JSC' (THX), 54 Work integration social enterpris	e
Theory of Buyer Behaviour, 20–21 (WISE), 43	
Theory of risk minimisation, 70–71	
Threshold, 161 Yahoo, 3	
Time pressures, 22 Time to First Fixations (TIFFs), Zilok (goods rental), 6	
Time to First Fixations (TIFFs), Zhok (goods fentar), 6 169 Zora, 125	
201a, 125	