

Welcome to the second issue of the *Journal of Trade Science* for the year 2024. In this issue, we present four papers on management and marketing topics, including the relationship between turnover intention and performance, the effect of green human resource management (HRM) on sustainable corporate performance, the consumer impact of food vloggers and the role of emotional intelligence in customer orientation.

We begin with the management theme. Opening this issue is a paper by Bui, Pinto, Tran Vu, Mai and Nguyen on the moderators of the turnover intention-job performance relationship. Their study contributes to the literature by examining the boundary conditions of the impact of turnover intention on job performance. Based on 1,011 dyad data from employees and their supervisors, they find that under two conditions – a high level of job engagement and a less favorable attitude toward change – employees with turnover intentions might actually perform better. Their interesting findings offer important implications for practitioners.

Next, Le and Tham examine the mechanism through which green HRM affects corporate sustainable performance based on the Stimulus-Organism-Response model. Surveying 322 senior managers and directors, they underscore that green HRM enhances corporate sustainable performance, and green behavior and green commitment positively mediate this relationship. Their findings contribute to sustainable business management literature and offer insights for strategic decision-making.

Moving into the topic of marketing, Nguyen, Le, Leenders, and Poolsawat evaluate how motivations for watching food videos affect food purchases. They develop and validate an integrated model informed by the Uses and Gratification Theory and the Stimulus-Organism-Response model using data from 339 social media users. Their findings reveal that entertainment, information and interaction values have varied impacts on the attitude toward food vloggers and the attitude toward food videos. Moreover, the frequency of social media use moderates the positive relationships between the two attitudes and purchase intention. Their findings assist vloggers, food business operators and restaurant managers in developing compelling food videos to encourage consumer purchase behavior.

Closing this issue is a paper by Elbirou on how emotional intelligence contributes to the development of customer orientation in the banking sector. Adopting a semi-structured interview technique, they highlight that emotional intelligence enhances customer-oriented behaviors through promoting favorable interactions, cultivating a positive service climate and enhancing front employees' capacity to fulfill customer requirements. Their study provides fresh insights for bank managers to effectively implement emotional intelligence and customer orientation in the workplace.

We hope this issue has offered unique perspectives and fresh insights to foster future research. We thank the reviewers and editorial board members for the time and effort they have invested in the review and editorial process. Finally, a big thank you to the authors of the original and fascinating papers that appear in this issue.

Van Son Dinh and Ninh Nguyen

