

2. Article 2:

INNOVATIVE WORK BEHAVIOUR IN SERVICE SMALL & MEDIUM ENTERPRISES (SMEs) IN VIET NAM.

DR. NGUYEN VIET ANH; Dai Nam University, Hanoi, Vietnam

Abstract

Innovative work behavior plays a central role in the long-term survival of service SMEs in Vietnam such as retailing, distributive trade; hotels and restaurants; business, professional and ICT services; private education and health; entertainment; financial intermediation; and manufacturing related services such as research and development (R&D), logistics, warehouse, engineering etc. Even though innovation and creativity and their influences on the Vietnam economy and its future growth are important, research on this pivotal economic spectrum is still inadequate notably in Vietnam. Underpinned by the Social Exchange Theory, this empirical study attempts to determine the relationship that may exist between pro-innovation climate, leader-member exchange (LMX), and social capital with the innovative work behavior (IWB) among the employees in service SMEs in Vietnam. A quantitative, descriptive research type was chosen, and the survey data were collected using systematic sampling method. Partial Least Squares - Structural Equation Modelling (PLS-SEM) technique was adopted in the data analysis that involved 147 samples from 380 questionnaires distributed. The results revealed that there was significant relationship between pro-innovation climate and social capital with the innovative work behavior of employees of service SMEs in Vietnam. However, leader-member exchange is not supported. In addition, among the three independent variables, pro innovation climate had been found to be the most significant predictor of innovative work behavior.

Keywords: *Innovative work behavior, employees, social exchange theory, pro-innovation climate, leader-member exchange, social capital, Service SMEs, Vietnam*