

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

Ho Chi Minh City, 24th January, 2026

**INFORMATION PAGE ON NEW ACADEMIC AND
THEORETICAL CONTRIBUTIONS OF THE DISSERTATION**

Dissertation Title: Digital entrepreneurial intention: The role of technology acceptance behavior, Digital entrepreneurial knowledge, digital capability, and prior experience in digital technology

Major: Business Administration

Code: 9340101

Ph.D. Candidate: Huynh Thi My Dieu

Cohort: 2021

Training Institution: University of Finance - Marketing

Dissertation Supervisors:

1. Assoc. Prof. Dr. Huynh The Nguyen
2. Assoc. Prof. Dr. Tran Nguyen Khanh Hai

New contributions in terms of theory and practice of the thesis:

1. Theoretical contributions

Firstly, the study applies and integrates two fundamental theoretical models, the Technology Acceptance Model and the Theory of Planned Behavior, into a unified research model to explain the intention to start a digital business. This integration has partly overcome the limitations of each individual model and improved the ability to explain behavior in the specific context of the digital transformation era. This is a theoretically valuable approach, consistent with the trend of expanding behavioral models in modern research (Ajzen, 1991; Venkatesh & Davis, 2000; Liñán & Fayolle, 2015). Second, the study empirically tested the relationship

between variables in the combined model, such as perceived usefulness, perceived ease of use of technology, attitude towards entrepreneurship, perceived behavioral control, other factors including digital entrepreneurial knowledge, digital capability and prior experience in digital technology, thereby clarifying the mechanism of interaction between these factors in forming digital entrepreneurship intention. These results contribute to expanding the research treasure of entrepreneurship behavior in the context of digital transformation - a relatively new topic in developing countries, including Vietnam.

Third, the study contributes to supplementing empirical evidence in the field of digital entrepreneurship in Vietnam - a market with rapid technological development but lacking in-depth academic research. Thereby, the thesis contributes to narrowing the gap between international theory and local context, while creating a premise for building specific theoretical models suitable for domestic practice.

Fourth, the study examines and contributes to providing further evidence on the mediating and moderating relationships of the antecedents of planned behavior, which are perceived behavioral control and attitude toward entrepreneurship, in the context of digital entrepreneurship, which is still lacking in previous studies. At the same time, the study also contributes to strengthening the impact results of technological factors such as digital capability, which have a positive impact on digital entrepreneurship intention, which previous studies have not clarified.

Fifth, most of the previous research subjects on entrepreneurial intention are students. This study adds to the data source on the research subjects of postgraduate students, who have practical experience and are fully aware of their future career path choices.

2. Practical contributions

In addition to the theoretical contributions mentioned above, the thesis also brings some significant practical values.

First, the research results help to clearly identify the core factors that influence individuals' intentions to start a digital business, thereby providing a scientific basis

for building training, consulting, or startup support programs, especially in higher education institutions, innovation centers, and startup support organizations.

Second, through analyzing the role of technological factors (according to the TAM model) and psycho-social factors (according to TPB), the research helps policymakers better understand the needs and barriers that individual entrepreneurs encounter when approaching digital entrepreneurship. From there, it is possible to propose appropriate support policies on capital, digital skills training, raising awareness and inspiring the spirit of innovation.

Third, the research results can also be used as a reference for businesses, intermediary organizations or investors in designing support programs, incubators, or digital startup advisors that are suitable for the psychology and expectations of potential entrepreneurs. In particular, the research points out the importance of technology adoption behavior that can contribute positively to enhancing digital entrepreneurship intentions along with other important driving factors related to enhancing digital technology capabilities for future entrepreneurs

PhD Candidate

Huynh Thi My Dieu