

# Factors influencing service innovative behaviors in Vietnam

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Submitted: March 30, 2022- Accepted: April 15, 2022

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## **Abstract:**

**T**his research aims to assess the effects of ethical leadership and its impacts on service innovative behaviors through the leader-member exchange at small and medium-size logistics companies in Vietnam. The proposed integrated research model was formed to enhance the relationship between ethical leadership and service innovative behaviour while interacting through the mediator leader-member exchange, and the study also examines the roles of intrinsic and extrinsic rewards as moderators. Using the empirical test of 339 respondents from small & medium (SM) logistics Companies in Vietnam indicated positive relationships among independent and dependent variables.

Furthermore, the new findings from this model showed positive relationships between moderators' intrinsic and extrinsic rewards with innovative service behaviour. These moderators generate a creative environment and promote innovative service behavior of frontline employees working in SME logistics companies in Vietnam; the leader-member exchange also shows a positive relationship as a mediator.

**Keywords:** *Ethical, leader, ethical leadership, leader-member exchange, intrinsic reward, extrinsic reward, service innovative behavior.*