

## Report on Doctoral Thesis

<b>Doctoral student:</b>	Nguyen Huu Hoang Tho
<b>Title of Doctoral Thesis:</b>	The nexus between companies' green knowledge sharing and travelers' behavioural intentions: The role of digital marketing
<b>Reviewer:</b>	prof. Ing. Aleksandr Ključnikov, Ph.D.
<b>Place of Doctoral Examination:</b>	Faculty of Management and Economics, Tomas Bata University in Zlín, the Czech Republic

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### *Evaluation of the actuality of the topic of the Doctoral Thesis*

This Doctoral Thesis is highly relevant, addressing the intersection of green knowledge sharing and its influence on travelers' behavioral intentions within the context of digital marketing. Given the growing emphasis on environmental sustainability and the pivotal role of digital platforms in shaping consumer behavior, the research contributes to the current discourse on sustainable tourism and eco-conscious marketing practices. Exploring social media influencers' trustworthiness in promoting green practices further aligns with contemporary trends in marketing and consumer engagement, making the thesis both timely and significant. The topic is relevant to academia and a broader socio-economic audience, including the business sector and state authorities.

### *Evaluation of the fulfillment of the objectives set out in the dissertation thesis.*

The aims of the research are defined in Chapter 2.7.3. Although the literature review is extensive and its results are summarized in Table 2 (which could have been placed in an attachment), the research questions, goals, and objectives appear somewhat disconnected from the review. A direct link between the literature review and the formulation of the research questions and objectives is lacking. On the other hand, the hypotheses are well-grounded in the literature, although some of the sources cited are slightly outdated.

The study comprehensively analyzes how green knowledge sharing influences travelers' behavioral intentions, particularly through the mediating roles of warm glow and pro-environmental behaviors. Additionally, it thoroughly examines the moderating effect of social media influencers' green trustworthiness, offering valuable insights into integrating digital and green marketing practices. The findings are well-aligned with the stated objectives and contribute both theoretical and practical implications, demonstrating a high level of success in addressing the research goals, questions, and objectives.

### *Evaluation of the procedure of research objectives solvation, results of Doctoral Thesis, and the contribution of the student*

The research objectives were addressed through a well-structured methodology that effectively combined qualitative and quantitative approaches. The results of the Doctoral Thesis provide valuable insights into the influence of green knowledge sharing on travelers' behavioral intentions, with a particular focus on the mediating roles of warm glow and pro-environmental behaviors. The inclusion of social media influencers' green trustworthiness as a moderating factor adds depth to the study, making a significant contribution to the fields of digital and green marketing. The student's contribution is evident in the rigorous analysis and the practical implications drawn from the findings, which have the potential to impact both academic research and real-world marketing strategies.

#### *Evaluation of the contribution to the development of the field of study and the practice*

The Doctoral Thesis makes a meaningful contribution to the development of the field of study by advancing the understanding of how green knowledge sharing influences consumer behavior in the context of sustainable tourism and digital marketing. The research introduces the innovative concept of integrating social media influencers' green trustworthiness as a moderating factor, filling a gap in the current literature. From a practical point of view, the findings offer actionable insights for businesses aiming to enhance their green marketing strategies and promote eco-friendly behaviors among travelers, ultimately supporting the shift towards more sustainable practices in the tourism and hospitality industry.

#### *Evaluation of formal and language issues of the Doctoral Thesis*

The Doctoral Thesis is well-structured, with a clear organization of chapters and sections that contribute to the logical flow of the research. The language is generally formal and appropriate for academic writing, demonstrating a good command of English. However, there are occasional minor grammatical errors. The thesis meets the formal and language requirements for doctoral-level work, but a final language check would improve readability and precision.

#### *Evaluation of the publications of the doctoral candidate*

The doctoral candidate presented a list of four articles published in peer-reviewed international scientific journals, with two of them appearing in highly ranked journals indexed in the Web of Science (SSCI, Q1, IF 11.974, AIS Q1 and ESCI, Q2) and Scopus databases (Q2, out of FORD 5.2). Additionally, one paper was published in an unindexed journal, accompanied by three conference papers. Most of the presented publications are closely related to the field of research. One of the outputs is of exceptional quality. The number and quality of publications meet the requirements for proceeding to the defense.

#### *Questions for the student for further discussion*

1. How do you envision the practical application of your findings on green knowledge sharing and the role of social media influencers in real-world tourism marketing strategies? Could your proposed framework be adapted to other industries?
2. Your research highlights the moderating effect of social media influencers' green trustworthiness. How would you address the challenge of measuring the perceived trustworthiness of influencers in a diverse, global audience?

3. Given the rapid evolution of digital marketing trends, particularly in the context of sustainability, how do you see the future development of green marketing strategies?

*Definite statement of the reviewer of the fulfillment of the Doctoral Thesis evaluation*

**Based on a comprehensive assessment of the topic, the degree of achievement of goals, results, and benefits of work for the practice and the development of the scientific field, I recommend the Dissertation thesis for the defense. In case of a successful defense, I propose to grant the doctoral candidate the academic title of "Doctor" (abbreviated as "Ph.D.").**

In Ostrava, 11.10.2024

**prof. Ing. Aleksandr Ključnikov, Ph.D.**  
European Centre for Business Research  
Panevropská univerzita, a.s.