

Critical Successful Factors Influencing Multi-Stakeholders' Container Round-Use Platform Adoption: Evidence from Vietnam

Phi-Hung Nguyen ^a, Duy-Hong Nguyen ^b

^a Research Center of Applied Sciences, Faculty of Business, FPT University, Hanoi and Vietnam

^b Entrepreneurship Center, Faculty of Business, FPT University, Hanoi and Vietnam

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ABSTRACT

Nowadays, a country's growth and progress rely significantly on the supply chain, which is essential to the economy (Asia Perspective, 2023). The growth of the global economy, particularly during periods of industrialization and modernization, necessitates diversifying transportation methods. The easier the circulation and exchange of goods, the more vital transportation services become. Container shipping is a fundamental mode of transportation in global trade among the various options available. Container shipping is vital in connecting global markets and facilitating international trade. It enables nations and businesses to improve the efficiency and reliability of their supply chains. The invention of the container has been a pivotal advancement in response to the needs of a globalized economy. Adopting containerization has enhanced loading and unloading productivity, resulting in faster and more cost-effective transportation of goods (Papa, 2013).

Keywords: Container Round-Use platforms, TOE model, PLS-SEM, Vietnam.