A forward-thinking scientific article from a Vietnamese billionaire

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In 2017, Elon Musk published a commentary paper on *New Space* discussing his SpaceX Mars architecture and what it might mean for humans' space exploration [1]. The decision behinds Musk's publication can be one of these reasons. First, he must have wanted to persuade the public that SpaceX is possible. Second, he needed critical reviews, and perhaps suggestions, from scientists and engineers. Finally, a scientific publication showed his humility and willingness to exchange and discuss ideas.

Scientific publication is an official league for a scientist. However, there are people, who work outside of academia, wishing to contribute their voices too. In 2017, before leaving the White House, former US president Barack Obama discussed the issue of clean energy on *Science* [2]. The paper was not his first scientific publication in major journals. In 2006, he co-authored with Hillary Clinton to present their ideas about medical and health reform on the *New England Journal of Medicine* [3]. Ten years later, he contributed a special communication essay on *JAMA* [4].

Besides Elon Musk and Barack Obama, other celebrities also have significant contributions to the scientific dialogue too. Brian May—Queen's famous guitarist—is a physicist with publications on *Nature* [5] and *Monthly Notices of the Royal Astronomical Society* [6]. The Oscar-winning actress—Natalie Portman—has published in *NeuroImage* [7] and later obtained a psychology degree from Harvard University.

These publications of famous people suggest that Western societies understand science should not only belong to scientists. However, in a developing country like Vietnam, most people still show skepticism towards science and its cost-effectiveness [8].

Back in 2013, the “Coffee King of Vietnam”—Dang Le Nguyen Vu—published a Web of Science-indexed conference paper about the Vietnamese entrepreneurship

in troubled times [9]. The paper discusses entrepreneurship in relation to an increasingly important factor—i.e., creative performance and innovation capacity—before the concept becomes popular in Vietnam. It also is worth noting that in 2013, there was even no pressure for Vietnamese social scientists to publish their work internationally. Thus, the paper represents a very rare vision from a highly successful business icon from the Vietnamese entrepreneurship.

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1 of 1

Entrepreneurship and Creativity in Transition Turmoil: The Case of Vietnam

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The paper hypothesizes that a typical “entrepreneurial process carries with it ‘creativity-enabling elements’” [9]. To find out the answer, the authors thoroughly reviewed extant literature on the topics, then analyzed the survey data of 137 responses from Vietnamese entrepreneurs and corporate managers. The result suggests what has become a common knowledge nowadays: creativity is important for entrepreneurship. These two critically important elements of the business world have formed the so-called creativity-entrepreneurship nexus.

For some reasons, the paper has not received its first citation yet although entrepreneurship has become a buzzword in Vietnam, and the creativity-entrepreneurship nexus has gradually become generally accepted by the public. Nowadays, the public spends more time discussing Dang Le Nguyen Vu’s personal life than his meaningful contributions to the development of entrepreneurship in Vietnam. However, his publication will remain a genuine contribution to the academic dialogue on entrepreneurship and creativity, helping to address the

imperative need of the public for improved understanding of the nature of entrepreneurial processes as well as business education [10].

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