

The Importance of First Impression in the Workplace in Vietnam

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Abstract: The “first impression last long” phenomenon has been researched since the early 1900s, and even nowadays, this situation still exists in the broader society as well as within many workplace environments across the globe. To the Vietnamese concept, these facial cues anticipate significant actual-world decisions, in particular, whether to lend money to the target, permit to gain a court case, or nominate to political office, in the case of the recruitment process where candidate appearance dominate the outcome. Understanding this psychological effect, the report below can be used to explain many engaging phenomena in business. Therefore, this research investigated the original reason why Vietnamese often prejudge the worth of something or someone, by their outward appearance. Besides that, the value of the Vietnamese concept “Inner grace creates outer beauty” is verified at the end of the report. The report below can offer some points to help today’s generation of youths understand more thoroughly and get rid of the misuse of this ancient concept when quite attaching importance to outer appearance.

Keywords: Vietnamese Ancient Concept, Stereotypes Phenomenon, First Impression, Equality at the Workplace

I. INTRODUCTION

It has been claimed that no one should judge a book by its cover. However, researches expose that human beings can speculate a part of someone's personality just by looking at their appearance. Stereotypes phenomenon, prejudices, or the first impression play important roles in shaping Vietnamese’s social behaviour. When getting in touch with a person for the first time, one of the most conspicuous sources of reference having is their face. For instance, the person with a refined, luxurious appearance is often considered more successful and talented although that is not true in some cases. Human beings sometimes follow their feelings and it could be a preposterous attempt. Unless it is understood the universal values hidden in this ancient concept and know how to use it at the right time, the Vietnamese may cause negative consequences in business decision making.

A. The Wisdom of the Face

Stereotyping in the workplace environment is marking a hypothesis about people based on someone their status, gender, culture, and especially physical appearance (Lizelle Brink & Jan Alewyn Nel, 2015). A newcomer's face can propose trustworthy cues to their gender, race, and age. According to **Banaji**, a psychology professor at Yale University, the ability to categorize and evaluate is an important part of human intelligence (Paul, 1998). Therefore, it has somehow become a part of human automatic, intuitive, unconscious thought.

B. The Act of Stereotyping in Vietnam

Initial impressions are specifically important in a globe dominated by social media. Especially in Vietnam, where a noteworthy internet penetration proportion of 67%, accords to the new 2018 Global Digital suite reports (Ashwill, 2018).

For instance, the Vietnamese are generally gracious and polite to foreigners. Vietnamese have a favourable impression when seeing someone in an elegant, decent, and conservative suit with polite gestures (SEE, 2019). With **Dion et al.**'s (1972) avant-garde investigation, delightful people are claimed to own socially personality namely sensitivity, kindness, poise, modesty, and outgoingness; to be better partners, have better career prospects and lead happier lives. In contrast, wearing revealing clothes or having a tattoo are considered inappropriate dress codes, especially for women in Vietnam.

Because of that, in Vietnam, there have been many easy frauds by foreigners in polite suits (LDO, 2019). According to the police investigation agency, taking advantage of this weakness, numerous people set up fake accounts on the social networks, posted some pictures of foreigners, approached, and created trust with Vietnamese people. So, it is easy to deceive a huge amount of money from some gullible people. Therefore, social media is playing an important role in treating and classifying based on visibility.

C. Ideology and Perceptions of Vietnamese people

Vietnamese citizens' stereotyping in the workplace through facial impressions is chosen to investigate for two reasons. With the first factor, reviewing Vietnamese perceptions is innately fascinating since Vietnam is the 15th most populous country in the world and the third in Southeast Asia (NDO, 2019). Exploring Vietnamese perceivers provides a mighty test of the feasible universality about stereotyping through facial impressions since there are substantial concerning cultural differences amongst Southeast Asia and the West. In Vietnam, physiognomy is a practice of evaluating a person's character or personality from their physical appearance, especially the face. It is worth mentioning that most Vietnamese ancient concepts allow people to make their judgments based on physiognomy (Ha, 2020).

However, most of the Vietnamese is so dramatically affected by the surrounding people. In specific, according to psychologist **Dr. Geert Hofstede** revealed his cultural dimensions model at the end of the 1970s; Southeast Asian participants, especially from Vietnam, are distinguished as being more collectivist than Western residents, who are defined as being more individualistic (Grimsley, 2017). Crucially, these Southeast Asian and Western cultural discrepancies have been discovered to affect face perceptions and resulting in social judgments.

D. Objectives of the study

The article aims to provide a discussion of societal norms concerning appearance impressions. Internationally, the definition and origin of stereotypes have been studied; however, with this research, the perspective is explored within the Vietnam context.

To achieve this target, both pieces of evidence as well as arguments from senior research projects have extremely high reference value. The results of the report will determine factors

why Vietnamese people often prejudge the worth or value of something, by its outward appearance. Their personal thoughts on this also will be revealed, thanks to survey questionnaires. Besides, it will also identify both pros and cons effects that this culture has upon employee behaviour and Vietnam's working environment. Finally, "the Inner grace creates the outer beauty" concept approach to alleviating stereotyping issues, and retaining this unique concept of Vietnam without affecting equality at the workplace will be proposed in the conclusion.

II. REVIEW OF LITERATURE

A. *The power of first impressions across different cultures*

Despite the existence of the age-old idiom "Don't judge a book by its cover", wrappers found minor success in affecting people's expectations about what lies inside them. In 2011, a psychology professor from the University of Toronto, **Nicholas Rule**, revealed a bunch of people the university yearbook photos of top U.S. lawyers. Participants effectively forecasted which lawyers would ultimately direct the most beneficial law firms in the nation(Chu, 2017).

Sherlock Holmes, who is a fictional private detective created by British author Sir **Arthur Conan Doyle**, relies on his capability to make enlightened conjectures founded on logic and instinct(Official Magic , 2019). In the present-day portrayals of Sherlock, he makes some astonishing and audacious asserts from truly little evidence and in most angles. However, not everyone knows that Sherlock Holmes was built from a real character, Dr. Joseph Bell, a physician and lecturer at the medical school of the University of Edinburgh. Through the face as well as the condition of the corpse, Dr. Bell can make accurate predictions about the victim's occupation, place of residence, personality, and living habits. From there, he helped find clues about the killer. Dr. Bell was assisted by the police in Edinburgh to help with murder cases. Among these, he is said to have participated in the investigation and arrest of the world's notorious butcher(Gupta, 2017). This means people no longer consider it strange. The importance of observation has also been applied to Western society and affected to many areas of life.

Being dominated and influenced for over 1,000 years by Chinese culture, Vietnamese have placed much value on the concept of "Inner grace creates outer beauty" (Hays, 2014). They believe that; at birth, humans own physical appearance since childhood thanks to the genetic makeup and personality traits of both parents. After 40, appearance reflects the thinking and behavior throughout adulthood.

People with a forgiving heart, generosity, most of them would have a kind face. A person with a gentle temperament, his appearance would be peacefully holy. A person with a rude personality would always look aggressive. If the appearance of the general shows off a particularly youthful and beautiful appearance, this person is purely honest. Psychologists also argue that a person's face can contain the deepest secrets: A person's face is intimately related to his or her inner self. The face is not only a product of biology. People cannot change genes or hormones. However; by focusing on personality, loving life, tolerance, generosity, kindness, honesty, generosity; all the good things that will start to change and reflect on our face(Min, 2020).

B. *Limited understanding of the concept's historical origins*

As time progressed, the origin of culture and concepts are fading away. Therefore, in addition to the prejudices of each individual, the prejudice of the whole society is formed from

old concepts, which also causes the behavior of judging others through appearance without rationality. It leads to the negative habit of observing and assessing others through impressions or feelings. A typical example of how the appearance affects the work is that on the online community recently, a Vietnamese staff was thrown by the boss the whole files in the face because of not having a pretty appearance. After that incident, she decided to have plastic surgery (Tri, 2018). Succinctly, this influential factor seems to be no longer an issue of an individual but the cognitive thinking of Vietnamese society.

"It might be problematic if we're forming these kinds of judgments based on these rather fleeting impressions," Dr. **Tom Hartley**, a neuroscientist at the University of York said, "particularly in today's world where we only might see one picture of a face, on social media, and have to form our impression based on that"(Webb, 2014). Contrary to the true meaning of the concept; while paying special attention to external beauty, the Vietnamese overlook the most important part is inner beauty. If a judgment is not based on techniques but comes entirely from intuition; this also testifies a potentially worrisome indication that brief facial impressions can create a huge difference in how humans are received by strangers.

C. *The stereotyping effect on the workplace environment*

To the business environment, on the positive side, according to **Brian Tang Ho-yin**, Shun Lee Catholic Secondary School, if a manager wants to recruit an employee and hundreds of candidates apply, the employer will certainly narrow the list down based on first impressions. In other words, the manager is judging candidates by their 'cover' to save time(Ramsay, 2009). Therefore, as a general mentality, the majority of people easily trust and collaborate with partners who create a good first impression through their friendly face or appearance.

Mary Pharris, director of business development and partnerships for FairyGodBoss, founded that on the negative side, it unintentionally leads to the consequences of appearance discrimination(Roepe, 2017). After building up new research finding whether appearance was affecting recruiting decisions or not; she came to the result that 86% of the staff surveyed by Univia claimed external appearance matters in the working environment(Schwantes, 2019). Most of the interviewees mentioned that appearance is a vital factor to get success in a career. Outer looks influence customers perception and firm image (90%), affect staff confidence (85%), affect employee competency (73%).

In the case of social behavior, the majority of people tend to respect the ones who have a higher status or come from the upper social class. Another form of stereotyping is that most people feel safer when empowering their family members or friends because they are familiar with these faces(Ward, 2018). Even when the ones in these relationships may not have the right skill, experience, or motivation compared to others.

"Vietnam Business Insight" journal found out that to avoid culture hiccups and ensure a successful business, Vietnamese often invest in relationships, build trust, and mutual respect before business negotiations. (Cekindo, 2019). Besides that, a fascinating fact, Harvard University finds that good looking men are more likely to be successful when pitching to investors than unattractive men or women, even when delivering the same brief(Knapton, 2020).

Therefore, nowadays, to many Vietnamese businesses, an appearance factor has been brought up to key positions, so that

the likelihood of success in negotiations or cooperation becomes even higher.

D. The disadvantages of unconscious bias

Kevin Hafen, CEO of Univia, opines: "Attractiveness bias can greatly impact career success, from the hiring process down to raises and future promotions, this type of unfair advantage can hold many employees back from reaching their full potential and successfully utilizing their skill set. In fact, nearly 1 in 4 of our respondents have experienced appearance-based discrimination. This goes to show how common it's becoming and knowing how to proceed is crucial." (Schwantes, 2019)

Therefore, an extracted lesson from Sherlock Holmes is "Don't judge a man by his face". (Konnikova, 2011) For those who do not have a great ability in observation, they often fail to take into account elements that could make the look a deceitful one (Louise, 2016). Most of the time, everyone is not what they may initially be judged to be.

The reality is the majority of 75 percent population misjudges someone at least once a month or more according to Allure – the national judgment survey (Pergament, 2016). The survey also found that 4.7 percent misconceived the others, simply based on their appearance, every day (Thornton, 2015).

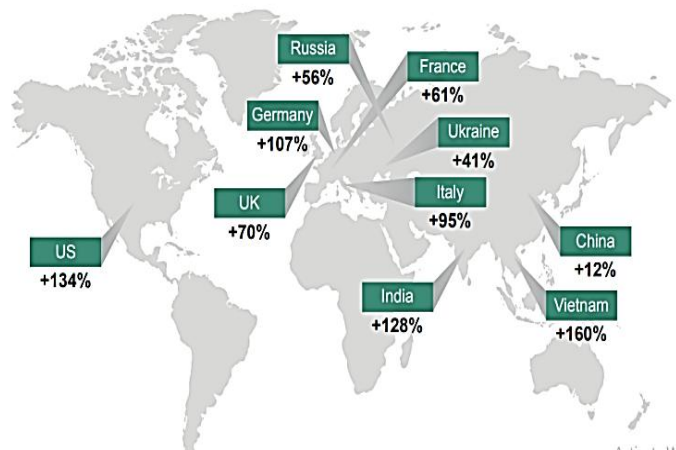


Figure 1: Top 10 Countries with the Highest Growth Rate in Phishing Attacks in 2011-2013 (Kaspersky Lab, 2013)

"Vietnam is one of the countries with the highest rate of Phishing and Online Scams", according to a new survey published on June 24 from Kaspersky Lab. Accordingly, in 2012, 37.3 million users became victims of phishing attacks in the world. The group of 10 countries is shown above with the highest rate of Internet users being scammed online increases, including Vietnam at an alarming rate, up 160% (Vân, 2013).

According to research, to attract investors, many businesses have carried out several well-mannered promotional campaigns, associated with the image of many famous people, introduced as the representative for the project. This is the main thing that makes great confidence for investors. In the end, many Vietnamese were scammed was up to 15 trillion VND (Nguyễn, 2018).

It can be seen that a good first impression makes the Vietnamese more open-hearted to each other and easier to make relationships. However, that is also the factor that makes Vietnamese people easy to trust people and become targets for bad people.

E. Raise awareness about unconscious bias in the workplace

It is agreed that misjudgments in the work environment not only influence the capacity to lead and manage efficiently; it

can also be very difficult for global firms pursuing sustain or building relationships in business in emerging markets where people, cultures, and customs are variable. And naturally, it is possible to weaken the motivations of nationwide focused companies' leaders looking for a way to diversify their workforce for competitive advantage in an increasingly diverse Vietnam demographic. However, when applying the right method, it plays an essential position in thoughts and concepts throughout the ages till the present day.

It can be seen that there are many contradictory views on this problem. To find out the most thorough answer to the question "Should the above concept be applied in practice?", a survey which was created below would contribute a small part to help readers to have a multi-dimensional view on this issue.

III. RESEARCH METHODOLOGY

A. Method of Data Collection

- In this research, both primary and secondary data/information is used.
- Primary data is collected by a survey questionnaire designed by Google Form with 15 questions. This survey refers to appendix 1.
- Secondary data/information collection is the use of literature, journals, annual reports, and other databases as well as previous statistics.

B. Sample Size and Data Collection

Semi-structured interviews were conducted with 120 participants coming from various types of careers. They were all over 20 years old from different professions living and working in Vietnam. Being these ages, responses are fully aware of the common phenomena and behaviors in Vietnamese society. The data are analyzed using Minitab Statistical Software and tools employed are Chi-Square Test and Binary Logistic Regression to find the insights for research analysis.

IV. ETHICAL CONSIDERATION

To ensure the ethical standards within the research; study attendees are not subjected to serious physical harm in any way whatsoever, their dignity is respected and prioritized. The voluntary involvement of respondents in the research is essential. Therefore, discussants have entitlement to withdraw from the investigation at any stage during the process. An adequate level of confidentiality of the research data is assured. Any type of communication concerning the survey is done with transparency as well as any type of biased representation of primary data is avoided.

This study examines and investigates various approaches towards the inclination of stereotyping in organizations by understanding and applying the original meaning of the Vietnamese context. Thanks to that, prejudice in the workplace can be minimized. The study focused on collecting employee perceptions of current organizational practices, policies, and HR strategies during the research. Besides that, the collected data need to be analyzed logically in the paper. The paper also demonstrates the strategic views of the business in a statistical way that addresses issues related to eliminating discrimination in the business. In the end, recommendations to eliminate discrimination are proposed in the business based-on-research-requirements.

V. DATA ANALYSIS AND INTERPRETATION

A. Respondents Profile

The pie chart gives information about the gender proportion of participants who know the Vietnamese concept contributed to the survey. Overall, females made up a bigger proportion than men with 55.8% and 44.2% respectively.

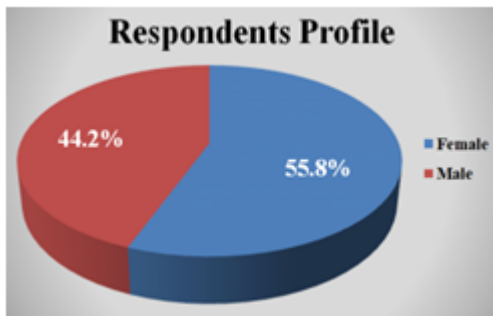


Figure 2: Respondents Profile

B. Looks matter in business

An interesting fact is that among those surveyed, most of the responses claim that "Judge a book by its cover" contributed to determining someone's personality with 74.1%. Therein, 18.3% is completely agreed and 55.8% applying this concept situationally. The remaining part which disagrees with this notion took up 25.8%.

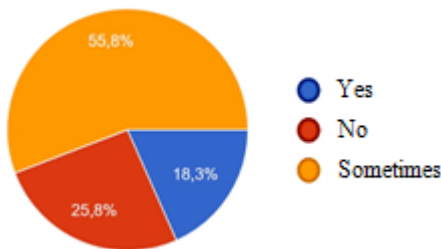


Figure 3: Judge a Book by Its Cover

Good looking is extremely essential for some industries. For example, considered the "face" of the hotel, the receptionist is the one who gives the first and final impression on the guests about the image and service quality of the hotel. The responses of participants are recorded as follows:

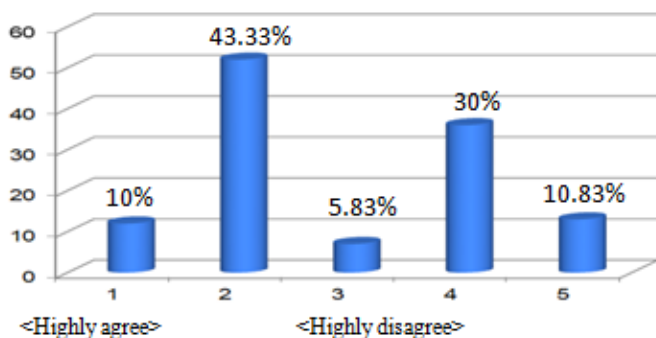


Figure 4: Prioritizing Good-Looking Appearance

According to Catherine Hakim, a professor of sociology at the London School of Economics, citing a U.S. survey that found good-looking lawyers earn 10% to 12% more than less attractive colleagues (Williams, 2011). Looking at these two charts, the same result can be drawn that most of the Vietnamese participants agree that advantages in appearance can get a better job, promotion, and raise.

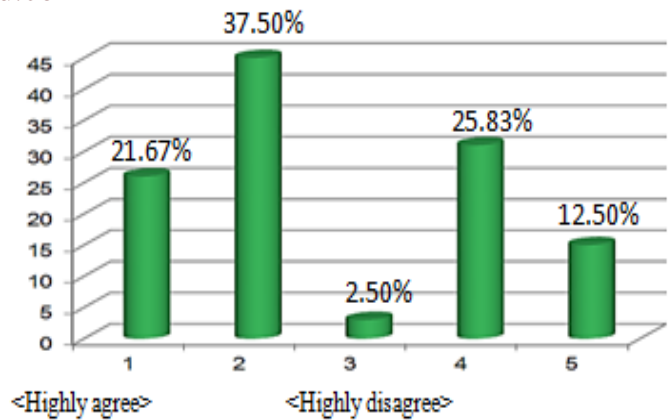


Figure 5: Appearance Increases Negotiating Ability

One interesting fact, "Sermon Illustration" page revealed that Abraham Lincoln when he was President of the U.S., was advised to include a certain man in his cabinet. Because of not liking the man's face, the President refused and did not accept the man. It is thought that the poor man was not responsible for his face. However, Lincoln made the argument that "Every man over forty is responsible for his face" (Blair, 1990). This proves one thing that, in business, these facial cues anticipate significant actual-world decisions.

C. The role of appearance in personality identification

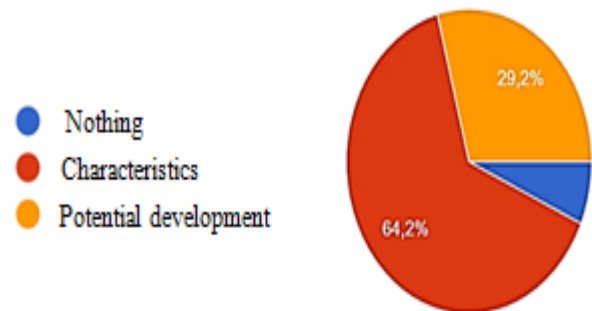


Figure 6: Factors which Could be Assessed by Outer Appearance

The above pie chart demonstrates that looks can reveal a part of respondents' personality (64.2%) and potential development (29.2%). The rest said that appearance could not evaluate anything. According to a study of "The New Scientist face experiment", politicians with competent-looking faces have a greater chance of being elected, and CEOs who look dominant are more likely to run a profitable company (Richard Wiseman, Roger Highfield & Rob Jenkins, 2009). In the interviews, outer appearance plays an essential role because they help the experts identify traits, potential development, get to know the other different characteristics of the applicants. Thus helping in judging better who will be able to be fit in the particular field.

1) Gender versus Appearance Judgements

Researching for phenomena that occur in the human spirit as well as the mind, the author wants to test the connection between gender and their judgment through the outer appearance of the Vietnamese concept. The results are analyzed by a chi-square test as follows:

Ho: There is no relationship between gender and participants' judgment through outer appearance in the Vietnamese workplace.

Ha: There is a significant relationship between gender and participants' judgment through outer appearance in the Vietnamese workplace.

Table 1: Chi-Square Test for Association: Gender vs Judgement

Row:C1 Columns: Worksheet columns

	Male	Female	All
Potential development	19	16	35
	15.75	19.25	
	0.8189	-0.7407	
	0.6706	0.5487	
Characteristics	32	45	77
	34.65	42.35	
	-0.4502	0.4072	
	0.2027	0.1658	
Nothing	3	5	8
	3.6	4.4	
	-0.3162	0.286	
	0.1	4.4	
All	54	66	120
Cell Contents			
Count			
Expected count			
Standardized residual			
Contribution to Chi-square			
Chi-Square Test			
	Chi-Square	DF	P-value
Pearson	1.77	2	0.413
Likelihood Ratio	1.766	2	0.414

For this data, the Pearson chi-square statistic is 1.770 (P-value = 0.413) and the likelihood ratio chi-square statistic is 1.766 (P-value = 0.414). Both p-values are greater than the significance level of 0.05. Thus, it is failed to reject the null hypothesis based on the given analysis. Therefore, the result claimed that outer appearance judgments are not affected by the gender of the perceiver.

D. Groups of people who are biased at work

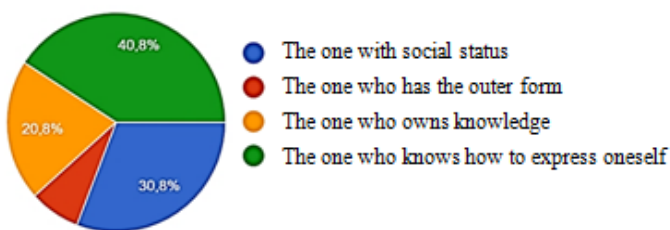


Figure 7: Object Biased Attention

Another phenomenon in business, 40.8% claimed that people who have negotiation skills are more likely to be recruited; 30.8% agreed the one with social status would be given priority and bias at work. The Yale study exposes that the ones who interview for jobs are judged based upon their social status seconds after they start to speak. Snap decisions are made about the person, which then influences hiring decisions. According to the research, interviewers hire and pay more for job applicants from higher social classes compared to other

candidates (Kelly, 2019). This may also be the reason Vietnamese people are easy to believe in according to the words of celebrities or people who dress like the elite.

E. The consequences of judging through outward appearance

It can be said that auditory and visual are prerequisites to increase interest in getting to know the others. In many industries, first impressions were everything. However, in the pie chart below, more than 80% of people admit they are still being fooled by those external factors. The problem with first impressions is that they are superficial and easily manipulated.

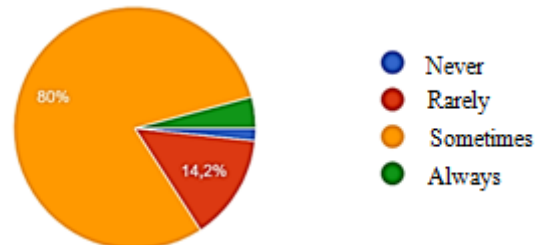


Figure 8: Got Fooled due to Outer Appearance

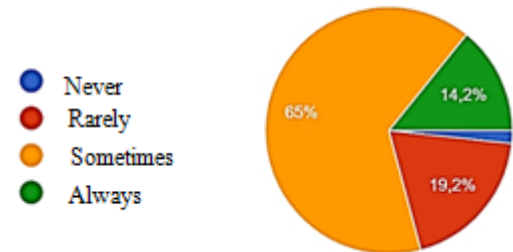


Figure 9: Being Misjudged due to Outward Appearance

One problem that has been discovered is that most Vietnamese people don't know how to read others when more than 79% admit that they have been misjudged based on their appearance.

F. Should the "Inner grace creates outer beauty" concept be applied in practice?

It can be said that human intuition is a miracle being able to give signs to know about a person since they first met. According to the study of **Howie Reith**, author of The Guyde; the average accuracy for identifying personality characteristics from faces was 60%, which is certainly better than chance. Some subjects were exceptionally skilled, performing with better than 90% accuracy (Reith, 2016). For instance; Dr. Joseph Bell has already been mentioned earlier, who instantly decodes someone's life story and personality from a quick look at the person and their belongings, which is a great example of expert behavior.

In twin studies, they are suggested that genetics account for about 50% of our personality, with experiences playing an equal developing role (Cherry, 2020). Another perspective contributing to why our faces reflect our personalities is the repetition of predominant expressions. Older people with a history of aggression tend to look angry even when displaying a neutral expression (Richard Wiseman, Roger Highfield & Rob Jenkins, 2009). There is also evidence that spouses come to resemble each other over time, perhaps due to mirroring each other's expressions or going through similar life experiences.

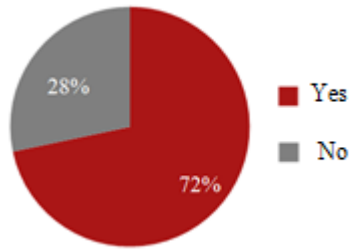


Figure 10: Rate of People Agreeing with “Inner grace creates outer beauty” Concept

This proves that in our subconscious, outer face and personality have a strong correlation. This pie chart shows similar results with more than 70% of Vietnamese people supporting the ancient concept - “Inner grace creates outer beauty”.

1) Concept consensus vs Appearance Judgment

To understand the phenomenon in Vietnamese society, it is necessary to compare the proportion of the concept “Inner grace creates outer beauty” that is applied in reality to the proportion of people who often judge others in the survey. The findings are summarized as follows:

Ho: There is no relationship between the participants' opinions about the “Inner grace creates outer beauty” concept and their judgments based on appearance.

Ha: There is a significant relationship between the participants' opinions about the “Inner grace creates outer beauty” concept and their judgments based on appearance.

Table 2: Chi-Square Test for Association: Concept consensus vs Appearance Judgements

Row:C1	Columns: Worksheet columns		
	Agree	Not agree	All
Potential development	20	15	35
	25.083	9.917	
	-1.015	1.614	
	1.03	2.606	
Characteristics	65	12	77
	55.183	21.817	
	1.321	-2.102	
	1.746	4.417	
Nothing	1	7	8
	5.733	2.267	
	-1.977	3.144	
	3.908	9.884	
All	86	34	120
<i>Cell Contents</i>			
<i>Count</i>			
<i>Expected count</i>			
<i>Standardized residual</i>			
<i>Contribution to Chi-square</i>			
Chi-Square Test			
	Chi-Square	DF	P-value
Pearson	23.591	2	0
Likelihood Ratio	22.588	2	0

For this data, the Pearson chi-square statistic is 23.591(P-value= 0.000) and the likelihood ratio chi-square statistic is 22.588(P-value = 0.000).Both p-values are less than the significance level of 0.05.It can be concluded that there is an association between the two variables. This meansthe Vietnamese whoare strongly satisfied with this traditional concept, tend topicture someone’s personalitybythe outer appearance from the first met.

According to one participant's handwritten answer, this person assumed that from past to present most people still judge others through their appearance because of this maxim. However, over time and life experience, she is gradually trying to determine surrounding people with objective eyes and invest more time.

2) Concept consensus versus Gender

A binary logistic regression is conducted in this research to determinewhether people who have female gender are more likely to place their faith inthe philosophy “Inner grace creates outer beauty”.

Binary Logistic Regression: Philosophyconsensus versus Gender

Method					
Link function					
Categorical predictor coding		Rows used			
Response Information					
Variable	Value				
Inner grace creates outer beauty	Yes	(Event)			
	No				
	Total				
Deviance Table					
Source	Seq Dev	Contribution	Adj Dev	Adj Mean	P-value
Regression	5.392	3.77%	5.392	5.392	0.02
Gender	5.392	3.77%	5.392	5.392	0.02
Error	137.67	96.32%	137.666	1.167	
Total	143.06	100.00%			

Model Summary

Deviance R-Sq	Deviance R-Sq(adj)	AIC
3.77%	3.07%	141.67

Regression Equation

$$P(\text{Yes}) = \frac{\exp(Y')}{1 + \exp(Y')}$$

$$Y' = 1.405 + 0.0 \text{ GENDER_Female} - 0.953 \text{ GENDER_Male}$$

Coefficients

Term	Coef	SE Coef	95% CI	Z-Value	P-Value	VIF
Constant	1.405	0.31	(0.799,2.012)	4.54	5.608E-06	
Gender						
Male	-0.953	0.417	(-1.770,-0.136)	2.29	0.0221733	1,00

The p-value is less than the significance level (0.05), it is concluded that there is a statistically significant association between gender and the popular usage of “Inner grace creates outer beauty” concept.

Goodness-of-Fit Tests

Test	DF	Chi-Square	P-Value
Deviance	118	137.67	0.104
Pearson	118	120.00	0.431

In these results, the goodness-of-fit tests are all greater than the significance level of 0.05, which indicates that there is not enough evidence to conclude that the model does not fit the data.

Observed and Expected Frequencies for Hosmer-Lemeshow Test

Group	Event Probability Range	Inner grace creates outer b =		Inner grace creates outer b =	
		Yes		No	
		Observed	Expected	Observed	Expected
1	(0.000,0.611)	33	33.0	21	21.0
2	(0.611,0.803)	53	53.0	13	13.0

Odds Ratios for Categorical Predictors

Level A	Level B	Odds Ratio	95% CI
Gender			
Male	Female	0.3854	(0.1703,0.8724)

Odds ratio for level A relative to level B

In these results, the response indicates whether a Vietnamese person applied the concept and the categorical predictor indicates whether that consent was affected by their gender. The odds ratio is 0.3854, which indicates that the odds that people agree with the concept ('Yes' category) for people who have Male gender is 0.3854 times the odds for females. This can be explained by the fact that in many studies, it is found that women are, by nature, simply more sensitive and intuitive than men. Women may be a bit freer to express their feelings. Intuition is now recognized as a particular and advanced aspect of intelligence (Tinghog G, Andersson D, Bonn C, 2016).

G. Results of hypothesis testing

Through a series of information, statistics, and tests, it can be seen from the results that, whether the concept be applied or not depends on the opinions and gender of the decision-maker. Specifically, in the first hypothesis testing, regardless of gender, 64% of respondents can conclude a person's personality from the first meeting in the workplace. The reason for this phenomenon is that most Vietnamese believe and rely on the ancient concept "Inner grace creates outer beauty". One more surprising result from Binary Logistic Regression is that the percentage of people who believe in the philosophy "Inner grace creates outer beauty" of the female gender is 3 times higher than males.

VI. FINDINGS

After doing the study, it can be concluded that the first impression plays a pivotal role in identifying traits, personalities, and potential development in the Vietnamese business environment nowadays. Although ancestral philosophy is varied and includes profound implications, it may lead to negative results unless being used correctly. If the belief that attractive people have better personalities than others leads to choosing a good-looking person over an equally qualified candidate but less attractive for a position, the decision will be biased, unfair, and potentially illegal.

This point of view seems to have been ingrained in the minds of the Vietnamese people. They have a natural tendency to categorize surrounding information to make sense of the environment. Thus, this Vietnamese concept should be used for reference. Keep balancing sense and sensibility is more essential.

VII. CONCLUSION

The study was done with an objective to analyze whether Vietnamese carries out internal experience activities related to its own concept and culture, whether it penetrates Vietnamese's cultural ideas to the workplace environment, what special

cultural systems exist, and how Vietnamese's concept is born and progressing.

After obtaining some handwriting answers, there is a person in a Qigong group, made a very special point for this issue. He cited a short paragraph in the book *Zhuan Falun* written by Master **Li Hongzhi**: "There have long been philosophical debates in China about whether reality is fundamentally something material, or mentally constructed. Scientists have found that there are physical properties to the thoughts that take place in the brain. So this means that thoughts materially exist, yet at the same time, they are certainly mental phenomena.

With a change in character will come a significant change in your body; physical changes in your body are guaranteed to accompany positive changes in your mind" (Li, 2018).

That's the dependably reason for Eastern people to trust in and use the "Inner grace creates outer beauty" concept for millennia. Vietnamese people believe that cultivators often radiate abundant energy and exude an irresistible charisma which makes surrounding people feel comfortable. Therefore, there is no doubt that people are attracted to those that are positive and happy. That is also the true meaning of the concept; Vietnamese ancestors want and encourage the next generations to focus on cultivating and developing the inner beauty of each individual.

The Vietnamese youth may have forgotten that the true beauty lies in the soul; it is exuded out by temperament instead of appearance. Therefore, the following generations should continue studying and analyzing carefully ancient concepts to have the ability to see through everything, understand life and how the world works, contribute to reviving lost culture.

VIII. LIMITATION OF THE REPORT

The potential for skewed results owing to idiosyncrasies between other articles and the project studied exists, thus limiting the conclusions that can be drawn. It is acknowledged that the use of limited periods or just only collect the opinion of 120 interviewees as data points may not have been sufficient to establish trends, but there do occur to have been some fascinating changes appearing between the periods examined in this research.

Because of being established for the first time, the project still has limited questions, limited methods, limited analysis, limited finance, and limited experience. Clearly, this research needs replication in studies, periods, and interviewees' opinions.

Despite these limitations, it is hoped that a conceptual template and data coding and analysis strategy for future reviews of trends in management research have been suggested.

IX. RECOMMENDATION FOR FUTURE RESEARCH

The results of the study were fascinating and should hopefully pave the way for additional work. It shows that people readily associate facial appearance with certain personality traits and suggest that there may be a kernel of truth in their judgments.

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APPENDICES

Appendix 1: Survey Questionnaire

<The purpose of this research project is to verify the stereotyping affect through first impressions within the workplace environment in Vietnam. I am deeply grateful for your interest and spend precious time to fill this form out. Your participation in this research study is voluntary and you are free to withdraw at any time. Your information will be kept confidential at the best and the results of this study will be used for scholarly purposes only. This paper has been reviewed in Danang, Vietnam for research purposes involving human subjects. Thank you so much for your kind cooperation.>

1. What is your gender?

- Male
 Female

2. Do you agree with the sentence "Judge a book by its cover"?

- Yes
 No
 Sometimes

3. Which one would make a first impression on you?
- Appearance
 - Knowledge
 - Address
 - Behaviour
 - Attitude
 - Style
 - Social Status
4. Have you ever got fooled by appearance?
- Never
 - Rarely
 - Sometimes
 - Always
5. How do you feel when talking to or working with someone who has a good impression from the first met?
- Irritated
 - Wearisome
 - Neutral
 - Excited
 - Amused
6. How do you feel when talking to or working with someone who is NOT impressed by the first met?
- Irritated
 - Wearisome
 - Neutral
 - Excited
 - Amused
7. Have you ever been wrongly judged on your appearance?
- Never
 - Rarely
 - Sometimes
 - Always
8. Which one below do you prioritize for a job interview preparation?
- Writing a CV with impressive achievements
 - Wearing neat and polite clothing
 - Preparing smart answers
9. Do you agree with the idea: Employers prioritize candidates with an advantage in appearance? If you have the neutrality idea, you can pass the question.
- 1 2 3 4 5
- Highly agree Highly disagree
10. Do you agree with the idea: The looks of the negotiators increase the ability of cooperation between businesses? If you have the neutrality idea, you can pass the question.
- 1 2 3 4 5
- Highly agree Highly disagree
11. What factors can be assessed through appearance?
- Nothing
 - Characteristics
 - Potential development
12. The employers often bias towards which group of subjects below?
- The one with social status
 - The one who has the outer form
 - The one who owns the knowledge
 - The one who knows how to express oneself
13. Partiality often occurs in the Eastern or the Western?
- Eastern
 - Western
14. Can initial judgments be changed during contact?
- Yes
 - No
15. Vietnamese people have the concept “Inner grace creates outer beauty”. It means whatever kind of thinking is loaded into a person will be visible from the outer appearance. Based on the features displayed on a person, it is possible to predict his / her mind, personality, and potential. In your opinion, should the above concept be applied in practice?
- Yes
 - No