

ETHICAL LEADERSHIP IN INDUSTRIAL REVOLUTION 4.0: REQUIREMENTS FOR DEVELOPING ETHICAL LEADERSHIPS

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ABSTRACT

Traditional ethical leadership with universal qualities such as respect, service, fairness, honesty, responsibility, for the community, and so on. Under the impact of the Industrial Revolution 4.0, new ethical leadership standards, so ethical leadership continues to be inherited and developed in line with the requirements of the fourth industrial revolution, in order to help the leadership lead the organization to achieve its goals pepper leader. On the basis of inheriting existing views on ethical leadership, the objective of the article is to give some new insights into ethical leadership in the context of the fourth industrial revolution as well as provide some suggestions in building ethical leadership in the fourth industrial revolution. To achieve the above goal, the main method used is to analyze, evaluate, inherit and develop a view of ethical leadership from secondary sources to build the concept of ethical leadership in the fourth industrial revolution, thereby making some recommendations for building ethical leadership in response to the requirements of the fourth industrial revolution.

Keywords: Ethics, Leadership, Ethical leaderships, Industrial revolution 4.0.

INTRODUCTION

One of the challenges to tourism and hospitality education is associated with the teaching and learning strategies used in lectures (Stansbie, Nash & Chang, 2016). Using learning strategies which are concentrating on teamwork, reflective practice and sharing knowledge will allow tourism and hospitality students to improve their innovations and problem solving skills (Ovsenik, 2013). Moreover, Ruhanen (2006) found that these strategies will affect the students' ability to understand the links between theory and practice in tourism and hospitality industry. The use of innovative education strategies such as active learning is important to support students' reflective practice (Salmon, 2013). Active learning aiming at making lectures interactive and encourage teamwork learning (Silberman, 1996). In addition, active learning include many strategies in tourism and hospitality education such as games, comics, movies and role play (Bowles, 2006; Chau & Cheung, 2018; Goldenberg, Lee & O'Bannon, 2010; Ritzko & Robinson, 2006; Wolff, Wagner, Ozanski, Schiller & Santen, 2015). Until the late twentieth century, studies of aspects of moral leadership, such as business ethics

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(Beauchamp & Bowie, 1988), biomedical ethics (Beauchamp & Childress, 1994), educational leadership (Komives, Lucas & McMahon, 1998), etc. with universal values such as: respect, service, fairness, honesty, responsibility. The leader does not use administrative measures that workers still act voluntarily on the instructions that the leader has built.

For a long time, theoretical studies of ethical leadership focused on the right and wrong arguments (Kunhiyop, 2008). Until recently, ethical leadership studies have become more and more popular and systematically developed, people have also conducted ethical leadership structures for the previous theoretical examination (Brown, Trevino, & Harrison, 2005). The contents of the studies had different approaches, but they recognized that ethics is an important component in leadership, leadership and ethics are two inseparable components (Sendjaya, 2005).

Some authors have sought to demonstrate which components have participated in leadership to create leadership's effectiveness, leadership's effectiveness is the result achieved when individuals in leadership positions can work moving to a group to carry out a leadership role in order to achieve positive results, with leadership and moral affirmations are two components with close ties (Dhar & Mishra, 2001). Moreover, speaking of leadership's effectiveness is about ethical leadership, in order to create and maintain positive results on the basis of common values recognized by people (Madanchian, 2017). High unity between ethical leadership is also found in ethical leadership behavior, ethical leadership is positively related to leadership's effectiveness (Hazlina, 2012; Marshall, 2012). Ciulla proposed an ethical leader as an effective leader (Ciulla, 1995). In the fact, not every leader is a moral leader, but according to Ciulla, the leader who is considered morally and reliably will inevitably be seen as effective, however there are actions that are sophisticatedly hidden but the inner nature does not contain moral values not mentioned, but Ciulla admitted that sometimes moral behavior seems reasonable and appropriate in the short term and it is not true in the long term, the incompetence of leaders can lead to unethical results (Ciulla, 2005).

So far, ethical leadership studies continue to be supplemented and developed (Trevino & Brown, 2005) but moral values such as humanity, tolerance, service spirit, fairness, accountability, are not changed or turned upside down. Even, ethical leadership is becoming the focus of most modern leadership studies (Li, 2013). One of the important motivations for creating an honest society is to create a moral society based on ethical leadership (Madanchian et al., 2017). In the context of technological revolution 4.0, ethical leadership must be more concerned on research and put into practice. The purpose of this paper is to clarify ethical leadership by reviewing relevant documents, providing definitions for building ethical leadership in Vietnam. Research questions of the paper include: What are the important personality traits of moral leaders in Vietnam today? How does ethical leadership play a role in motivating staff? What requirements do leaders in Vietnam need to meet in the industrial revolution 4.0? The paper's structure reflects the purpose and follows the research questions.

STATEMENT OF THE PROBLEM

Many research come to affirm that leadership cannot lack the role of ethical leadership (Gini, 2004). In his thoughts, Lao Tu (1972) argued that the rank of the honorable man, the ruler of the society must despise the fame, know enough, know

to stop, the ruler of the people has little desire, only to keep the peace for the people, return to a peaceful life. In recent years, moral scandals can shake the foundations of many long-standing organizations, selfish and arrogant leaders who can cause stress for employees (Bernard & Ronald, 2019). Leadership without the role of morality will create instability for the organization, which can cause serious consequences for the society. If leaders lack talent, they can use tricks, find and exaggerate current problems and cause concern for people, create dissatisfaction with the present so that people can accept extreme solutions respectable (Conger & Kanungo, 1998). Even unethical behaviors can become part of organizational culture, the spirit of solidarity among members of the organization becomes loose (Caldwell, 2005). Therefore, leadership always appears to be associated with challenges, high complex contexts, but not all leaders easily overcome those challenges (Poff, 2004). These assertions serve as an important testament to the important role of ethical leadership on stability, building organizational culture, establishing common values to achieve the stated leadership goals.

ETHICAL LEADERSHIP

Ethical leadership plays an important role in providing orientation and organizing the mission, the vision to achieve leadership goals, expressing in the spirit of service, altruism, leading responsibility in leadership strategies (Kanungo & Mendonca, 1996). Ethical leadership is the expression of the individual leader's behavior in creating a relationship between leadership, inspiration, and promoting those behaviors to achieve leadership goals (Brown, Trevino & Harrison, 2005). According to Atheer (2014), ethical leadership means eliminating coercion by volunteer with persuasive educational methods that motivate each person to promote self-worth. Some authors consider ethical leadership as the right thing to do (Freeman & Stewart, 2006), with behavior becoming the norm that is common to every leader, regarded as behavioral standards ethics (Thomas, 2001). It is clear that popular moral values become the rules of general treatment and are applied to leadership, in order to enhance leadership's effectiveness, which is different from bureaucratic leadership and administrative orders.

Ethical leadership is very important in the realization of the leader's mission and vision, the leader always takes the goal of the organization as a mission, strives to strive, give and practice leadership decisions based on respect, never consider leadership as a means to achieve personal goals (Beauchamp & Bowie, 1988). Hoogh and Hartog (2008) argued that ethical leadership has a structure of three components: fair values, power sharing, and the role of leaders. Yukl (2010) argued that ethical leadership always shows a strong, clear, consistent and consistent self-identity, before which he thought ethical leadership is a category abstract, difficult to identify with many different factors (Yukl, 2006). Specific manifestations of ethical leadership or in its structure still recognize that moral values are irreplaceable, but emphasized how to use them differently in leadership.

Ethical leadership has many similarities with the style of democratic leadership, with the art of influence as well as making others aware of individual differences must always be respected (Kitchener, 1984). In the fact that, ethical leadership is not about letting subordinates act freely, but the moral leadership itself contains principles, with values, norms and general rules of society, being human leadership, increasing must be clearly aware of the citizenship in each person (Rost, 1991), and in line with the values that leaders are pursuing (Burns, 1978). The

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principles of ethical leadership must become a pattern of behavior that can motivate employees, a sense of responsibility and a high sense of responsibility, tolerance, honesty, integrity, fairness, always stand for the right (Tracy, 2016). These things make ethical leadership not lose value, in the current period it will increase the effectiveness of leadership, inspiration, efficiency for others as a minimum requirement in each leader.

Moral qualities are an integral part of ethical leadership, traditional ways of behaving like subordinates (Gilligan, 1982), promoting voluntariness and recognizing individual differences (Bass & Steidlmeier, 1999). Ethical leaders uphold the essence of service Block (1993), Covey (1990), De Pree (1989), Gilligan (1982), Greenleaf (1977) and Kouzes and Posner (1995). Today's traditional moral leadership does not diminish in value, cannot be considered unnecessary, it is added and developed to suit the context and nature of modern leadership.

In addition, ethical leadership is said to be the use of power and authority by position and law, but still emphasizes the characteristics of values, norms, attitudes, beliefs, procedures and behaviors consistent with the requirements of institutions (Mihelic, Lipicnik & Tekavcic, 2010). This as an acknowledgment of moral leadership remains intimately associated with social institutions and institutions. Katarina (2010) listed some of the ethical and unethical leaders' behaviors shown in the table below.

Table 1. Ethical and unethical leadership.

The Ethical Leader	The Unethical Leader
Is humble	Is arrogant and self-serving
Is concerned for the greater good	Excessively promotes self-interest
Is honest and straightforward	Practices deception
Fulfils commitments	Breaches agreements
Strives for fairness	Deals unfairly
Takes responsibility	Shifts blame to others
Shows respect for each individual	Diminishes others' dignity
Encourages and develops others	Neglects follower development

Given the above arguments, ethical leadership is the application of norms, values, ethical principles in leaders in accordance with social institutions expressed through leadership behavior, in order to influence and lead others voluntarily follow to achieve the leadership's goals. Ethical leadership clearly demonstrates the role of the leader in directing and leading subordinates according to the common values that the organization needs to achieve. Ethical standards are applied to

leadership and psychological mechanisms such as spread and uniformity to motivate employees to work. This desperately needs leadership art, with softness to inspire work motivation staff. In his research, Gini (2004) stated that leadership and morality are inseparable, all the behavior of leaders expresses concern for the interests of the collective rather than the individuality.

INDUSTRIAL REVOLUTION 4.0, CHALLENGES AND OPPORTUNITIES

The term of the industrial revolution 4.0 was put forward by Klaus Schwab, founder and executive chairman of the World Economic Forum, with a focus on inventions, innovations and combinations of three “great coins direction”: The physical world, the virtual world (the digital world) and the biological world; characterized by technological integration, thereby eliminating the boundary between the fields of physics, digital and biology, bringing a combination of virtual and practical systems (Schwab, 2015). Industry 4.0 is defined to include 15 key areas (Nguyen Ngoc Thuong, 2017): 1) Big Data; 2) Smart Cities; 3) Blockchain/Bitcoin; 4) Artificial Intelligence; 5) Renewable Energy/Clean-tech; 6) FinTech; 7) E-Commerce; 8) Robotics; 9) 3D Printing; 10) Virtual/Augmented Reality; 11) Shared Economies; 12) Internet of Things; 13) Nanotechnology/2D Materials; 14) Biotechnology/Genetics & Agricultural Innovation; 15) Desalination and Enhanced Waste Management.

In this revolution, which leads to unprecedented breakthroughs, it is disrupting almost every industry in every country, which heralds the transformation of the entire production, management and management system. He also expressed concern about decision makers who are traditionally enthralled or engrossed in immediate concerns, without considering new strategies and challenges that are shaping the our future (Schwab, 2015).

Much of the losses in our industrial revolution are more or less related to government's policy, which can bring about greater inequality, especially the potential for labor market vulnerability is broken (Min Xu et al., 2018). According to Wolf, low-skilled jobs will be replaced by computers and digital, whereas jobs that require skills will be paid higher and less likely to be replaced, which is also potential to increase social tension (Wolf, 2015). Beside of job-related risks, there are many other challenges, such as network security, hacking, risk assessment, and key security-related factors (Lambert, 2017). Threats and losses from ongoing cyber-attacks are larger and losses are greater (Romney & Steinhart, 2018). Although Schwab and many authors raised enormous challenges due to the impact of the industrial revolution 4.0, it was both frightening but also very interesting, our lives will change with the birth of artificial intelligence (AI), Internet of Things (IoT), Big Data, the creation of new generation robots, 3D printing technology and the integration of technologies, all will improve the quality of life for many people around the world, opening new markets and promoting economic growth (Jee, 2017).

Min Xu (2018) summarized and raised 5 opportunities from the industrial revolution 4.0: 1) reducing barriers between inventors and the market due to new technologies; 2) The trend of artificial intelligence development contributes to a reasonable resolution of complex issues that pose a threat to employment, providing new directions for economic growth; 3) the integration of advanced technology contributes to the science and engineering sectors that blur the

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boundaries between the fields of physics, digital and biology; 4) robots will change our lives in the near future and 5) Internet of things (IoT).

The industrial revolution 4.0 will fundamentally change the way we live, work, create opportunities, but also pose challenges, its transformation will not be like anything, that human beings have experienced before, responding to it must be considered thoroughly by governments, both the public and private sectors (Schwab, 2015).

THEORETICAL FRAMEWORK

This framework is based on Complexity Leadership Theory and leadership theory of Tran Long Van (2016). Complex leadership theory puts leadership in line with the leadership context, goals and modes of leadership. This approach is considered to be consistent with the development of moral standards and values in the digital context to make leadership decisions based not only on the subjective will of the leader but also with family of many sides.

Theory of five elements of Tran Long Van (2016), he imagined the leadership that based on the law of impact of five factors: leader, leader, leadership context, leadership goals and methods leader. Therefore, ethical leadership must be based on the close relationship of the five elements, which are set in the context of the industrial revolution 4.0, and expressed in the following model:

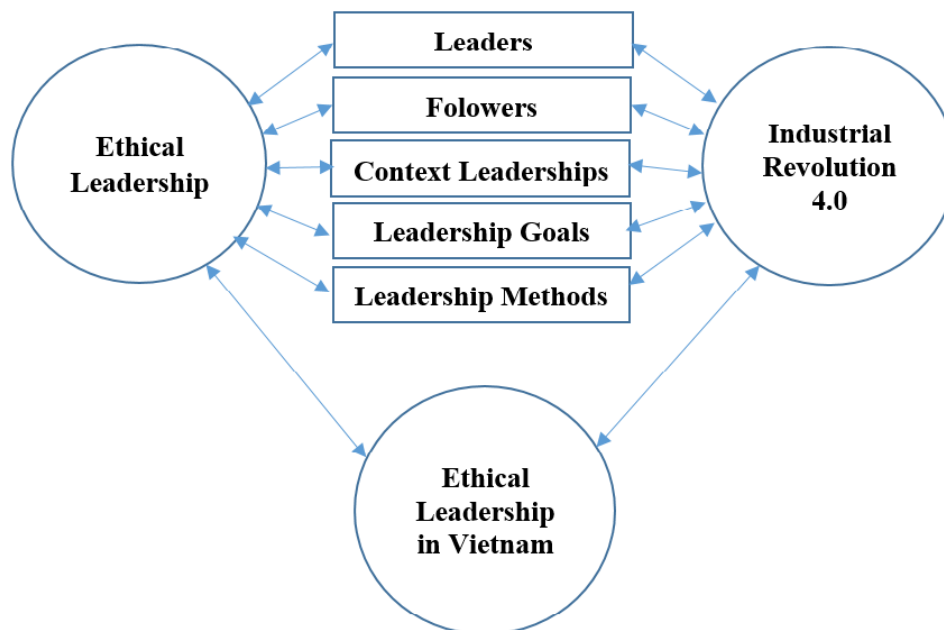


Figure 1. Ethical leadership in industrial revolution 4.0 and ethical leadership.

There are many studies that show that leadership effectiveness is not moral, so the presence of morality is more or less dependent on the competency of each leader and to achieve talent and artistic leadership, then using moral standards becomes more and more obvious (Northouse, 2004; Sendjaya, 2005), even, Sendjaya has demonstrated that leadership and ethics are inseparable from “Morality and leadership: Examining the ethics of transformational leadership” research, the support of many or less of the staff depends very much on the moral values that leaders pursue (Sendjaya, 2005). In societies with strong changes, a

changing social context, forming new social institutions, the mass gathering based on moral foundation is essential and in the Such scenes, the promotion of moral behavior in employees can be seen as a leadership challenge (Marrella, 2001), the greater the challenge if the leadership behavior is far removed from moral standards.

ETHICAL LEADERSHIP IN INDUSTRIAL REVOLUTION 4.0

Organizations and governments are promoting workplace automation with new technologies such as artificial intelligence mortgage approval, machine-based assistant, algorithm manager; such technological advances pose a series of questions for organizations and societies: What is the purpose of leadership in the age of technology 4.0? Which model for public agencies will best serve society in the coming decades? How can we protect human dignity in an algorithm-based society? Do we need to teach ethics to robots? (John Hooker & Tae Wan Kim, 2019). In in the technology revolution 4.0, cloud computing, big data, social networks, data analysis, IoT, artificial intelligence, blockchain. Such technological progress raises the question of humanity: Does the development of artificial intelligence harm people and if anyone will be responsible? Robots that have been taking over people's jobs at an unprecedented scale are real (Brynjolfsson & McAfee, 2014). Therefore, it is necessary to determine the ethical leadership of leaders who can and should do for the future of society, especially in the industrial revolution 4.0.

The ethical leadership in the industrial revolution 4.0 means creating a better society than in the previous periods, where the leader always determines the subordinate as the center, the object of service, of course still has inherited moral values, demonstrating avoidance of responsibility, respect for human dignity and humanity (Costa, 1998), of course, the service has outstanding steps based on foundations of modern technology. With the strong development of modern technology platforms, people have more conditions to interact with public agencies, contributing to enhancing transparency and accountability in the management of leaders at all levels. According to Maktoum (2016), to build a strong government must change the concept of government, because we live in an age where there is no room for hesitation, social, economic and political consequences and if the leader ignores ethical issues, equality between the state and the people must be constitutional.

Qusthan Firdaus (2019) raised four leadership challenges in the industrial revolution 4.0: First, the perceived gap between the inability of developing countries to catch up with high technology in developed countries. Second, accessibility, quality and quantity of information between people and public agencies. Third, how to reduce the negative effects of automation on human and fourth labor, when robots and artificial intelligence must adhere to ethical standards, they should be treated and impartial evaluation. The leader who fails to address these challenges is considered to be incapable of moral leadership, considered to be helpless against the development of the new technological revolution.

Therefore, ethical leadership in the industrial revolution 4.0 promotes newly formed leadership values such as building a government of integrity, constructivism, and action, serving people (Manh Hung, 2017). In particular, in order to build trust, the leader must dismiss personal self-respect, making it a

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common self-esteem, by such a leader in a collective, moral position. Which will greatly affect to the development of the organization in the future (Tran Long Van, 2016). Besides, the humble leader always puts himself in the collective, using human power, exemplary actions and noble moral qualities to create influence for others, which is how people others acknowledge and respect themselves.

The technological revolution allows the connection between leaders and subordinates more often, the concern of the subordinates is received, shared makes them devoted to the assigned work as part of the responsibility to my own work (Lanik, 2019). Mc Call and Hollenbeck show some qualities of global leaders in the 21st century including perseverance, optimism, honesty and integrity (McCall, Hollenbeck, 2002). In the process leading, leaders need to harmonize the relationship between growth and sustainable development, pay attention to the lives of all employees, take the issue of equity, and make social responsibilities for leadership force. The frankness, sincerity and commitments to the people are standards of morality and civilization. The service leadership must be considered as an important requirement for the leaders in the digital era.

Ethical leadership in the industrial revolution 4.0 requires leaders who are capable of understanding its nature and making strong commitments, an example of action, willing to take responsibility and take responsibility, never criticize or blame objectively, because they are representing the best (Tracy, 2017), respect other people's opinions, listen to feel more to connected emotional system of subordinates (Lanik, 2019). Ethical leadership is not only about the ability to gather, inspire, encourage employees to participate in leadership decisions but also build trust and action for a better society.

It is possible to give a conception: Ethical leadership in the industrial revolution 4.0 is to inherit and apply creativity and flexibility of traditional ethical standards, and at the same time, apply new moral values such as information sharing and responsibility, accountability, transparency, vision creation, service spirit, respect for human dignity, to meet the process of social leadership, to influence and lead others to follow to achieve leadership objectives in line with the context of industrial revolution 4.0.

Ethical leadership in the industrial revolution 4.0 emphasizes the mechanism of controlling and balancing the power between leaders and people, and the people are able to enjoy leadership results from the orientation of the economy awake. Leaders need a strong sense of building a developing society out of the backward economy, serving the common interests and happiness of society.

REQUIREMENTS ON BUILDING AND TRAINING ETHICAL LEADERS TO MEET THE REQUIREMENTS OF THE 4.0 INDUSTRIAL REVOLUTION

In building leadership, all countries are concerned about ethical leadership, but in developing countries which are facing many difficulties and challenges, to transform the old society into a new society. The career is very glorious, but it is also a very heavy task, the struggle is very complicated, long-term. This poses a huge demand and challenge in building and training a contingent of leaders, working capacity, full of ethical qualities of honesty, honesty, and daring on coping with challenges and willingness to take responsibility (Maxwell,

2016). Consistency in ethical behavior requires a more thorough socialization process than any in-school training program (Katarina et al., 2010). Therefore, some ethical leadership requirements can be made to meet the requirements of Industry 4.0.

Firstly, training, building awareness and ethical qualities of leaders in accordance with the requirements of the industrial revolution 4.0.

The industrial revolution does not detract from the leaders' moral values of the, each leader himself must consciously put the interests of the nation, the people and the group ahead of the individual interests. They must have strong stance, viewpoints and leadership, not wavering against all difficulties and adversities, resolutely fighting against the wrong ethical manifestations, taking the people as subjects to serve, for virtue the people's happiness as a leadership goal. Willingness to pioneer pioneering new ideas, but also not disclaiming responsibility for failures, but testing is not adventure but must have grounds and scientific evidence to make decisions. It is also an opportunity for leaders to continue to build credibility, build influence for people and commitments to successfully implement the missions of the organization, the nation and the nation.

Constantly build and train the leader's pure moral qualities, build and practice an honest, humble, sincere and simple lifestyle. They have practice industrious behavior in labor, saving in use and personal spending as well as budget, not bureaucratic, arrogant towards colleagues, with the people, avoiding ostentation. The leader is always dedicated and responsible for the leadership. Proactively build a culture of solidarity and be a pioneer in words associated with work, upholding the humanity in each person. In the face of difficulties, challenges and material temptations, the leader must become an exemplary model of anti-corruption and all wasteful activities, without gaining personal benefits, against manifestations and opportunistic behaviors. This also shows the bravery and the ability to educate itself as well as persuade others about the nature, contributing to the credibility and influence.

Ethical leadership in the fourth industrial revolution is different from traditional ethical leadership that promotes leadership by virtue, but must replace the moral leadership tape that has a combination of ethical leadership. Combining with the rule of law, the goal is to make people prosperous and enjoy the increasing welfare regime (Qusthan, 2019). The requirement to build and train the ethical leadership, competence and prestige of the leader who meets the fourth industrial revolution is an essential requirement of the times.model. In terms of utilizing data, this research assigned relevant pieces of information of the collected data to the appropriate category of the model.

Hence, Ethical considerations" were implemented through coding all students' names. The coding process was done to respect the confidentiality of the students' answers. The coding names depend on the initials of Tourism Students (TS) and Hospitality Students (HS). For example, (TS1, TS22, HS1, HS2, etc...). Manual qualitative data analysis was more useful as the researchers were more involved in it and got closer to the data, becoming used to the students words and using the analysis to build ideas and themes. In terms of recognizing relationships and developing categories, the researcher used a simple matrix to sort the data and make it easy to understand. In this matrix, collected data was placed within the cells of the matrix. This activity enabled the researcher to identify key aspects regarding the use of comics as active learning strategy in tourism and hospitality higher education. With regards to developing and testing theories to reach

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conclusions, this research used the analyzed data to develop a final version of the comics as innovative and active learning strategy model.

Secondly, promoting administrative reform, focusing on recruiting, training and fostering successive leaders.

Public administration reform is now considered a strategy of developing countries, thereby building a system of clean, strong, modern, effective, effective and effective state administrative agencies. We have to improve the rule of law in the administration of public authorities. Many countries are emphasizing priority on institutional reform, administrative procedure reform, state administrative apparatus organization reform, public finance reform, administrative modernization, especially construction tasks and improve the quality of the contingent of cadres, civil servants and public servants, emphasizing the building of a contingent of good moral character, good political skills, capable and High professionalism, dedication to serving the people (GSRV, 2011).

In an age where the world is facing ever increasing challenges, leaders work for justice and justice for everyone. Therefore, in labor distribution, the implementation of social policies must be fair and upright. And in the context of modern technology applications for a modern administration, leaders need to proactively build a modern administration to ensure the convenience for people in fulfilling their obligations to the home and country, constantly expanding democratic practices for every citizen. In particular, the industrial revolution 4.0, even leaders with superior intelligence can hardly see all the challenges and dangers, so it is necessary to constantly expand the search for talented people, with the policy of training and fostering support the next generation of leaders.

The 4th industrial revolution is irresistible, leaders need to develop digital transformation strategies, intelligent governance, prioritize the development of digital technology industry, smart agriculture, and smart tourism. Smart city, smart city, absorb and effectively apply the achievements of this technological revolution (TPMV, 2017). Therefore, leaders need to take the lead in changing the way of conservative, bureaucratic thinking, directed by administrative orders to the thinking of a modern administration, improving service quality and openness transparency in the operation of state administrative agencies through promoting the provision of online public services to people (TPMV, 2016). A modern administration with the role of ethical leadership in the fourth industrial revolution contributes to the strengthening of public service.

Understanding and properly applying the leadership rules in accordance with the requirements of the technology revolution 4.0 is an indispensable, in the sense, “to do, to do must be effective” (Hoa Nhan, 2018), this does not detract from the role of ethical leadership, on the contrary, it faithfully reflects the ethical qualities of the leader, contributing to the increased accountability and transparency of the current administration, for the people to serve.

FINDINGS

Analysis of the Semi-Structured Interview

In this section, analyses of the semi-structured interviews conducted with students will be presented. The stages illustrated in Figure 1 investigated through

exploring the students' experiences and opinions about using comics as an innovative strategy. Moreover, explanation of each stage and its reflection on undergraduate tourism and hospitality students will be explained.

Review

Ethical leadership becomes an inevitable part of leadership effectiveness in the industrial revolution 4.0, with value-based leadership committed to doing the right job like accountability, transparency, integrity Government, constructivism, serval government, improves and promotes technology application for leaders and executives. Ethical leadership is always an important foundation in the strategy of building and training leaders in Vietnam in developing the country, building a rich, strong, democratic and civilized society, people have a prosperous and happy life.

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CONFLICT OF INTEREST

The authors declare no conflict of interest.

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