MODERN WESTERN PHILOSOPHY IN VIETNAM: ROLES OF SOCIETAL THOUGHTS, BELIEFS, AND MORAL BEHAVIOR

FILOSOFIA OCIDENTAL MODERNA NO VIETNÃ: PAPÉIS DOS PENSAMENTOS SOCIETAIS, CRENÇAS E COMPORTAMENTO MORAL

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Abstract: Societal thoughts and beliefs are essential for implementing any philosophy in society and capture the attention of recent studies and policymakers. Thus, the current research examines the impact of societal thoughts, beliefs, and moral behavior on implementing modern Western philosophy in Vietnam. This research also investigates the moderating effect of societal culture on the relationships of societal thoughts, societal beliefs, moral behavior, and the implementation of modern Western philosophy in Vietnam. This research has followed the quantitative method for data collection and smart-PLS for analysis purposes. The results revealed that societal thoughts, beliefs, and moral behavior positively affect the implementation of modern Western philosophy in Vietnam. The findings also indicated that societal culture moderates the nexus of societal thoughts, societal beliefs, and implementation of modern Western philosophy in Vietnam. This study guides policy-implication authorities in focusing on the societal factors that could help implement philosophy in society.

Keywords: Modern Western philosophy. Moral behavior. Societal thoughts. Societal beliefs. Societal culture. Vietnam.

Resumo: Pensamentos e crenças sociais são essenciais para implementar qualquer filosofia na sociedade e capturam a atenção de estudos e formuladores de políticas recentes. Assim, a pesquisa atual examina o impacto dos pensamentos, crenças e comportamento moral sociais na implementação da filosofia ocidental moderna no Vietnã. Esta pesquisa também investiga o efeito moderador da cultura social nas relações de pensamentos sociais, crenças sociais, comportamento moral e implementação da filosofia ocidental moderna no Vietnã. Esta pesquisa seguiu o método quantitativo para coleta de dados e smart-PLS para fins de análise. Os resultados revelaram que pensamentos, crenças e comportamento moral sociais afetam positivamente a implementação da filosofia ocidental moderna no Vietnã. As descobertas também indicaram que a cultura social modera o nexo de pensamentos sociais, crenças sociais e implementação da filosofia ocidental moderna no Vietnã. Este estudo orienta autoridades de implicação de políticas a se concentrarem nos fatores sociais que podem ajudar a implementar a filosofia na sociedade.

Palavras-chave: Filosofia ocidental moderna. Comportamento moral. Pensamentos sociais. Crenças sociais. Cultura social. Vietnã.

1. Introduction

Philosophy seeks a broad view of nature, the universal explanation of things. The concepts of philosophy have developed as the social needs of time arise. In history, people have attached philosophy to science or religion. In earlier times, the distinction between philosophy, science, and religion was not as straightforward as it became later. The primary function of society is to evaluate set beliefs and clarify different concepts critically. Philosophy seeks clarity in concepts in various areas of life. Philosophy sustains the diverse characteristics of abstraction and concern for truth (D'Olimpio & Teschers, 2017). Philosophers examine different concepts and clarify them. Philosophy is an attempt to critically explore the bases of human activities, like politics, science, morality, and religion. The most significant feature of philosophy is to present logical arguments. The arguments include either invented or taken out of criticizing other people or taken from both ways. Philosophy consists of expanding existing ideas, creating new imaginative concepts, and critically assessing the effectiveness of arguments supporting actual ideas (Phukamchanoad & Girdwichai, 2019). There is a considerable and long-term debate on the philosophers' views of the ultimate reality and how we know that ultimate reality. What constitutes a perfect life? What is the true meaning of life? Because of such questions, philosophy is divided into five types: metaphysics, epistemology, aesthetics, logic, and ethics. These questions are interconnected when one evaluates social reality and tries understanding the world's actualities to lead a good life (Kim, 2017).

The main focus of our study is to analyze the implementation of modern Western philosophy. Modern Western philosophy comes into being with massive faith in the capacity of human beings to get accurate knowledge of everything (Paulsell, 2020). The influence and authority of the church decreased, and science gained authority in place of religion. Undoubtedly, the ways of philosophy were dramatically changed with the change of classical Western philosophy into modern philosophy, yet much of the content of Western philosophy remained the same. Medieval Western philosophy had much to do with theology, but the ideas have changed in modern philosophy (Luke, Sefton-Green, Graham, Kellner, & Ladwig, 2017). Modern Western philosophy advocates scientific methodology in analyzing the world, whereas classical Western philosophy is mainly linked with Christianity's religion and society's set traditions. Modern Western philosophy has not been confined only to orthodox religion. Instead, this philosophy deals with the ideals of humanism, secularism, scientific temperament, development, and progress. Presenting the ideals of skepticism, liberalism, individualism, reason and logic, rationalism, and scientific methods of human conception helps to understand the world (Kim, 2017).

Western philosophy, under the influence of modernism, influences the non-Western world, too. This philosophy corresponds with the colonial rule of Western over Afro-Asian nations. Though some of the post-modern, post-colonial, and communitarians have attacked the ideals and concepts of modern Western philosophy in the West and outside, many researchers, thinkers, and philosophers have encouraged the ideals of this Western philosophy (Guo, Geng, Sterr, Zhu, & Liu, 2017). With all its ideals, this philosophy has been implemented in all areas of life in developed and developing countries. Moreover, the country's social culture and norms determine the implementation of modern Western philosophy in all countries. This scholarly article analyses the influences of societal thoughts, beliefs, behaviors, and sociocultural factors on applying modern Western philosophy in different areas of Vietnam. In recent years, modern Western philosophy has been used in almost all areas of life, most prominent in education, learning enterprises, information systems, and economic, social, and political areas (Song, 2020). Modern Western philosophy, with all its ideals and conceptions such as humanism, secularism, scientific temperament, development and progress, skepticism, liberalism, individualism, reason and logic, and rationalism, positively contributes to all the areas above of life in Vietnam. As the level of implementation of modern Western philosophy is still low and needs more awareness and attention, this study proves fruitful to Vietnam's public.

2.   Literature Review

Philosophy is not a natural science in itself. The consequences of philosophy are not several thinkers' propositions, but it is the way to clarify them. Philosophy is the source of human knowledge. Philosophy is an attempt to get an understanding of the overall world systematically. The ideas and approaches of philosophy vary with the social context. Modern Western philosophy is a positive extension of classical and medieval Western philosophy, which was devoted chiefly to social tradition, regulations, and religious ideals (Sun et al., 2020). Modern Western philosophy, though critical to religion, is not confined to this extent. Modern Western philosophy encourages secularism, humanity, the scientific tendency to cope with social, economic, and political issues, progress, and development. Besides these, modern Western philosophy presents the concepts of skepticism, intellectualism, rationality, individualism, and liberalism, which determine human thinking and actions. Implementing modern Western in any country, almost in all areas of life, from community to economy and politics, is very important (Nawaz et al., 2020). Several social factors determine the implementation of modern Western philosophy, and it has a dominant place in the past literature. Our study examines the influences of societal thoughts, beliefs, moral behaviors, and social culture on applying modern Western philosophy regarding past literature.

According to the renowned scholars Komatsu and Rappleye (2020), social thoughts are the philosophical ideas of a person or a group of persons collectively concerning a specific period, situation, place, or particular things, their impacts, and solutions. Several people or several groups of people have several social thoughts. As social thoughts are the ideas or set of concepts about the social situation, social problems, and their possible solutions in a social situation, these thoughts affect the implementation of a specific philosophy in any area of life. People's social thoughts are linked to, to some extent, the nature of ideas and concepts of real knowledge, goodness, economies, or politics presented by modern Western philosophers, which encourage the implementation of modern Western philosophy in different areas of life. The research of Fred (2019) highlights that in a society where people do not rely on the surface knowledge about things or phenomena but have a skeptical bent of mind and try to find the inner reality of things, it is easy to apply the modern western philosophy in the education, research or law sectors since skepticism is a crucial feature of modern western philosophy.

Similarly, some social group members think that real goodness exists in the intentions and actions of people towards others if the consequences of these intentions and actions are good to others. These members promote the modern Western philosophy in social, economic, and political life as it stresses the real goodness of intentions and actions to others. When social thoughts people are blind followers of any religion or tradition, but they are free from prejudice while acting in any field of life, they are more likely to act upon the modern Western philosophy, which rejects the blind adherence to a religion or conservative tradition and refutes the prejudice in taking actions. For example, when the tutors in the education sector have the thinking to deal with others without prejudice of area, gender, or class, they are in a better position to apply and teach modern Western philosophy, which is illustrated by equality and fraternity (Komatsu & Rappleye, 2020).

H1: Societal thoughts of people have a positive association with the implementation of modern Western philosophy.

According to the propositions of Munasinghe, Hemmington, Schänzel, Poulston, and Fernando (2017), societal beliefs are the beliefs endured by the members of a society by which they identify themselves. Beliefs are opinions or something a person trusts while living in a society. This set of these accepted views determines the efficiency and effectiveness with which modern Western philosophy can be fulfilled. People view these views as effective ways of thinking and engaging in different life sectors like education, economics, society, and politics. Several groups hold a specific set of societal beliefs that affect the application of a specific philosophy in the field. These societal beliefs are anarchism, fascism, feminism, environmentalism, liberalism, Neoliberalism, Neo-Conservatism, Nationalism, and Socialism. These groups of persons holding diverse societal beliefs determine the

implementation of modern Western culture in the country (Malakar, Herington, & Sharma, 2019). As the philosophers of modern Western philosophy focus on individualism instead of following rules blindly, anarchism, which also stresses that individuals should be free from any authority and ruler themselves, promotes modern Western philosophy. People have a set of societal beliefs, like feminism, that advocate women's rights on the grounds of equality between male or female sexes. These people clear the way for the modern western philosophy to be implemented in education, social, political sectors as modern western philosophy focuses on equality irrespective of gender, creed, or region (Laplane et al., 2019). People who belong to liberalism promote the concepts of modern Western philosophy, while neo-liberalism does not do it correctly. The people who belong to liberalism favor the individual's freedom (Nawaz et al., 2021). Still, they want the goodness of society to arouse self-creation. Still, the people who wish for individual liberty under neo-liberalism do not care about the well-being of society. Neoliberalism seeks individual freedom to an unhealthy extent, which is not part of modern western philosophy. Therefore, different sets of societal beliefs affect the implementation of modern Western philosophy in various manners and degrees. On the basis of the above discussion, we can hypothesize:

H2: Societal beliefs positively affect the implementation of modern Western philosophy.

Societal moral behavior is the set of actions performed by the group members when they interact with each other. The societal moral behaviors of people affect the implementation of modern Western culture. Contemporary Western philosophy is characterized by learning the real nature of things, or somebodies, the actual causes and effects of the occurrence of things or phenomena (Mohsin, Kamran, Nawaz, Hussain, & Dahri, 2021). Modern Western philosophy focuses on the point that man should not only rely on the physical appearance of things and the knowledge of things as they exist without seeing the reasons or logic. It focuses on the reliability of knowledge about anything, which should be defined by logic or reasons. The strong interaction of people towards one another leads to effective communication between them. This social communication network and interaction among people allows them to acquire, exchange, process, and share quality information (Eronen & Romeijn, 2020). Comprehensive and accurate information is beneficial in getting proper knowledge about the things, events, or phenomena that are concerned, the knowledge that is based on reasons or logistics. The consultancy and cooperation among society individuals develop human capacity, analytical and problem-solving skills, and decision-making. These skills developed due to positive societal behavior enable individuals to get analytical knowledge and progress in scientific methods in different social or economic areas.

Modern Western philosophy focuses on equality, humanity, and fraternity. The positive and sincere relations of people with one another arouses brotherhood among them, makes them

emotionally attached, and creates a sense of responsibility towards others in society. Positive emotion and thinking force individuals to establish the basis of equality and humanity in society (Sullivan, 2019). Modern Western philosophers stress individualism and free expression instead of blind slavery of one ruling authority or religion. Modern Western philosophers present similar arguments favoring individual freedom, self-authority, and the freedom to express opinions without the influence or fears of any ruling authority or traditions. The favorable social moral behavior of individuals towards others while interacting with or making certain physical dealings with them makes the environment favorable for the individuals in that they may feel free from traditions or any fear, thus can express their opinions and lead the lives of their accordance (Kaiser, 2019). Hence;

H3: Societal moral behavior has a positive association with implementing modern Western philosophy.

Social culture is a diverse and extensive set of mostly intangible aspects of social life. Sociologists say social-cultural is the combination of beliefs, values, and systems of language, communication, and practices that people share. The implementation of some philosophy is determined by the correspondence of the concepts presented by the philosophy and the nature of cultural factors, like beliefs, religion, social norms, language, and communication. The culture of a society is designed by the thinking and actions of the initial inhabitants; then, as the population grows, culture develops and changes (Maxwell, 2019). The cultural factors of a society affect the thinking, beliefs, and behaviors of the members of that society and, thus, affect the implementation of modern Western philosophy. The culture of society influences the thinking of the members of society. The religious norms of society affect the ideas, concepts, or ideas of individuals. The religion's teachings promote morality and bring positive changes in the thinking of individuals and how they must make their dealings fair towards other societies. Similarly, the traditions that lead to humanity and fraternity influence people's thinking and actions. Individuals' thinking affects the implementation of modern Western philosophy (Hühn, 2019). The culture of society determines the social beliefs of the people. Society's social traditions, norms, and religious principles find some expression in the opinions and expressions of individuals. Modern Western philosophy can be better realized when individuals believe in morality, equality, and humanism. Likewise, social behaviors, which are the interaction of people with others and people's response towards their environment, are influenced by the social culture and determine the implementation of modern Western philosophy (Peters et al., 2020). Hence:

H4: Societal culture moderates societal thinking and the implementation of modern Western culture.

H5: Societal culture plays a moderating role between societal beliefs and the implementation of modern Western culture.

H6: Societal culture moderates societal moral behavior and the implementation of modern Western culture.

3. Methods

This research examines the impact of societal thoughts, beliefs, and behavior on implementing modern Western philosophy. Specifically, the study investigates the moderating effect of societal culture on societal thoughts, beliefs, moral behavior, and implementation of modern Western philosophy in Vietnam. This research followed the quantitative method for collecting data and used survey questionnaires. This study selected the respondents based on simple random sampling and emailed them the questionnaires. Nine hundred ninety questionnaires were sent, and 760 were received, representing about a 76.77 percentage of response rate. This study also used the smart-PLS to analyze the nexus among the understudy variables and verify convergent and discriminant validity. This study adopted the PLS-SEM because the study aimed to test hypotheses, and a complex framework was adopted (Hair Jr, Babin, & Krey, 2017). The current research has taken three independent variables, such as societal thoughts (ST) with three items, societal beliefs (SB) with four items, and societal moral behavior (SBR) with six items. In addition, implementing modern Western philosophy (IMWP) has been taken as the dependent variable with five items, and societal culture (SC) has played a moderating variable with four items. These variables are in Figure 1 with links.
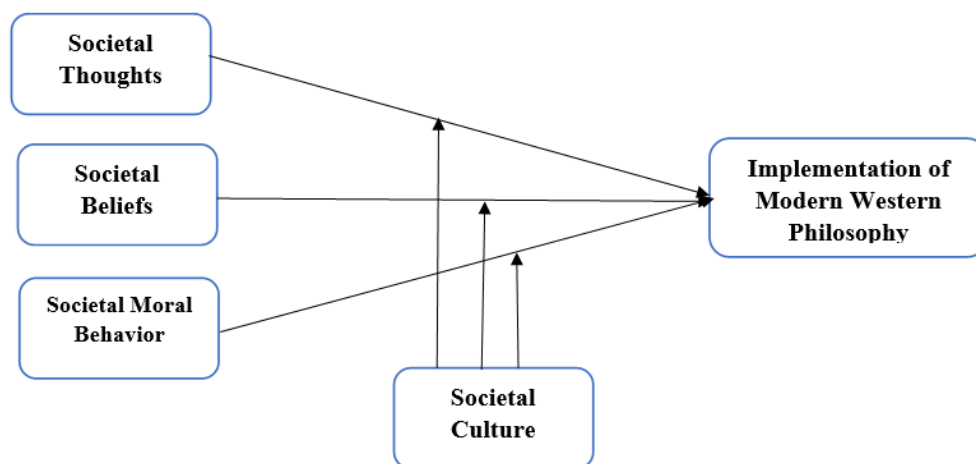

Figure 1: Theoretical Framework

4. Findings

This study has examined the convergent validity that shows the correlation between the items of the variables. The figures have shown that the composite reliability (CR) and Alpha values are higher than 0.70, and loadings and average variance extracted (AVE) values are also not less than 0.50. These values indicate a high correlation between the items highlighted in Table 1.

Table 1: Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE
Implementation of Modern Western Philosophy	IMWP2	0.778	0.827	0.898	0.747
	IMWP3	0.912			
	IMWP5	0.897			
Societal Beliefs	SB1	0.792	0.773	0.803	0.511
	SB2	0.513			
	SB3	0.746			
	SB4	0.773			
Societal Moral Behavior	SBR1	0.834	0.863	0.899	0.642
	SBR2	0.739			
	SBR3	0.804			
	SBR5	0.787			
	SBR6	0.839			
Societal Culture	SC1	0.874	0.890	0.924	0.752
	SC2	0.812			
	SC3	0.904			
	SC4	0.876			
Societal Thoughts	ST1	0.848	0.775	0.821	0.606
	ST2	0.760			
	ST3	0.721			

Note: ST: Societal Thoughts; SB: Societal Beliefs; SBR: Societal Moral Behavior; SC: Societal Culture; IMWP: Implementation of Modern Western Philosophy. Alpha: Cronbach's alpha; CR: composite reliability; AVE: average variance extracted.

This study also examined the discriminant validity, which shows the correlation between the variables. Firstly, the study used the Fornell Larcker and cross-loading criterion, and the figures have shown that the statistics that highlighted the links with the variable itself are not smaller than those of the links with other variables (Figure 2). These values indicate a low correlation between the variables highlighted in Tables 2 and 3.

Table 2: Fornell Larcker

	IMWP	SB	SBR	SC	ST
IMWP	0.864				
SB	0.533	0.715			
SBR	0.653	0.533	0.801		
SC	0.541	0.544	0.531	0.867	
ST	0.522	0.482	0.443	0.481	0.778

Note: ST: Societal Thoughts; SB: Societal Beliefs; SBR: Societal Moral Behavior; SC: Societal Culture; IMWP: Implementation of Modern Western Philosophy

Table 3: Cross-loadings

	IMWP	SB	SBR	SC	ST
IMWP2	**0.778**	0.424	0.490	0.504	0.553
IMWP3	**0.912**	0.485	0.613	0.436	0.409
IMWP5	**0.897**	0.470	0.584	0.462	0.391
SB1	0.404	**0.792**	0.387	0.400	0.389
SB2	0.270	**0.513**	0.287	0.252	0.263
SB3	0.464	**0.746**	0.463	0.478	0.363
SB4	0.346	**0.773**	0.354	0.381	0.349
SBR1	0.651	0.548	**0.834**	0.459	0.393
SBR2	0.568	0.443	**0.739**	0.366	0.397
SBR3	0.446	0.354	**0.804**	0.449	0.329
SBR5	0.400	0.348	**0.787**	0.430	0.338
SBR6	0.466	0.375	**0.839**	0.425	0.290
SC1	0.415	0.482	0.387	**0.874**	0.417
SC2	0.539	0.415	0.529	**0.812**	0.340
SC3	0.448	0.493	0.472	**0.904**	0.478
SC4	0.449	0.503	0.428	**0.876**	0.444
ST1	0.479	0.471	0.424	0.467	**0.848**
ST2	0.356	0.319	0.241	0.275	**0.760**
ST3	0.368	0.314	0.351	0.359	**0.721**

Note: ST: Societal Thoughts; SB: Societal Beliefs; SBR: Societal Moral Behavior; SC: Societal Culture; IMWP: Implementation of Modern Western Philosophy

Secondly, the study used the Heterotrait Monotrait (HTMT) ratio to test the discriminant validity, and the figures have shown that the values of HTMT ratios are not

higher than 0.85. These values indicate a low correlation between the variables highlighted in Table 4.

Table 4: Heterotrait Monotrait Ratio

	IMWP	SB	SBR	SC	ST
IMWP					
SB	0.700				
SBR	0.745	0.665			
SC	0.623	0.689	0.595		
ST	0.691	0.697	0.557	0.611	

Note: ST: Societal Thoughts; SB: Societal Beliefs; SBR: Societal Moral Behavior; SC: Societal Culture; IMWP: Implementation of Modern Western Philosophy

Finally, the present research has also checked the nexus among the variables by using path analysis (Figure 3). The results revealed that societal thoughts, beliefs, and behavior positively affect the implementation of modern Western philosophy in Vietnam and accept H1, H2, and H3. In addition, the findings also indicated that societal culture moderates the nexus of societal thoughts, societal beliefs, and implementation of modern Western philosophy in Vietnam and accepts H4 and H5. However, the findings also indicated that societal culture does not moderate among the nexus of societal behavior and implementation of modern Western philosophy in Vietnam and rejects H6. These links are mentioned in Table 5.

Table 5: Path Analysis

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
SB -> IMWP	0.122	0.032	3.782	0.000	0.074	0.183
SB*SC -> IMWP	-0.086	0.033	2.593	0.011	-0.146	-0.020
SBR -> IMWP	0.396	0.034	11.641	0.000	0.324	0.459
SBR*SC -> IMWP	-0.031	0.039	0.797	0.428	-0.101	0.037
SC -> IMWP	0.127	0.035	3.651	0.000	0.068	0.188
ST -> IMWP	0.231	0.031	7.481	0.000	0.168	0.283
ST*SC -> IMWP	0.064	0.031	2.047	0.043	0.001	0.133

Note: ST: Societal Thoughts; SB: Societal Beliefs; SBR: Societal Moral Behavior; SC: Societal Culture; IMWP: Implementation of Modern Western Philosophy. S.D.: Standard Deviation; L.L.: Lower-Limit Confidence Interval; U.L.: Upper-Limit Confidence Interval.
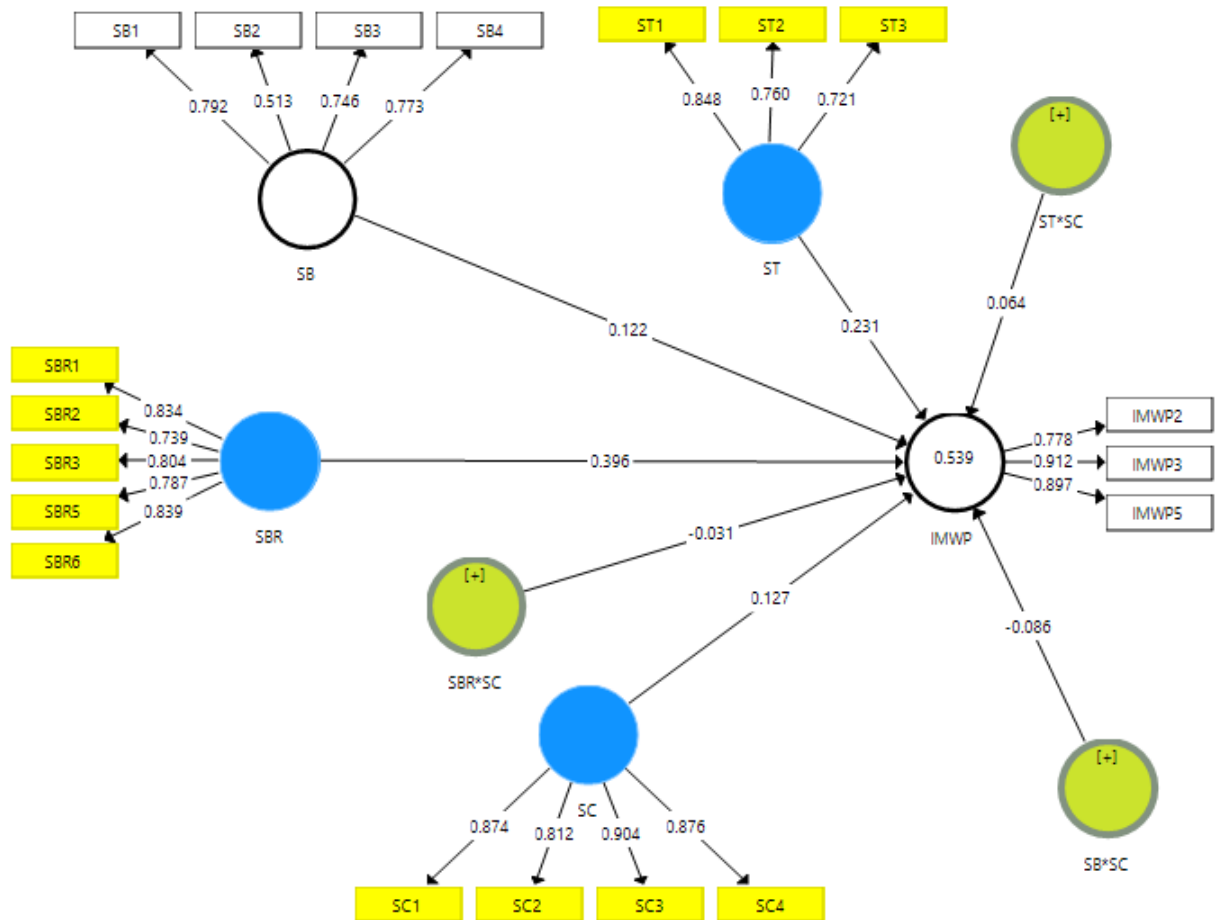
Figure 2: Measurement Model Assessment

Note: ST: Societal Thoughts; SB: Societal Beliefs; SBR: Societal Moral Behavior;

SC: Societal Culture; IMWP: Implementation of Modern Western Philosophy
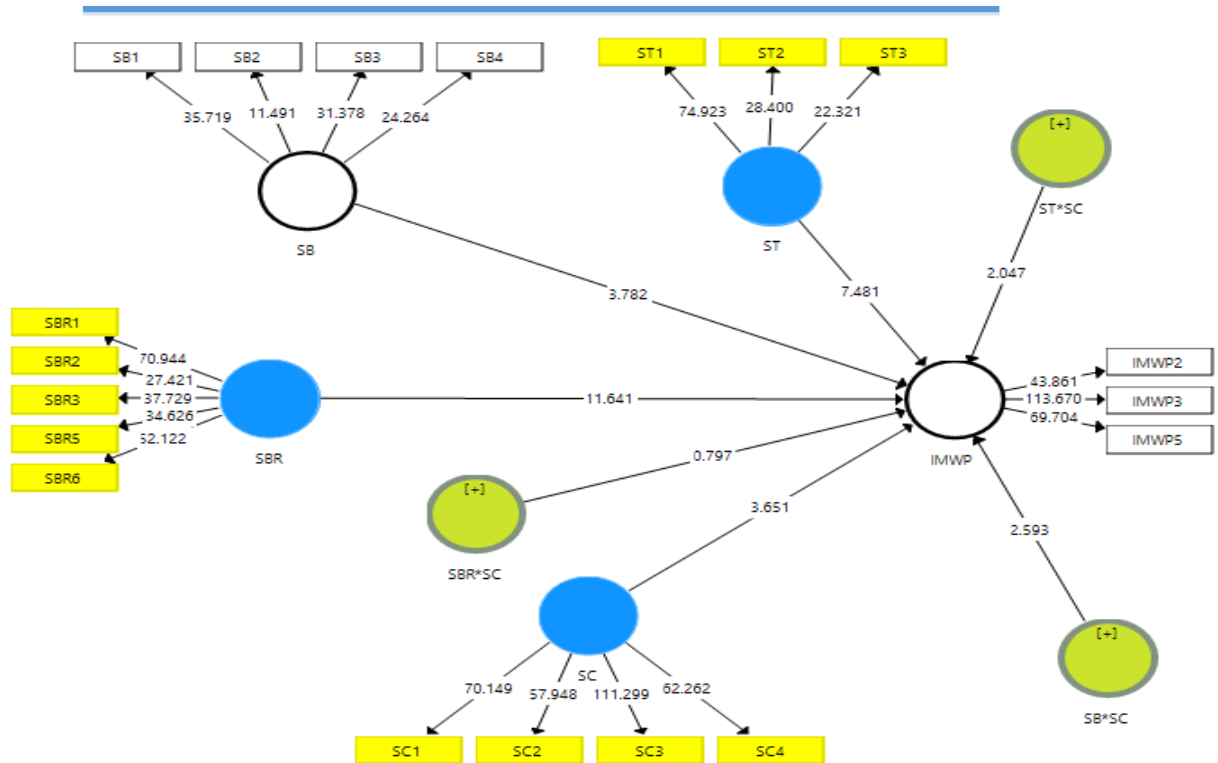
Figure 3: Structural Model Assessment

Note: ST: Societal Thoughts; SB: Societal Beliefs; SBR: Societal Moral Behavior; SC: Societal Culture; IMWP: Implementation of Modern Western Philosophy

5.   Discussions And Implications

The study results have indicated that the societal thoughts in a country have a favorable implication with the implementation of modern Western philosophy. The current study examines how a society where people have positive thoughts about the ideas presented and focused on by modern Western philosophers leads to implementing modern Western philosophy in different areas of the country, such as economy, politics, society, and education. These results align with the past study of Hung et al. (2020), which analyzes modern Western philosophy with all its characteristics and checks its implications in modern societies. This study suggests that how people think about things, religion, politics, and social matters affects the degree to which modern Western philosophy can be carried out. These results also align with the past work of Yu, Yen, Barnes, and Huang (2019), which reveals that societal thoughts of individuals determine the extent to which modern Western philosophy can be fulfilled in the concerned areas. The study results have also indicated that societal beliefs have a positive link with implementing modern Western areas. The study

implies that the beliefs of the people in society about religion, abstracts, ethics, and economics certainly affect the implementation of modern western philosophy. These study results are approved by the previous reseach of Smeyers and Depaepe (2020), which shows the influences of societal beliefs and ideas on the philosophy adoption by people in different areas. In a society where people do not believe in conservative social, religious, and political ideas, it is easy to implement modern Western philosophy to the possibly most expansive horizon. These results are also endorsed by the previous analysis of Sardoč et al. (2020).

This study highlights how people's beliefs in a specific society affect the efficiency with which modern Western philosophy can be implemented and benefited in different enterprises, like education and politics. This study concludes that where people believe more in reality and logic than dogmatic ideas to get knowledge about anything, they become more likely to implement modern Western philosophy. The study results have also shown that people's social behavior is positively associated with implementing modern Western philosophy. The study states how people with others in society affect the implementation of modern Western society. These results are supported by the past paper of Thompson, Fraser-Burgess, and Major (2019), which indicates that the positive ways society members deal with others that others do not suffer from diseases, defame, or financial crises lead to the implementation of such philosophy, which is characterized by justice, goodness, liberty, and humanism in different areas in the country. Thus, the positive and sincere interaction among society members urges them to adopt modern Western philosophy, which encourages real goodness, individualism, humanism, and equality. These results are also allied with the previous investigation of Prilleltensky (2020), which shows the importance of implementing modern Western philosophy in society, economy, education, and politics and suggests, in this regard, that the positive behavior of people in other societies members and the positive interaction of society members with their environment, leads to effective implementation of modern western philosophy. Moreover, the study results have indicated that societal culture plays a moderating role between societal thoughts of people and the implementation of modern Western philosophy.

The study suggests that society's culture profoundly influences people's thoughts and the implementation of any society like modern Western society. These results are in line with the work of Venkateswaran and Ojha (2019), which shows that societal culture shapes people's thoughts towards different matters. These thoughts affect the implementation of modern Western philosophy in various areas of the country. These results also align with the

past research of Grierson (2019), which highlights that the nature of societal cultures, like religious beliefs, social ideas, and ways of living, affects both the societal thoughts and implementation of modern Western philosophy. The study results have also shown that societal culture is a considerable moderator between societal beliefs and the implementation of modern Western culture. The study implies that the culture of a society determines the religious and social beliefs of the society members, and these beliefs affect the philosophy adopted by different sectors in the country. These results align with the past examination of Kozma (2020), which shows that the social beliefs determined by the society's culture affect their thinking, actions, and minds when adopting modern Western philosophy. These results are also supported by the preceding research paper of Biesta (2019), which shows that if society culture has a positive impact on the beliefs of social members, these beliefs result in the effective implementation of modern Western philosophy. The study results have also revealed that the societal culture moderates societal moral behavior and implements modern Western philosophy. These results are reinforced by the prior study of Ongaro (2019), which shows that the culture of a society affects societal moral behavior and the implementation of modern Western philosophy and the mutual association of social moral behavior and the implementation of modern philosophy. These results are also stood by the former study of Bächtold and Munier (2019), which shows the contribution of societal culture to the effective implementation of modern Western philosophy and examines that in the case of favorable societal culture, the positive societal behavior comes into existence which leads to the effective implementation of modern Western philosophy.

The present study carries both theoretical and empirical implications. The study addresses modern Western philosophy and examines the influences of different social factors, such as thoughts of social members, societal beliefs, and the moral behaviors of people in society when implementing this philosophy. Many past studies have examined the influences of societal culture on implementing any philosophy in particular social sectors. However, little attention has been paid to the societal culture as a moderator or mediator between the societal thoughts, beliefs of society members, and beliefs of people in a society and the implementation of modern Western philosophy. The current study fills this gap by introducing societal culture as a moderator between the variables above. This study also has great empirical significance in the emerging country and all the social, economic, academic, and political sectors. This study guides policy-implication authorities in focusing on the societal factors that could help implement philosophy in society. The study provides a

theoretical guideline on effectively implementing modern Western philosophy with positive societal thinking, positive beliefs of society members, and honest and ethical dealings. The study also suggests that positive social culture improves the contribution of societal thoughts, beliefs, and social moral behavior to implement modern Western philosophy.

6.   Conclusion And Limitations

The study highlights the importance of implementing modern Western philosophy in different living sectors in a developing economy like Vietnam. It checks the influences of social factors like societal thoughts, social moral behaviors, beliefs of people living in a society, and the society's culture on implementing modern Western philosophy. The study examines how society members' thoughts affect authorities' struggle to implement modern Western philosophy. In countries where people's thinking and ideas match the ideas of modern Western philosophers to some extent, it is likely to apply modern Western philosophy. Similarly, the beliefs of the people living and operating in society determine the efficiency with which modern Western philosophy can be implemented. In a society where people's thinking is free from conservative and dogmatic beliefs, and they think beyond the set traditions, the authorities can better implement modern Western philosophy. The current study suggests that the behaviors of people within society towards one another, the environment, and different societal shifts influence the philosophy implemented in that area. The positive behaviors of society members make it likely to implement modern Western philosophy effectively, characterized by humanitarian sympathies, fraternity, equality, and liberty. Moreover, our study focuses on the contribution of societal culture to the effective implementation of modern Western philosophy. The study highlights that a good and polite social culture improves the contribution of positive thinking of social beings, positive social beliefs, and acceptable social moral behaviors of individuals in the practical implementation of modern Western cultures.

Like some of the previous literary workouts, the present study also has several limitations, which demand future scholars to show extra effort when replicating and extending the current research. Only a few social factors, such as thoughts of social members, societal beliefs, and the moral behaviors of people in society, have been addressed by the authors of this study as contributors to the implementation of modern Western culture. Nevertheless, many other government social and economic policies directly or indirectly

affect the implementation of modern Western philosophy. So, the scope of the current study is minimal. The authors must remove this study's flaw in the future by addressing some more factors along with these aforementioned social factors about the implementation of modern Western philosophy. The scope of the current study is also limited to a single source of the issuance of questionnaires. It is recommended that scholars employ multiple data collection sources to present a more comprehensive and reliable study.

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