**Amplified Performativity of Business Leaders:**

**A Big Qualitative Social Media Data Analysis**

(*Submission to Business & Society*)

**Hong T. M Bui 1\* & Lukasz Piwek**2

1 Vin University, Hanoi, Vietnam.

Email: [hong.btm@vinuni.edu.vn](mailto:hong.btm@vinuni.edu.vn)

2 School of Management, University of Bath, Claverton Down, Bath, BA2 7AY, United Kingdom.

Email: [lzp20@bath.ac.uk](mailto:lzp20@bath.ac.uk)

* Corresponding author

**Short bios**:

Hong T. M. Bui is a Professor at College of Business & Management, and Director of Education Management at Vin University. Hong has a broad background in social sciences and humanities. Her research evolves around social issues and organisational studies for innovation and sustainability. Forbes Vietnam named her in its 20 most inspiring women in 2021 for her research and research-related community work.

Lukasz Piwek is an Associate Professor in Management Information, Decisions and Operations at the University of Bath. He is also the co-founder of the interdisciplinary Psychology Sensor Lab and a member of an ESRC-funded Centre for Research and Evidence on Security Threats (CREST).