INFORMATION ON NEW ACADEMIC AND THEORICAL CONTRIBUTIONS OF THE DOCTORAL DISSERTATION

Dissertation title: IMPACT OF BRAND EQUITY ON COMPETITIVENESS OF UNIVERSITIES IN HO CHI MINH CITY

Major: Business Administration   Code: **934 01 01**

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A summary of new contributions both in terms of academic and practical aspects of the dissertation is as follows:

1. Academic contribution

First, the factors affecting brand equity in this study are different from previous research models on brand equity. Previous studies have demonstrated the impact of each of these factors on brand value, but no study has included all factors like the author's model mentioned above. This study has combined, reviewed and tested that after including these factors in the model, is there any difference compared to previous brand equity research models?

Second, for this study, the author used structural equation modeling method based on partial least squares analysis technique, through PLS-SEM supporting software to check the reliability and validity of the scales. This also once again confirms some of the advantages of this support tool.

Third, the scale used in this study was mostly inherited and developed from previous studies. However, during the preliminary qualitative and quantitative research process, the observed variables were adjusted to suit the context and research topic.

Fourth, the research has shown that there are many similarities with previous studies such as: Brand reputation and brand trust do not directly and in the same direction impact brand equity. Meanwhile, brand meaning, brand awareness and brand image have an impact on brand value. Similarly, brand equity affects brand competitiveness.

2. Practical contribution

First, to be able to provide practical management implications. The study analyzed and gave the following results: There is a relationship between a number of factors in the model: (1) brand reputation and brand trust have the same direct and direct impact on brand meaning, awareness, brand image. (2) There is an impact of factors: brand meaning, awareness and image on brand equity, (3) as well as the impact of brand equity on brand competitiveness. From there, it helps administrators and researchers to make more appropriate policies.

Second, this study has drawn important findings on brand equity directly leading to brand competitiveness. That is to say, the very existence of an intrinsically enhanced brand equity of a university can enhance the brand competitiveness of that university. Although some factors do not directly impact brand value, this study shows that, instead, through intermediate values, they increase brand equity, leading to the brand competitiveness of university. This is an important finding, showing that brand reputation and trust by themselves are not enough to convert brand value into brand competitiveness. Taken together, these findings emphasize the important and pervasive role of promotion and communication orientation in effectively converting brand equity into brand competitiveness.

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