

## **INFORMATION ABOUT THE PhD THESIS**

**Thesis topic: The influence of service provider flexibility on organizational customer loyalty: A study in the postal service sector in Vietnam.**

**Thesis topic:** Business Administration                      Code: 9.34.01.01

PhD Candidate: **Do Thi Lan Anh**

Instructors: **Prof. Bui Xuan Phong, PhD and Assoc. Prof. Nguyen Thi Minh An, PhD**

Institution: Posts and Telecommunications Institute of Technology (PTIT)

### **Theoretical and practical contributions:**

1. The thesis has systematized and reviewed researches in the world and Vietnam on customer loyalty, flexibility as well as the influence from the flexibility of service providers on organizational customer loyalty.
2. The thesis has built and tested a research model of the direct and indirect influence of service provider flexibility on organizational customer loyalty.
3. The thesis has adjusted the "Flexibility" scale to suit the specific characteristics of postal services in Vietnam.
4. The research results have confirmed that the flexibility of service providers not only has a direct positive effect on organizational customer loyalty, but also has an indirect positive effect on organizational customer loyalty through relationship quality.
5. The thesis has proposed a number of recommendations for postal service providers to increase flexibility and enhance loyalty of organizational customers.

### **Conclusions and recommendations drawn from research results:**

The thesis's research model can be used as a model to conduct similar studies in other service sectors in Vietnam.

Some research directions may be followed:

1. Study the effect of service provider flexibility on customer loyalty of organizations - large enterprises.
2. Study the effect of service provider flexibility on organizational customer loyalty in other service areas.
3. Study the factors affecting the flexibility of service providers.

**Collective scientific instructors**

**PhD Candidate**

**Prof. Bui Xuan Phong**

**Assoc. Prof. Nguyen Thi Minh An**

**Do Thi Lan Anh**