

INFORMATION ON DOCTORAL THESIS

- Thesis title: A study on factors affecting innovation of garment enterprises in Vietnam
- Major: Business Administration
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NEW FINDINGS OF THE THESIS

- Theoretical contribution:

First, the research has developed a research model on factors affecting the innovation activities of businesses. Base on prior studies of Triguero và Córcoles (2013), Avlonitis et al (1994), Maital và Seshadri (2007), Cristiano Antonelli và cộng sự (2011), Alvaro Gómez Vieites, José Luis Calvo (2011), Zennouche, M., Zhang, J., & Wang, B. W. (2014), Nguyễn Ngọc Thắng (2013), Phan Thị Thục Anh (2016), Trần Thị Hồng Việt (2016), Vương Đức Hoàng Quân (2018), Đặng Thu Hương (2020) ... I have proposed a research model on factors affecting the innovation of garment enterprises in Vietnam. This model included 4 key factors: Institutional factors, policy factors, management factors and marketing factors

Second, I have developed a measurement scale to evaluate the factors affecting innovation of garment enterprises. Independent variables were built based on scales from previous studies. I also added some items such as determination of leaders; encouragement of leaders; initiative and innovation capacity of workers; innovation culture of enterprises.

- Practical contribution:

First, the quantitative research results have determined the level of influence of factors on the innovation of Vietnamese garment enterprises. Based on these findings, I have proposed some recommendations for Vietnamese garment enterprises.

Second, the management activities of garment enterprises are closely and positively correlated with the enterprise's innovation. Therefore, garment businesses can pay more attention on management activities in order to promote innovation in garment businesses.

Third, with the current institutional system, innovation of big garment enterprises has not been able to promote its potential and strengths. This statement is reflected in the negative relationship between institutional variables and variables representing enterprise innovation. Therefore, we need to have major institutional changes so that large garment enterprises can keep up with garment enterprises in the region and around the world.

APPLICATIONS, APPLICABILITY IN PRACTICE OR DIRECTIONS FOR FUTURE RESEARCH:

Future research directions for further development could be: (i) increasing the size of the research sample; (ii) adding items for policy variables; (iii) using panel data collection to analyze the impact of space on innovation and analyze changes over time in the effects of factors affecting innovation in Vietnamese garment enterprises.

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