

SOCIAL REPUBLIC OF VIETNAM
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**INFORMATION ON NEW ACADEMIC AND THEORETICAL
CONTRIBUTIONS OF THE THESIS**

Thesis's title: Influence of green marketing on competing capacity and business results of enterprise: A case study of small and medium enterprises in Ho Chi Minh City

Major: Business Administration

Code: 9340101

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Course: 2017

Training unit: Lac Hong University

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The Thesis had contributions to the theory and practice:

1) Contributions to the theory

Firstly, the thesis has synthesized several theories, concepts, and previous studies related to green marketing activities, competitiveness, and business results to determine a scale and research model. In particular, green marketing is composed of 3 components: strategy, tactics, and internal; Business results are composed of 3 components: economic results, environmental results, social results, and competitiveness are composed of 3 components: responsibility management capacity, technological capacity information, dynamic capabilities. And develop in the direction of research at businesses to determine the correlation of these three factors in SMEs operating in the Ho Chi Minh City market, Vietnam.

Second, the thesis has inherited and developed the theory of green marketing, and the theory of competition, and developed a new scale of green marketing, a scale of competitiveness and business results for SMEs operating in Ho Chi Minh City. In particular, the marketing theory of green marketing affects competitiveness and business results; theory of competition and development in competitiveness associated with environmental protection. The results have proven that 8 hypotheses expressing the correlation between 3 factors of green marketing, competitiveness, and business results of SMEs are accepted, they have a cause-and-effect relationship with each other.

Third, the thesis has built an impact model and measurement scale of the above three factors, in which competitiveness plays an intermediary role for SMEs operating in Ho Chi Minh City. The results have proven that there are two hypotheses showing the indirect impact through the mediating role of competitiveness, namely responsibility management capacity and information technology capacity, on the relationship between green marketing and the business performance of SMEs.

2) Contributions to the practice

Firstly, the thesis has made a number of implications for related policies by determining the influence of green marketing factors and the degree of influence on competitiveness and business results. The implications have practical significance and can be a useful reference for city business administrators and macro managers at Ho Chi Minh City in building sustainable business policies associated with protecting the current green environment.

Second, research is not only meaningful to policymakers and universities but can also be a meaningful reference for researchers and lecturers teaching related content and applying green marketing, both developing business activities and protecting the environment.

Dong Nai, Nov 15th, 2023

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