

**INFORMATION PAGE ABOUT THE THESIS'S ACADEMIC
CONTRIBUTIONS**

Thesis: The relationship between competence, scientific research results of lecturers and university brands: A case study in Ho Chi Minh City.

Specialization: Business Administration

Code: 9340101

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Course: 2017

Institution: Lac Hong University

Scientific instructors: Assoc. Prof. Ph.D. Nguyen Thi Lien Diep

SUMMARY OF NOTABLE CONTRIBUTIONS

In terms of science:

The author has reviewed the theory and profile of related studies to identify research gaps and indicate the novelty of the research topic, specifically:

First, refers to a new relationship, specifically: The relationship between competence, scientific research results of lecturers and university brands that have not been studied in the world as well as researched in Vietnam in the field of higher education. This novelty proves that the faculty capacity in scientific research is very important to enhance the university brand.

Second, the trust factor is used as an intermediary factor for the impact of two factors (Lecturer competency and scientific research results) to university brand that the research works on the world as well as in Vietnam has not been studied before.

Third, the mediating factors (satisfaction, trust and commitment) are analyzed in the approach of university lecturers. This is a difference from previous studies that have studied in the direction of approaching students as a survey object (case studies of Charles Dennis, Savvas Papagiannidis, Eleftherios Alamanos, Michael Bourlakis, 2016).

Fourth, adjusting the original scales to suit Vietnam's higher education context and adding some new observable variables to the scale of the elements in the research model. The reliability of the new scales in the research model is quite high, so it can be inherited for the related studies.

Fifth, giving management implications on the relationship between faculty capacity and research results to university brand that previous studies have not mentioned.

In terms of practical:

The research results of the thesis contribute in practice, specifically:

- Summary of theoretical basis of factors such as faculty capacity, results of scientific research, satisfaction, trust, commitment and the university brand as a basis for reference for the Related research later.

- Point out the relationship between factors such as lecturers capacity, scientific research results and university brand with different levels of impact. On that basis, the author gives the management implications to help the leadership of higher education institutions to consider and research to apply in the management process to enhance the faculty capacity, improve High university brand value and development of research works published at home and abroad.

Dong Nai, March....., 2020

Supervisor

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