

SUMMARY OF THE DISSERTATION

Dissertation title: The influence of corporate social responsibility on corporate image, customer loyalty: A case study at Vietnam Airlines Group

Major: Business Administration

Code: 9340101

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Course: K4.DBA

Academic supervisors:

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2. Dr. Hoang Hong Hiep

Institution: Duy Tan University

1. The main results of the thesis

The thesis examined previous scientific research on the topic of corporate social responsibility (CSR), corporate image and customer loyalty in aviation industry and systematized the theoretical framework of CSR, corporate image and customer loyalty. Accordingly, the thesis proposed safety as an additional CSR component in the aviation industry. By conducting expert survey and customer group interview, the thesis has confirmed that CSR in aviation industry consists of four components, and proposed research model and hypotheses. The findings have shown that social, environmental and safety CSR components have direct influence on corporate image and customer loyalty; in which safety has the strongest effect on customer loyalty. Although economic responsibilities do not directly affect customer loyalty, it could affect customer loyalty indirectly through corporate image and corporate image plays a mediating role in the relationship between CSR components and customer loyalty. The thesis has proposed a number of policy implications to help Vietnam Airlines Group develop appropriate CSR strategy to enhance corporate image and strengthen customer loyalty and made some recommendations to the governmental agencies to manage and assess CSR activities in Vietnamese aviation industry.

2. New contributions of the dissertation

Theoretically, the thesis has affirmed the role of CSR in strengthening corporate image and customer loyalty for the Vietnamese context. The thesis identifies the gaps of previous studies. That is, the influence of CSR components on the dependent variables has not been analyzed. Therefore, the thesis has proposed a research model on the impact of CSR components on corporate image and customer loyalty. The thesis

also examined the practice standards and action programs prescribed by ICAO and IATA to achieve the United Nations' sustainable development goals and added safety to the conventional CSR model. The result has revealed the strongest impact of safety component on corporate image and customer loyalty enhancement. The thesis also investigated the mediating role of corporate image to clarify the impact mechanism of CSR on customers' intentions and behaviors.

Concerning the practical side, the thesis surveyed 14 experts, interviewed a group of 8 customers, did a preliminary study, and collected 514 valid questionnaires for the formal quantitative research to test the hypotheses. The thesis has confirmed that CSR components has positive influence on decent corporate image and customer loyalty. Therefore, the Group should pursue CSR strategy to enhance its image and strengthen customer loyalty. The thesis has proposed a number of solutions to help Vietnam Airlines Group implement CSR activities such as: investing in CSR strategy towards sustainable development, pursuing safety records, communicating CSR activities to the public, encourage employees to participate in CSR activities.

3. Implications

The study results revealed customer's perception of CSR activities at Vietnam Airlines Group, thus, helps the Group understand customers' evaluation on their CSR efforts and the impact of various CSR components to dependent variables so that the Group could develop effective CSR strategy. The thesis is also a valuable source of reference for governmental agencies to promulgate CSR regulations in the aviation industry. In addition, the thesis provides knowledge related to CSR for students of economics and engineering majors for future study and work.

4. Suggestions for further research

The thesis investigated the case of Vietnam Airlines Group, so in the future a study on this topic for all Vietnamese airlines should be conducted to help provide more comprehensive policy implications for the whole aviation industry.

LIST OF ARTICLES BY AUTHOR

Articles in Vietnam

- [1]. Hoang Anh Thu, & Phan Thanh Hai. (2021). Research overview of corporate social responsibility in aviation industry. *Financial Review, August*, 86-89.
- [2]. Hoang Anh Thu, & Phan Thanh Hai. (2021). Theoretical basis and research model on the influence of perceived corporate social responsibility on corporate image and customer loyalty in Vietnam's aviation industry (2021). *Industry and Trade Review 17 (July)*, 186-191.
- [3]. Hoang Anh Thu. (2021). Impact of corporate social responsibility on customer loyalty in Da Nang tourism industry. *Asia-Pacific Economic Review, May*, 46-48.
- [4]. Hoang Anh Thu. (2020). The conceptual model of perceived corporate social responsibility, corporate image and customer loyalty in Vietnam's aviation industry. *Industry and Trade Review, 23*, 309-315.
- [5]. Hoang Anh Thu. (2020). The corporate social responsibility of Vietnam's Airlines. *Industry and Trade Review, 16-July*, 149-153.

International Articles

- [6]. Hoang Anh Thu, & Hoang Hong Hiep. (2022). The influence of corporate social responsibility on community satisfaction and community support for regional tourism development. *Annual Regional Sustainable Development Conference 2022 "Entrepreneurs, Innovation and Regional Sustainable Development"*, 446-461.
- [7]. Hoang Anh Thu. (2021). Corporate social responsibility and customer loyalty: the mediating role of corporate image in Vietnamese aviation industry. *The International Conference on Management and Business – COMB 2021*, 117-133.
- [8]. Hoang, T. A. (2020). The impact of corporate social responsibility on customer loyalty: Empirical study for the case of Vietnam Airlines. *Accounting, 6*, 943-950. <https://doi.org/10.5267/j.ac.2020.8.002>.

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