

INFORMATION OF DOCTORAL DISSERTATION

Full name of PhD student: **Doan Quoc Bao**

Thesis title: Research on factors affecting the competitiveness of aquatic export enterprises in An Giang province.

Major: Business Administration

Code: 934.01.01.

Course: 2015 - 2022

Scientific supervisor: 1.Ph.D. Nguyen Huu Phu

2. Associate Prof. Ph.D Le Duc Toan

Training location: Graduate School, Duy Tan University

Type of program: Duy Tan University

Institution: Duy Tan University

1. The main results of the thesis

-Researching theoretical issues on competitiveness of enterprises and building models of factors affecting competitiveness of pangasius exporting enterprises in An Giang province.

-Determine the factors and the extent of their influence on the competitiveness of pangasius exporting enterprises in An Giang province.

-Analyze, evaluate and propose policy implications, governance implications in order to improve competitiveness for An Giang pangasius exporting enterprises in the period of 2023 - 2035.

2. New contributions of the thesis

2.1. Theoretical contributions:

-Synthesis of theoretical issues on the competitiveness of enterprises, considering the components (factors) constituting the competitiveness of enterprises from academic theories and perspectives.

-Introducing some empirical studies on the competitiveness of enterprises by domestic and foreign authors.

-The thesis has approached in the direction of integrating the theories on the competitiveness of enterprises. In there:

+ Approach based on enterprise resources (Barney, 1991; Porter, 1980, 1988) with the following factors in the model: Management capacity; Human Resources; Financial Competency.

+ Approach based on market orientation (Kohli & Jaworski, 1990) with the factors in the model are: Marketing capacity; Ability to develop relationships; Trademark.

+ Approach based on the capacity of the enterprise (Wernerfelt, 1984; Peteraf, 1993) with the factors in the model are: Product; Technology; Price

+ Approach from the value chain (Porter, 1985): with the factor in the model is Logistics

- Propose a research model on factors affecting the competitiveness of pangasius export enterprises in An Giang province with 10 factors (components), of which 02 new factors are integrated: logistics and marketing capabilities,

2.2. Practical contributions:

-Analysis and assessment of the current situation of production and business activities of Agri -businesses in An Giang province in the period of 2016 -2020 in terms of farming area, output and export turnover, number of employees, production and processing technology variables, input costs, selling prices, management capacity, marketing activities, logistics, etc.

- Carry out estimates and tests according to the methods, Cronbach' Alpha, EFA, CFA and SEM in order to: Evaluate the suitability of the research model with experimental data; Determine the cause-and-effect relationship between the factors in the model; Affirming the influencing factors and the extent of their influence on the competitiveness of pangasius export enterprises in An Giang province.

- Proposing some administrative and policy implications to improve competitiveness for pangasius exporters in An Giang province in the period of 2023-2035.

3.Applicability in practice:

The thesis can contribute to providing more scientific basis for agencies and sectors in making policies for the development of An Giang fisheries sector and can serve as a reference in building business strategies of aquatic export enterprises in An Giang province.

4. Issues that need further research:

The Ph.D student has made a lot of efforts in the process of implementing the thesis, but with limited resources and capabilities, the thesis still has some limitations as follows:

- The impact of trade agreements such as CPTPP and EVFTA has not been considered on the ability to expand market share and competitiveness of pangasius exporters in An Giang province, as well as the impact of the Covid-19 pandemic in securing the pangasius supply chains

From the limitations of the research mentioned above, the next research direction needs to supplement the following issues, in order to: Expand the research direction of new internal factors affecting competitiveness such as: the impact of trade agreements (CPTPP, EVFTA) to the competitive competence of the construction and export enterprises, the impact of the Covid 19 pandemic, the impact of technology 4.0 on the competitive competence of the construction and export enterprises.

LIST OF RELATED PUBLICATIONS OF THE AUTHOR

Doan Quoc Bao (2018). Researching on aquatic export and the competitiveness of model of aquatic enterprises in An Giang province in the new period. *Economic Journal of Asia & Pacific*, Last volume of June month, page: 48-50.

Doan Quoc Bao (2018), "Affirming factors to determine competitiveness of aquatic exporters in An Giang province", *Asia-Pacific Economic Review*, No. 521, July 2018, p. 90-91

Doan Quoc Bao (2018), "Applying thompson-strick land method to assess the competitiveness of pangasius products of aquatic exporters in An Giang province", *Industry and Trade Journal*, September 12, 2018, page: 308-313.

Nguyen Huu Phu, Le Duc Toan, Ho Thi Phi Yen, Doan Quoc Bao. Factors Affecting the Competitiveness of Viet Nam Aquatic Exporters: Empirical Evidence in An Giang Province. *WSEAS Transactions on Business and Economics*, ISSN / E-ISSN: 1109-9526 / 2224-2899, Volume 17, 2020, Art. #39, pp. 397-409.

Ph. D. Student

Doan Quoc Bao