

MINISTRY OF EDUCATION AND TRAINING

DUY TAN UNIVERSITY

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**ENHANCE THE COMPETITIVENESS
OF FINANCIAL LEASING COMPANIES IN VIETNAM**

Major: BUSINESS ADMINISTRATION

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Abstract of the Business administration PhD thesis

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INTRODUCTION

1. The urgency of the topic

Financial leasing has been established and developed in Vietnam, is a medium and long-term capital transmission channel, helping to improve the production capacity and business operations of enterprises. The development needs and potential of financial leasing in Vietnam are extremely urgent and extensive. In previous studies on financial leasing, only the most common problems have been carried out, did not deeply have specific research on the impact of internal factors on the competitiveness of financial companies, to have suitable solutions found for the financial leasing field, help to have strategies and measures to improve the competitiveness in business activities, thus the author decided to choose the topic: *“Enhance the competitiveness of financial leasing companies in Vietnam”*, to be the title of his PhD thesis.

2. Research targets and questions

2.1 Research targets

- General research: identify and explore new factors, propose new model with internal factors affecting the competitiveness of financial companies. Test the impact of factors, propose implications, policies, recommendations.
- Specific research: Synthesize and analyze previous studies, consult experts' opinions, find gaps in previous studies, explore new factors, propose a new research model; Carry out the addition and completion of the scales; Conduct a survey and test the level of impact of each factor on the competitiveness of financial leasing companies in Vietnam; provide implications, policies and recommendations.

2.2 Research questions

First question: What internal factors affecting the competitiveness of financial leasing companies in Vietnam? *Second question:* What scales that factors affecting the competitiveness of financial leasing companies in Vietnam are having? *Third question:* How is the level of the impact of factors on the competitiveness of financial companies in Vietnam? *Fourth question:* What implications, policies and recommendations can help to improve the competitiveness of financial leasing in Vietnam through research results?

3. Research objects and scope

3.1 Research objects

Research objects are internal factors affecting the competitiveness of financial leasing companies in Vietnam.

3.2 Research scope

About the content: focus on researching the impact of internal factors on the competitiveness of financial leasing companies; About the space: in Vietnam; About the time: at the period of research in Vietnam.

4. Research methods

4.1 Research data collection

Secondary data: Data from annual reports about business operation results of financial leasing companies in Vietnam, the Vietnamese Government's financial organizations.

Primary data: from direct interview method, sending rating sheets via letters, email. Objects to collect survey data are leaders, experts and specialists.

4.2 Data processing and analysis method

- *Descriptive statistics method*

- *Expert method*
- *Questionnaire survey method*
- *Quantitative method*
- *Comparative analysis method*

5. Thesis's contributions

Systematize the theory of competitiveness; Clearly identify the internal factors affecting the competitiveness of financial leasing companies, adding new factors: Price, Risk management; Propose a model of internal factors affecting the competitiveness of financial leasing companies in Vietnam; Carry out a quantitative research steps with exact measurement, examination and confirmation of internal factors affecting the competitiveness of financial companies in Vietnam; Provide implications, policies and recommendations; To serve as a scientific basis for further studies in the field of Financial leasing.

6. Thesis's layout

In order to solve the content of research problems, this thesis is structured into 5 chapters, specifically as follows:

Chapter 1: Research problem overview

Chapter 2: Theoretical basis of competitiveness of financial leasing companies in Vietnam

Chapter 3: Research design

Chapter 4: Results and discussions

Chapter 5: Conclusions and policy implications

Chapter 1: Research problem overview

1.1 Overview of studies on factors affecting the competitiveness in general and of financial leasing companies

1.1.1 Researches on factors affecting the competitiveness

- *According to classical school:* Adam Smith's invisible hand theory; David Ricardo's perspectives; The trade theory of Eli Heckscher, etc. Researchers believe that countries, enterprises, and entrepreneurs should determine their advantages, such as capital advantage, labor advantage, and expenses advantage, cost advantage sometimes is only a relative advantage to realize production or trade, will bring about greater efficiency and benefits.

- *According to Neoclassical:* With researchers as John M. Clark, Wroe Alderson, Ludwig von Mises, Joseph A. Schumpeter, etc gave specific works to measure the level of success through those jobs, such as: on the power of a business unit is to know market segmentation, promotion, distribution, etc. At the same time, that organization must be creative and flexible according to social institutions, such as state agencies, trade unions, financial organizations.

- *According to Modern:* Paul R. Krugman, Michael E. Porter, etc also pointed out relatively clearer factors in business performance, determined competitiveness through measuring labor productivity growth, measuring citizens' living standards. Researchers also believed that productivity must be long-term to demonstrate the competitiveness. Therefore, it is necessary to have a strategy for businesses, to improve and innovate continuously.

(Source: Tomasz Siudek – Aldona Zawojcka, 2014)

- *According to national level:* Including researchers such as Bobba et al (1971), Scott & Lodge (1985), Tyson D'Andrea (1992), Krugman (1990, 1994), M. Porter (1990), WEF (1996), Barker, Köhler (1998),

Michael E. Porter et al. (2000), Kulikov G. (2000), etc affirmed that a strong country's competitiveness is how from the national resources, from the ability to organize production, to bring the country's products and services to the world market, meet the demands of the market, prove national products and services' position in the market, in order to bring a prosperous life to the people with high wages for workers, through effective labor productivity.

- *According to company level:* Michael E. Porter (2002), Flejterski (1984), Porter and Vander Linde (1995), Buckley et al (1988), OECD (2001), Adamkiewicz-Drwiłło (2002), Ajitabh, Momaya (2004), Chao-Hung, Li-Chang (2010), Altomonte et al (2012), Sanchez & Heence (1996, 2014), etc introduced concepts to affirm the competitiveness of companies in the market, that was: the company's ability to produce quality products or services and the ability to perform tasks to distribute and bring the company's products or services to the market having needs and satisfy those. At the same time, to prove that the company's products and services have a position in the market for sustainable and long-term operation. Finally, bring the best benefits to the members of the organization through the company's business activities. In Vietnam, there were many researches on enterprises' competitiveness, Ho Duc Hung (2009), Tran The Hoang (2011), Le Thi Hang (2013), Nguyen Van Thuy (2015), Nguyen Thanh Long (2016), etc. These were studies on factors affecting the competitiveness of a company or an entrepreneur, with each industry's specific characteristics. Since then, it helps the author to have a basis for a clearer research on the competitiveness in companies, in different professions and fields in Vietnam. Supports

the research on internal factors affecting the financial leasing companies' competitiveness in Vietnam.

1.1.2 Researches on factors affecting the competitiveness of financial leasing companies

- *Research on financial leasing's importance*: Senior lecturer Ph.D. Adrian SIMON (2010), YANG Jianping (2012), Helmut Kraemer-Eis and Frank Lang (2012), Joenne YUAN (2015), Umar Bello^{1*}, Hannatu Sabo Ahmad², Almustapha Alhaji Aliyu³ (2016), Fatjola Lubonja, Blerina Gjylameti, Sllavka Kurti (2019), etc researches showed financial leasing field's importance in many nations, in supporting enterprises in capital in business.

- *Research on internal factors affecting the financial leasing companies' competitiveness*: Guojin Liu (2010), R K N D DARSHANI (2013), Liang Wang, Weiguang Gong, Wei Song, Ahmad Newaz Zaheer (2016), Doan Thanh Ha (2003), Bui Thi Hong Doi (2003), Tong Thien Phuoc (2005), Le Thi Kim Nhung (2005), Hoang Thi Thanh Hang (2013), etc synthesized theoretical bases, gave important factors affecting the competitiveness of financial leasing company. With the researches in Vietnam, the author generalized the formation history of finance, analyzed the current state of operations, and simultaneously introduced factors affecting the competitiveness of financial leasing companies in Vietnam.

1.2. A model to measure the factors affecting the competitiveness of financial leasing companies

1.2.1 A model of factors affecting the company's competitiveness

Buckley et al (1992), studied the correlation of businesses' competitiveness; David Aaker (2007), analyzed the capability of competitors; Ibarra, M. A., González, L. A. & Demuner, M. del R.

(2017); A research of Anna Kaleka and Neil A. Morgan (2017); Ho Duc Hung (2009), gave out 6M model, with factors to determine the competitiveness for enterprises; Nguyen Thanh Long (2016), studied factors affecting the Ben Tre travel businesses' competitiveness. Showed the factors affecting the competitiveness of the companies.

1.2.2 A model to measure the internal factors affecting the competitiveness of financial leasing companies

Including: a research of R K N D DARSHANI (2013); A research model of Hoang Thi Thanh Hang (2013). Identify important factors affecting the financial leasing companies' competitiveness.

1.3 Previous studies review and gap identification

The above synthesis shows that previous studies still had many gaps in research as research direction of the author's topic. Specifically, such as: The studies did not fully determine internal factors affecting the competitiveness of financial leasing companies, have not yet given important elements constituting those factors. Quantitative methods were not applied to test the impact level of internal factors on the competitiveness.

Chapter 1 conclusion

Chapter 2: Theoretical basis on financial leasing companies' competitiveness in Vietnam

2.1 Competitiveness and financial leasing overview

2.1.1 Theoretical overview of competitiveness

The theory of the competitiveness according to schools: Classical; Neoclassical and Modern (mentioned in the overview), also showed that countries and businesses need to identify their advantages and internal strengths, and must simultaneously be creative and dynamic,

make use of external support, to help countries and businesses to operate at high efficiency, bring benefits for related parties.

- *Synthesis of studies at national level*

Table 2.1: Synthesis of factors showing a nation's competitiveness

Number	Factors showing competitiveness, competitive capability of a nation	Researchers
1	The ability to enhance productivity, create production, distribution, and provisions of products/services in international trading, from national resources. Improve incomes and people's standard of living with good and sustainable living standards	Bobba et al (1971); Scott, Lodge (1985); Tyson D'Andrea (1992); Krugman (1990, 1994); M. Porter (1990), WEF (1996); Köhler (1998); Shtaylmann K., Dryahlov M., B. Hartman (2000)
2	Economic structure, national institutions, nation market share	Michael E. Porter et al. (2000 – 2008)

3	<ul style="list-style-type: none"> - Real competitiveness: market equity, quality, and innovations of products/services, growth of people's living standards - Nominal competitiveness: policies, design of efficient production of goods, prices and quality of goods to meet customer needs 	Kulikov G. (2000)
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(Source: Synthesis of author's researches)

- Synthesis of studies at company - business level

Table 2.2: Synthesis of factors showing a company's competitiveness

Number	Factors showing a company's competitiveness	Researchers
1	Design, sell with price, quality, low cost and other features better than competitors, bring benefits to related parties.	Flejterski (1984); Buckley et al (1988)
2	An average productivity or value created per unit of labor and per dong of direct investment, satisfactory rate of return	Porter and Van der Linde (1995); OECD (2001)
3	Adaptation, or advantage from products in the market through quality, price, sales channels, methods of promotion, people and innovation, borderless free movement in the market.	Adamkiewicz-Drwiłło (2002); Chao-Hung, Li-Chang (2010); Abdel and Romo (2004)

4	Market share in competitive market	Ajitabh, Momaya (2004)
5	The ability to provide goods/services to the country is scarce compared to other companies	Altomonte et al (2012)
6	The ability to maintain, deploy and coordinate resources to help the company to achieve its goals (corporate governance ability)	Sanchez & Heence (1996, 2014)
7	<p>Measurement of competitiveness</p> <ul style="list-style-type: none"> - According to activity: focus on basic indicators associated with actual business activities, such as market share, price, expenses, and labor productivity. - According to exploitation and assets use: Based on human resources, technology. - According to process: Strategic management, human resources use, operational processes in production, quality management. 	Momaya (2002), Henricson et al (2004), Ambastha et al (2005)
8	Technology, Human, Finance, Market, Marketing, Operation, R&D, Relationship, Price, Brand, Competition, Quality, Distribution channels, Information, Product	Ho Duc Hung (2009) – 6M Model; Tran The Hoang (2011); Le Thi Hang (2013); Nguyen Van Thuy (2015);

	renewal, Service organization, Risk management, Social responsibility, Business environment	Nguyen Thanh Long (2016)
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(Source: Synthesis of author's researches)

- Basic research models of the company's competitiveness

Michael Porter's value chain model (1985); Michael Porter (1990), with diamond model; Michael Porter (2007), with the model of 5 competitive pressures; Gelei (2004), identified 2 components in the competitiveness of enterprises.

2.1.2. Financial leasing companies

- Concepts

- Financial leasing's characteristics

2.2 Identify factors affecting financial leasing companies' competitiveness

- The basis for determining the factors affecting the competitiveness of financial leasing company

Based on the views and concepts of researchers. Based on research on competitiveness with national, company level. Inherit previous studies with research background on competitiveness and studies on internal factors affecting the competitiveness of the companies in general and financial leasing company, especially the most recent study on competitiveness of financial leasing companies by the author Hoang Thi Thanh Hang (2013).

- Analysis of the reality of internal factors affecting the competitiveness of financial leasing companies in Vietnam

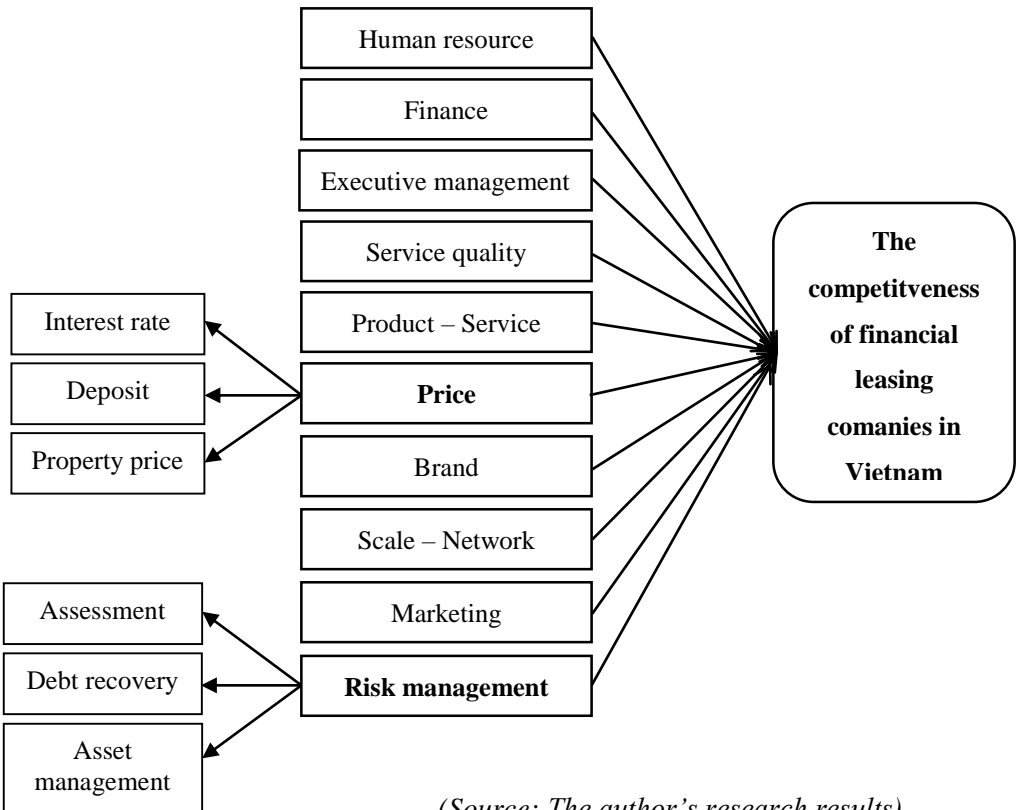
Including: Human Resources (NL); Finance (TC); Executive Management (QT); Service quality (CL); Product (SP); Brand (TH);

Scale – Network (QM); Marketing (MK); Price (GC); Risk Management (RR)

2.3 Proposed model and measure the variables in the model

2.3.1 Proposed model

From the synthesis and inheritance of previous research results, applying theoretical basis, the author proposed a model:



(Source: The author's research results)

2.3.2 Research hypothesis

On the basis of research objectives and research questions, with a proposed model studying the internal factors affecting the

competitiveness of financial leasing companies in Vietnam, the author expected and made following hypotheses that all factors have positive impacts on financial leasing companies' competitiveness.

2.3.3 Measure the variables in the model

Give out scales for independent variables in the research model

Chapter 2 conclusion

Chapter 3: Research design

3.1 Research methods and process

3.1.1 Research methods

- Synthesize research documents, research projects
- Qualitative method
- Quantitative method

3.1.2 Research process

- Step 1: Synthesize previous research documents, research projects
- Step 2: Preliminary research
- Step 3: Official research

3.2 Qualitative research

3.2.1 Data sources and collection methods

- Secondary data
- Primary data

Data sources collected from documents and interviews, surveys

3.2.2 Surveyed objects for research sample

Including experts, at financial leasing companies, financial companies, banks, universities, research institutes, etc.

3.2.3 Qualitative data analysis process and methods

Including 7 steps: Data preparation; Data reading; Data encryption; Factors synthesis; Factor connection; Analysis and explanation of the meanings of factors in the model; Research results' reliability check.

3.3 Quantitative research

3.3.1 Data sources and collection methods

Use survey questionnaire, directly collected via email, sending letters

3.3.2 Survey objects for research sample

Experts from financial leasing companies, financial companies, commercial joint stock banks, universities, research institutes.

3.3.3 Quantitative data analysis process and methods

- Questionnaire design
- Sampling method implementation
- A survey submission and results' receipt
- Raw data processing
- Process on SPSS and AMOS software, to perform the following steps: Descriptive statistics; Cronbach's Alpha; EFA; CFA; SEM; Bootstrap; T-Test verification

Chapter 3 conclusion

Chapter 4: Results and discussion

4.1 Preliminary research results

4.1.1 Qualitative research results

After interviewing, discussing, analyzing and evaluating, the author synthesized opinions and agreement rates about the factors affecting the competitiveness of financial leasing companies in Vietnam: (1) Human resources; (2) Finance; (3) Executive management; (4) Service quality; (5) Products – Services; (6) Price; (7) Brands; (8) Scale – Network; (9) Marketing; (10) Risk management.

4.1.2 Discussions about qualitative research results

After discussing and agreeing to summarize, it showed that the internal factors affecting the competitiveness of financial leasing in Vietnam, with the adjusted scales based on experts' opinions. There are 10 internal factors as independent variables, with 58 observed variables as scales of variables. Simultaneously with 1 dependent variable is competitiveness with 3 observed variables:

- Human resources scale (NL), including observed variables:

(1) Human resources are sufficient to meet the job's needs; (2) Employees are diligent in their work; (3) Staff with appropriate professional training; (4) Employees have creative ability; (5) Employees follow corporate culture and professional ethics.

- Finance scale (TC), including observed variables:

(1) Raising the company's capital is uncomplicated; (2) The company has increasing annual profit; (3) The company ensures high liquidity; (4) The company has strong support; (5) The company's capital turnover is rapid.

- Executive management scale (QT), including observed variables:

(1) Organization model is suitable; (2) Leadership team has good qualification and capability; (3) Reasonable labor arrangement; (4); Good business strategy (5) Good employee welfare policies; (6) The employers make quick and accurate decisions.

- Service quality scale (CL), including observed variables

(1) Company's employees always have good behavior when communicating with customers; (2) Simple procedure and fast implementation; (3) Employees always support and adapt quickly to

customers' requirements; (4) The company always has good customer care.

- Product – Service scale (SP), including observed variables:

(1) The company has many forms of leasing; (2) The company has many methods of calculating rent; (3) Products meet customers' needs; (4) The company's rental products are diverse and abundant; (5) The company invests in product development very well.

- Price scale (GC), including observed variables:

(1) Price – Interest rate element (GCIs), with: - Lower in interest rate than competitors; The rate is suitable with the market; - Mobilized capital has low interest rate. **(2) Price – Deposit element (GCkq), with:** - Deposit with interest for customers; - Deposit with a reasonable ratio of the total value; - Fast procedure and deposit return time; **(3) Price – Assets price element (GCts), with:** - Assets price is in line with market price; - Price according to the negotiation of participated parties; - Documents showing the price in accordance with the law.

- Brand scale (TH), including observed variables:

(1) Brand is easily recognized through the company's logo; (2) Brand is recognized by distinctive color of the company; (3) Brand is friendly with customers; (4) Brand is friendly and has remarkable contribution to the national economy; (5) Brand builds trust from customers.

- Scale – Network scale (QM), including observed variables:

(1) The company has reasonable branches and transaction offices; (2) The company has connection with other credit organizations; (3) The company focuses on investing in metropolises; (4) The company serves customers from all provinces.

- Marketing scale (MK), including observed variables:

(1) A good marketing strategy; (2) A good promotion program; (3) A good marketing team; (4) Always respond promptly to competitors; (5) A good public relationship.

- Risk management scale (RR), including observed variables:

(1) **Risk – Appraisal factor (RRtd), with:** Closely examine documents that need to be appraised; Assess carefully customers' ability; Appraise the effectiveness of the client's business plan.

(2) **Risk – Debt recovery factor (RRthn), with:** Legal documents for the debt must be collected completely; Relationships support favorable debt recovery; The debt recovery process is closely implemented.

(3) **Risk – Asset management factor (RRts), with:** To perform well the periodic inspection of rental properties; Immediately implement the recovery of assets belonging to the debt; Liquidate assets after having recovery in accordance with regulations.

- Competitiveness scale (NLCT), including observed variables:

(1) The company is competing and exploiting all market opportunities well compared to its competitors; (2) The company makes good use of internal factors and neutralizes upcoming threats; (3) The company reduces total costs compared to competitors and continues to grow in the future.

4.2 Official research results

4.2.1 Quantitative research results

- Descriptive analysis

Average value of the observed variables from groups: CL; SP; QM; RR are over 3, most objects agree highly with criterias in the questionnaire. Other observed variables from following groups: NL;

TC; QT; GC; TH; NLCT, have average level above 2 and some groups are approximately 3, show that about 50% agree with the criterias.

- *Evaluation summary of the reliability of the Cronbach's Alpha scale*

Check the reliability, exclude the variables: NL2, continue to take the test steps, the results show that the reliability of Cronbach's Alpha for independent variables in the research model has good results and follows the regulations.

- *Verification results of the scale by EFA (See Appendix 5, in the Thesis)*

❖ *Independent variables*

First analysis results: TC4 should be excluded, because it uploaded two factors. Delete SP3 as it has loading factor below 0.5. Continue to test the second time, we have results:

- KMO = 0.876 so factor analysis is suitable
- Sig. (Barlett's Test) = 0.000 (sig. < 0.05) proves that observed variables are correlated with each other in total.

The results show that all independent variables ensure two kinds of converging and separate values, all KMO's coefficients are qualified. In the Pattern Matrix, it shows that with Factor Loading > 0.05, therefore variables in the model have realistic value.

❖ *Dependent variables*

- KMO = 0.720 > 0.5 so factor analysis is suitable
- Sig. (Barlett's Test) = 0.000 (sig. < 0.05) proves that observed variables are correlated with each other in total.
- The rotated component matrix's results show that, one factor is cited from observed variables to be a part of EFA

Analysis. Average variance extracted is explained as 61.948%.

- *CFA Analysis results (See Appendix 6, in the Thesis)*

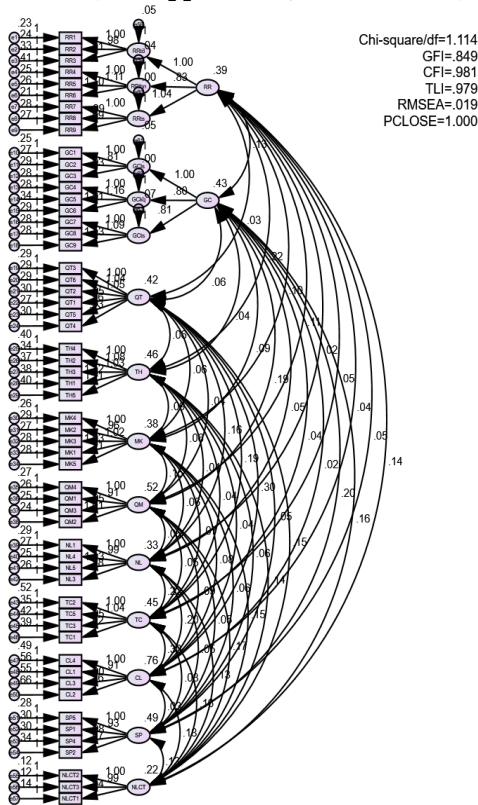


Image 4.4: CFA research results

(Source: The author's research results)

- *Analysis results by SEM Linear structure model (See Appendix 7, in the Thesis)*

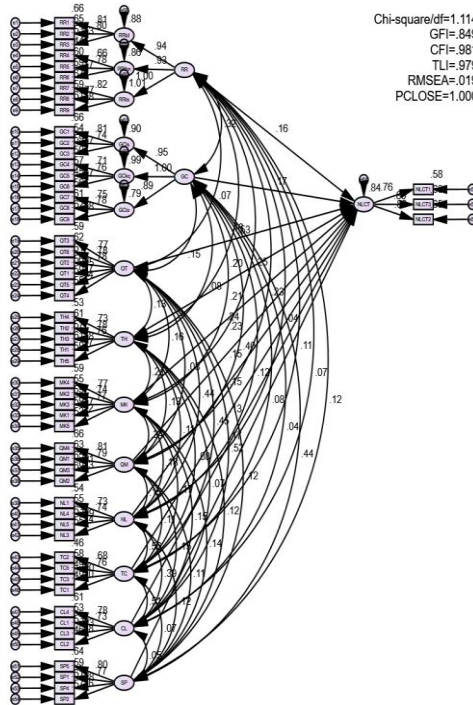


Image 4.5: SEM research results

(Source: The author's research results)

All variables are not deleted because sigs are all fewer than 0.05

- Test the research model by Bootstrap (See Appendix 8, in the Thesis)

All variables do not have deviation, as Bias is very small

- Test the Independent Samples T-Test

Test the difference between two surveyed groups: Inside the financial leasing company: 190 samples; Outside the financial leasing company: 115 samples. Sig = 0.498 > 0.05 => Conclusion: between 2 groups have not yet had a difference in the competitiveness of financial leasing companies in Vietnam.

4.2.2 Quantitative research results' discussion

- Test results

Thus, based on the test results with the above values, the theoretical model is suitable for research investigation data. The estimated results show that all relationships have an impact on the competitiveness factor of financial leasing companies in Vietnam.

- Test the hypothesis

The proposed hypotheses are guaranteed, with factors that are independent variables all have positive impacts on the competitiveness variable.

4.3 Competitiveness reality of financial leasing companies in Vietnam

4.3.1 An overview of financial leasing companies' establishment in Vietnam

VILC is a financial leasing company firstly found in 1996 in Vietnam, based on the decision number 149/QĐ-NHNN on 27 – 05 – 1995 of The State Bank.

4.3.2 Financial leasing products in Vietnam

Including these products: Financial leasing, Operational leasing, Purchase and sublet

4.3.3 Important contracts and principles in Financial leasing

- Related participants in the contracts
- Regulations on management and use of assets in financial leasing

4.3.4 Financial leasing companies list in Vietnam

(See Appandix 9 in the Thesis)

4.3.5 Synthesize and analyze business efficiency of representative financial leasing companies

(See Appandix 10 in the Thesis)

4.3.6 Financial leasing companies' roles in Vietnamese economic growth

- Support medium and long-term capital for enterprises
- Contribute budget sources to the Government
- Contribute to attract foreign investors.

4.3.7 Capital demands of enterprises and the potential of developing financial leasing in Vietnam

Currently, Vietnam has over 90% of SMEs, are operating, and always scarce of capital in the business, developing industries always need to be equipped with machines and equipment. Financial leasing in Vietnam has not fully exploited its potentials, is not commensurate with the development scale of the integrating economy.

Chapter 4 conclusion

Chapter 5: Conclusions and policy implications

5.1 Evaluations and bases for policy implications

5.1.1 Impacts on Vietnam economy

Including: Globalization; 4.0 Industrial Revolution; Climate change; Covid-19 pandemic. Impacts in many aspects on countries as well as Vietnam in the current period and expected future, through the forecasts of organizations and scientists. However, Vietnam, which is considered as a developing country, having stability and safety in terms of security and politics, strict control over disease prevention, access to new technologies and increasingly intensive integration. It can be assessed that Vietnam continues to develop strongly.

5.1.2 Potential assessment of financial leasing field in Vietnam

Synthesize information about the reality of financial leasing field in Vietnam in recent years and at present, in order to see its development

trend. Coordinate experimental research results, to have clear and specific strategies, goals, so as to propose implications, policies to improve the competitiveness for Vietnamese financial leasing companies in the coming time.

5.1.3 Follow the development strategy of credit institutions to 2025, orientation to 2030 of the Government

Affirm that the monetary system, banking and credit institutions' activities are the lifeblood of the economy, playing a pivotal role in the overall financial system of Vietnam. Therefore, implementing the strategy to stabilize the system's operation of credit institutions plays a key role in monetary and financial stability. It is also a prerequisite for macroeconomic stability and sustainable growth for the nation.

5.1.4 Influencing factors evaluation

Internal factors shown in the model, concluded by previous researchers and authors, are important ones. It is necessary to have improvement, supplement, enhance the ability to have these factors' impact increase the competitiveness of financial leasing companies in Vietnam. Based on the research results, all factors have strong impacts on the competitiveness of financial leasing companies, with the cause-and-effect relationships of all variables have P-Value < 0.05.

5.2 Policy implications

Through experimental research results, proposed hypotheses are all guaranteed with the impact from factors (independent variables) to the competitiveness (dependent variables) in the research model. Those factors have strong impacts on the financial leasing companies' competitiveness. The model gave out 10 independent variables: Human Resource (NL), Finance (TC), Executive management (QT), Service quality (CL), Product – Service (SP), Price (GC), Brand (TH),

Scale – Network (QM), Marketing (MK), Risk management (RR) and identify the impact on competitiveness variable of financial leasing companies in Vietnam. The results show that all variables have theoretical and testing guarantee, therefore the proposed hypotheses are accepted. Thus, it is essential to have implications in order to own solutions for 10 factors.

5.3 Limitations of the thesis and future research directions

- Limitations

Shortcomings and limitations: problems about secondary data, the number of financial leasing companies in Vietnam is petite (10 companies) and so as the scale. The number of surveyed objects is also limited and difficultly accessible. There were not many previous studies about financial leasing in many countries around the world, in Vietnam studies mainly concentrate on qualitative, so inheritance is also limited for the research.

- Future research directions

Widen directions of researching main internal factors affecting the competitiveness os Vietnamese financial institutions and compare differences of this impact between those institutions.

CONCLUSION

Financial leasing in many countries around the world has been sustainably developing, one of effificent financial service organizations in financial system of nations. Financial leasing is of paramount importance in supporting medium and long-term capital to many countries' enterprises, to have the best system, machinery chain, equipment, technologies, to help those enterprises to implemnet business plans. Simultaneously bring mobile capitals to businesses,

costs in remaining activities regularly and sustainably. Financial leasing is seen as a 'savior' to enterprises having no assets to mortgage in lending capitals from other banks, credit organizations. As financial leasing is a sponsor of capitals for businesses, through a finance lease-purchase contract, an operating lease contract, or a contract which financial leasing companies buy back assets (machines and equipment, production chains, means of transportation, ...) and then let enterprises sublet, but the enterprises do not need to have the assets as collateral, but the collateral is the leased assets.

In Vietnam, financial leasing has been in operation for more than 20 years, the number of completed financial leasing contracts has not been small, the cooperation between financial leasing companies and enterprises has also become close relationships. The government and Finance also summed up and highly appreciated the contribution of Finance in Vietnam. The Government always encourages and creates all conditions for Finance to increasingly grow stronger, to be more supportive of the economy in the integration period. Especially, enterprises also want Vietnam's financial leasing field to develop stronger, expand further, have more companies, more types of leasing products, and also need to have more transparent, easier, and faster mechanisms, policies, criterias, so that businesses can increasingly benefit from this service more fully, conveniently and effectively. Because of this, it is imperative that financial companies change, improve their capacity in business activities, meet the increasingly higher demands, and also have enough competitiveness with competitors as well as other financial institutions in supporting capital, business means for enterprises. Gain market share, expand the

operation scale, attract investors, improve services and satisfy customers.

For that purpose, the author delves into previous studies in the field of financial leasing, learns and analyzes the reality of operations of financial leasing companies in Vietnam, and also conducts surveys and consults opinions from experts in the field of finance in general, as well as financial leasing in Vietnam. The author proposed a model of the factors affecting the competitiveness of financial leasing companies in Vietnam. Apart from inheriting previous studies, analyzing qualitatively, and researching preliminary quantitative to determine factors and influencing components in the official model, the author continues to survey and perform an official quantitative analysis, through official survey data, to re-test these factors' accuracy in the model. Since then, conclusions are expressed to confirm the importance and impact level of factors that are independent variables on the competitiveness (dependent variable) in the official research model on factors affecting the competitiveness of financial leasing companies in Vietnam. Those are also the basis for the author to propose solutions, authentic and necessary recommendations for financial leasing in Vietnam in the current period and development trends in the future. Those are essential for financial leasing companies in Vietnam and in line with the development of the national economy which the Government is playing the role in creating, encouraging, advocating, and supporting to develop, to build a prosperous and civilized nation.

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