

**SPECIALIST REPUBLIC OF VIETNAM**  
**Independence - Freedom - Happiness**

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## NEW CONTRIBUTIONS OF THE THESIS

**Thesis title: The relationship between Corporate Social Responsibility, Green marketing strategy, Corporate Reputation and Business Performance: A case study of tourism companies in Ho Chi Minh City.**

Major: Business Management Code: 9340101

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## THEORETICAL CONTRIBUTIONS

*Firstly*, the study looks into the relationship between corporate social responsibility, green marketing strategy, corporate reputation, and business performance in a big picture.

*Secondly*, the study approaches research definitions (corporate social responsibility, green marketing strategy, corporate reputation, and business performance) in stakeholders' view.

*Thirdly*, the study chooses the context of tourism - the smokeless industry - whose impact on stakeholders seems to be intangible. The study results complement for corporate social responsibility and green marketing.

## **METHODOLOGICAL CONTRIBUTIONS**

*Firstly*, the study inherits, and modifies previous studies results to form a scale to measure research definitions in the context of tourism, especially to supplement and refine 7Ps green marketing strategy scale.

*Secondly*, the study confirms the usefulness and necessity of mixed method - quantitative research and qualitative research – which will be the persuasive argument for the results.

## **PRACTICAL CONTRIBUTIONS**

With the survey conducted in Ho Chi Minh city, the results assess the research model “Relationship between corporate social responsibility, green marketing strategy, corporate reputation, and business performance” and suggest that firms in developing countries should apply green marketing strategy and have corporate social responsibility, which not only boosts corporate reputation but also increases performance and creates a sustainable competitive advantage. Therefore, the study results can be a helpful reference for firms in the service sector, especially those working in tourism, in the context of a competitive environment of a developing economy.

**Signature of research student**

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