

### **INFORMATION PAGE NEW POINTS OF THE THESIS**

Thesis title: "**Research on factors affecting the acceptance of Digital Transformation by Small and Medium-sized enterprises in the Mekong Delta**".

Industry: Economic Management, Code: 9310110

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### **NEW POINTS OF THE THESIS**

The novelty of the thesis is expressed through 03 contents:

Firstly, the object is a study on factors affecting "acceptance of digital technology" and the subject is SOEs in the Mekong Delta (In Vietnam there have been a few studies related to "acceptance of digital technology". But only research in subjects such as: Vietnamese businesses in general, retail businesses, businesses in Ho Chi Minh City, logistics businesses)

Second, the study explores the role of the factor "financial technology" that affects "equity acceptance" (an important factor in the issue of money circulation in the digital economy that has not been scientifically verified). Learn through previous research overviews, both domestic and foreign. At the same time, the Mekong Delta's unique characteristics include the long-standing habit of people and businesses using cash in commerce. Researching the role of How does the factor "financial technology" affect the "acceptance of real estate" for SMEs in the Mekong Delta, ensuring novelty in both theory and practice).

Third, the research model of this thesis integrates factors with direct impact and indirect impact factors, inheriting the TOE theoretical framework and combining it with the TAM2 model "technology acceptance". with 02 factors of perceived ease of use and perceived usefulness integrated into the research model (Previous research models mainly studied the direct impact relationship. There is a research on the impact model indirect impact, but only the context of impact is mentioned and each impact factor is not specifically mentioned).

<p><b>Opinions of science instructors</b></p>	<p>February 19, 2024  <b>Postgraduate</b></p>
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