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Thesis topic: Factors affecting the quality of the relationship between environmental service providers and business performance of industrial customers in Ho Chi Minh City

Major: Business Administration, **Code:** 9340101

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NOVELTIES OF THE THESIS

First, it contributes to narrowing the academic gap regarding relationship quality: (1) Theory systematization: It has generalized the theoretical framework on the quality of relationships among businesses in the environmental service sector; (2) Empirical research: Conducted empirical studies to identify and assess factors affecting the quality of relationships in the environmental service sector, especially in the business environment's cultural context of a developing and transitioning country.

Second, it applies Transaction Cost Economics (TCE) and Service Quality (SQ) theories to form factors influencing the quality of relationships in the research context of the environmental service sector.

Third, the scales used in this research are derived from related studies but have been adjusted and tested in this study's specific context to ensure the scales' validity. The author has adjusted/added the "Human," "Facilities," and "Long-term Relationship Culture" variables to fit the Vietnamese context. These scales can later be widely used beyond the environmental service sector and adapted for research in other service areas.

Fourth, besides general questions, the research also uses questions to measure participants' personal opinions through their perceptions. The aim is to obtain assumed information from both sides, that is, to know the opinions and perceptions of environmental service users and environmental businesses about the same issue. Tests

have shown that this scale is meaningful and valuable, potentially serving as a measurement tool for deeper future research.

Fifth, this study employs qualitative data collection methods (interviews, group discussions) to form an official scale to gain a deeper and more detailed understanding of the different structures affecting the quality of relationships in each definition. Addressing these research method gaps will strengthen the evidence for developing future relationship quality frameworks.

Sixth, the research also highlights some differences compared to previous studies: (1) The positive directional influence of proactive opportunistic behavior on the quality of the relationship between environmental service providers and industrial customers; (2) The positive directional influence of the legal environment on the quality of the relationship between environmental service providers and industrial customers. Thus, the concepts of "positive opportunistic behavior" and "regulatory environment" mentioned in these studies have a positive direction with relationship quality, showing suitability with the research context and market data.

Lastly, the research also reveals some similarities with previous studies: (1) Relationship quality is a concept mentioned in earlier research that can be measured in various ways and is suitable for this study's context according to market data, considering three aspects of relationship quality: trust, satisfaction and commitment; (2) Among the hypotheses proposed in this study, the human factor and the culture of long-term relationships were shown to have the most significant impact on relationship quality.

Comments from the scientific advisor

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