

STATEMENT OF NEW CONTRIBUTIONS OF THE DISSERTATION

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Dissertation Title: Developing the domestic consumption market for footwear products of Vietnamese enterprises

Major: Commercial Business **Code:** 9.34.01.21

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Training Institution: Vietnam Institute of Strategy and Policy for Industry and Trade

1. Summary of the dissertation

- To study the theoretical basis for developing the domestic consumption market for footwear products of enterprises.
- To build a theoretical research framework, define the objectives, subjects, scope, content, and research methods of the dissertation topic.
- To study the experience of some countries in developing the domestic consumption market for footwear products and draw applicable lessons for Vietnamese enterprises.
- To synthesize, analyze, evaluate, and make assessments on the current state of influencing factors, evaluate the achievements, limitations, and causes of the current situation of Vietnam's footwear consumption market development in the period of 2016 - 2024.
- To propose a system of viewpoints, orientations, and solutions for developing the domestic consumption market for footwear products of Vietnamese enterprises until 2035.

2. New findings of the dissertation

- The dissertation has reviewed published research works, thereby recognizing that studies on the development of the domestic consumption market for footwear products of Vietnamese enterprises are still very few. These studies have mainly aimed at building concepts and comparing them with market development in general, while empirical research aimed at explaining the importance and driving factors for the development of the domestic consumption market for footwear products of Vietnamese enterprises remains very limited. Consequently, the author affirms that to date, no work has deeply and systematically studied the development of the domestic consumption market for footwear products of Vietnamese enterprises from a commercial business research perspective. Previous studies have not affirmed the decisive role of developing the domestic consumption market for footwear products of enterprises within the context of considering both macro and micro influencing factors, and therefore have not proposed solutions to overcome limitations and address the root causes of the issues. It is necessary for future research to design and conduct a practical study based on a comprehensive theoretical framework to clarify the relationships of the research hypothesis, which is market development according to its constituent elements, and to affirm that factors such as policy, competitive environment, product and enterprise competitiveness, and consumer trends are extremely important factors that determine the success and sustainable development of the domestic consumption market for footwear products of each enterprise. This is the novelty, theoretical, and practical value of the dissertation topic; it is also a high requirement and a major difficulty regarding the author's independent scientific research.

- The dissertation has also systematized some theoretical issues on the development of the domestic consumption market for goods, thereby supplementing and perfecting the general theoretical basis for the development of the domestic consumption market for footwear products of Vietnamese enterprises. On that basis, it identifies the approach and builds a theoretical framework

for the development of the domestic consumption market for footwear products of Vietnamese enterprises. The content of developing the domestic consumption market for footwear products of enterprises can be approached in many different ways; however, in this dissertation, the PhD candidate has approached and identified the contents of developing the domestic consumption market for footwear products of enterprises according to the supply chain, with particular attention to supply/consumption (constituent elements of the market, including: (1) Developing market supply, (2) Developing market demand, (3) Market intermediaries, and (4) Price). The study on the development of the domestic consumption market for footwear products of Vietnamese enterprises is placed in the context of the impact of both macro (external factors) and micro (internal factors of the enterprise) factors on each constituent element of the domestic consumption market.

- The dissertation has studied the experience of some countries regarding state policies and enterprise solutions for developing the domestic consumption market for footwear products, from which lessons are drawn for both the state and enterprises of Vietnam.

- Based on the content and evaluation criteria within the dissertation's theoretical framework, the dissertation deeply analyzes, evaluates, and draws conclusions about the achievements, limitations, and causes of the current state of development of the domestic consumption market for footwear products of Vietnamese enterprises from 2016 to 2024.

- Based on the practical experiences of other countries, with scientific arguments on both theory and practice regarding the development situation, as well as the current state of factors affecting the development of the domestic consumption market for footwear products of Vietnamese enterprises, the dissertation has built a system of viewpoints, orientations, and proposed solutions for developing the domestic consumption market for footwear products of Vietnamese enterprises until 2030, with a vision to 2035.

3. Applications/Applicability in practice, issues for further research:

- The solutions for the state, they serve as a basis for managers in building and planning development policies for related industries.

- The solutions for enterprises are an important basis for businesses in the leather and footwear industry to refer to and apply in practice in building strategies and development plans for the enterprise in the short, medium, and long term, ensuring feasibility and high efficiency in practical implementation.

- The content of the dissertation is a useful reference document for research, teaching, and learning.

- Research on developing the domestic consumption market for enterprise products should be approached with both breadth and depth.

Supervisors

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Confirmation by the Center for Training and Development of Industry and Trade