

SUMMARY INFORMATION ABOUT THE NEW CONCLUSIONS OF THE DOCTORAL DISSERTATION

1. Dissertation title: "*The Impact of Communication on the Brand Equity of Vietnamese Higher Education Institutions.*"
2. Sector/Specialization: Public Relations.
3. Code: 9320108
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6. Training institution: Academy of Journalism and Communication.
7. New conclusions of the Dissertation:

The dissertation makes important contributions, both theoretical and practical, to the field of public relations, particularly within the context of higher education in Vietnam.

Firstly, on a theoretical aspect, the dissertation systematizes, supplements, and develops the theoretical issues of integrated marketing communications (IMC) and customer-based brand equity (CBBE). This study clarifies the relationship between these two theoretical frameworks and other related theories, thereby establishing a system of concepts and constituent elements for brand communication in higher education. It is a pioneering study that combines a strategic perspective from the institution's side and the views of students and alumni, the core customer base. The dissertation also built an independent research model on the impact of communication on brand equity for higher education institutions in Vietnam, including detailed scales for variables (institution-controlled communication, external communication by stakeholders, influence of acquaintances, brand experience, brand awareness, brand image, and brand loyalty), setting a precedent for future research.

Secondly, on a practical aspect, the study provides a comprehensive and detailed picture of the current state of brand communication at Vietnamese higher education institutions. Through in-depth analysis of the communication strategies and activities at

four representative universities, the dissertation points out the strengths, limitations, and challenges that these institutions are facing. In particular, the study found a positive relationship between communication and brand equity of higher education institutions, while also clarifying the important role of institution-controlled communication, external communication, and customer experience in brand building. These findings provide a valuable database and practical experience for schools in a highly competitive environment.

Thirdly, based on the practical findings, the dissertation proposes a comprehensive and feasible system of solutions to enhance communication effectiveness and thereby improve the brand equity of higher education institutions. The proposed solutions include: building a brand development strategy tied to the communication strategy, establishing a specialized department for communication and branding, developing internal communication, and applying an integrated marketing communications approach. Furthermore, the dissertation proposes a standardized brand communication process and specific metrics for measuring effectiveness, helping schools to implement and evaluate their activities scientifically.

Finally, the research results provide a scientific basis and practical experience for higher education institutions and state management agencies in developing communication strategies and plans to build higher education brands in Vietnam. The dissertation can also serve as a reference for research and teaching in public relations, media management, and brand management.

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