

## INFORMATION ON THE NEW CONTRIBUTIONS OF THE DOCTORAL THESIS

**Thesis title:** Enhancing Viet Nam's Export Promotion Capacity.

**Major:** Commercial Business

**Major code:** 9.34.01.21

**Full name of PhD candidate:** Vũ Bá Phú

**Supervisors:** Main Supervisor: Assoc. Prof. Dr. Tạ Văn Lợi

Co-supervisor: Assoc. Prof. Dr. Đinh Văn Thành.

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

### 1. Summary of the Thesis

The doctoral thesis explores the theoretical foundations and analyzes the current state of Viet Nam's export promotion capacity. It proposes both theoretically grounded and practically feasible solutions to enhance this capacity through 2030. The main contents include:

- Systematizing, clarifying, and supplementing the theoretical framework on improving a nation's export promotion capacity; defining its conceptual boundaries and influencing factors; and developing an Index for Assessing Export Promotion Capacity as a quantitative basis for empirical analysis. In addition, the thesis provides practical arguments through the study of international experiences and identifies seven lessons applicable to Viet Nam.

- Analyzing and identifying achievements, limitations, and underlying causes related to the current export promotion capacity of Viet Nam's key actors during 2020–2024. These findings have strong practical implications and serve as the foundation for designing solutions to overcome existing weaknesses in Viet Nam's export promotion capacity.

- Proposing viewpoints, orientations, and seven practical groups of solutions for trade promotion organizations, state management agencies, and policymakers engaged in export promotion activities.

### 2. New Contributions of the Thesis:

### ***- Theoretical Contributions:***

The thesis supplements and refines the theoretical foundation for assessing and improving a nation's export promotion capacity. Specifically:

(i) It defining and clarifies the concept of export promotion capacity in the context of international integration;

(ii) Identifying and analyzing the system of components constituting such capacity;

(iii) Developing a Viet Nam Export Promotion Capacity Index comprising specific quantitative indicators, thereby providing a methodological tool for objective evaluation—this represents a novel methodological contribution that enables the quantification of export promotion capacity;

(iv) Examining international experiences in strengthening export promotion capacity amid integration and digital transformation, drawing valuable lessons for Viet Nam. These lessons enrich the theoretical framework on national-level export promotion in the new global context and contribute to advancing the theory of international trade promotion.

### ***- Practical Contributions:***

(i) The thesis conducts an in-depth survey and analysis of the current export promotion capacity of various actors in Viet Nam during 2020–2024. The research presents an updated overview, highlighting both strengths (such as expansion of the trade promotion network, success of certain export promotion programs) and weaknesses (such as limitations in human resources, financial capacity, and digital adoption), along with their underlying causes. The findings are reliable and practically valuable, supported by statistical data and survey results from trade promotion organizations. This is a new and comprehensive empirical contribution, particularly relevant in the post–COVID-19 context and during the implementation of new-generation FTAs.

(ii) Based on the current situation assessment, the thesis proposes a coherent system of viewpoints, orientations, and solution groups to enhance Viet Nam's export promotion capacity by 2030. The solutions are closely aligned with the identified limitations and international trends, such as solutions to promote digital transformation in export promotion for goods, enhance the quality of human resources for export promotion for goods, and strengthen inter-sectoral coordination, etc. These proposals demonstrate novelty by focusing on modern elements such as e-commerce applications, utilizing commitments from FTAs, and offering

feasibility, providing practical recommendations for state management agencies, trade promotion organizations, as well as exporting enterprises.

### **3. Applications in Practice and Issues for Further Research:**

The research findings of the thesis have profound practical significance and can be applied at various levels in the planning, organization, and implementation of export promotion activities for goods (EPRG) in Viet Nam within the context of international economic integration and digital transformation. These applications are reflected across three main stakeholder groups: state management agencies; intermediary trade promotion organizations; and exporting enterprises.

In addition, the thesis still has certain limitations that warrant further research, such as more specialized analysis by specific industry or market. Due to constraints in time, resources, and research capability, this thesis still contains shortcomings, and the PhD candidate wishes to receive constructive comments and feedback from professors and scholars to further improve the work.

**MAIN SUPERVISOR**

**CO-SUPERVISOR**

**PHD CANDIDATE**

**Assoc. Prof. Dr. Tạ Văn Lợi**

**Assoc. Prof. Dr. Đinh Văn Thành**

**Vũ Bá Phú**