

SOCIALIST REPUBLIC OF VIETNAM

Independence - Freedom - Happiness

SUMMARY INFORMATION

NEW CONCLUSIONS OF THE DOCTORS THESIS

1. Thesis topic: Brand valuation method of insurance enterprises in Vietnam.

2. Major: Finance - Banking **Code:** 09.34.02.01

3. PhD student: Le Thi Mai Hương

4. Full name of the Scientific Supervisors:

1. Assoc. Prof. & Dr. Nguyen Thi Ha

2. Dr. Pham Van Binh

5. New conclusions of the Thesis:

In theory:

- The thesis has systematized and clarified the theory of brand valuation, brand valuation methods including concepts, characteristics, roles and contents of each brand valuation method.
- The thesis has introduced factors affecting the method of brand valuation, including objective factors and subjective factors.
- The thesis has given some experiences of some developed countries in the world such as USA, UK, Germany. From there, draw lessons that can be used

In practice:

- The thesis has systematically reflected on the status of the brand valuation method of insurance enterprises in Vietnam through the current status of legal regulations, the application of the brand valuation method of insurance enterprises. dangerous. From there, we can see the advantages and limitations in the method of brand valuation of insurance companies in Vietnam.
- The thesis used econometric model to test the impact of factors on brand valuation method of insurance enterprises. Seeing the impact of each factor, thereby serving as a basis to provide solutions to improve the method of brand valuation of insurance companies in Vietnam.

- On the basis of the current socio-economic context and the development orientation of insurance businesses, with a vision to 2030, the thesis has studied the requirements for improvement and proposed solutions to improve the commercial valuation method. brand of insurance enterprises in Vietnam. These solutions are built on the basis of scientific and practical arguments, in accordance with international practices and associated with socio-economic conditions in Vietnam. At the same time, the thesis has proposed the basic conditions belonging to the State. It is also the recommendations to implement the proposed solutions.

Hanoi, March 14, 2023

THE SCIENTIFIC SUPERVISORS

The 1st Scientific Supervisor	The 2nd Scientific Supervisor	PhD student
Assoc. Prof. & Dr. Nguyen Thi Ha	Dr. Pham Van Binh	Le Thi Mai Huong