

MINISTRY OF EDUCATION AND TRAINING
DONG DO UNIVERSITY



INFORMATION ABOUT
NEW CONTRIBUTIONS OF THE THESIS

Thesis title: “*Research on Loyalty to the Organization of Medical Staff at Private Medical Hospitals in the Southeast Region*”

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NEW CONTRIBUTIONS OF THE THESIS

Private hospitals in the Southeast region have been seeing symptoms of brain drain in recent years, which is a major concern in the healthcare industry generally and in the subset of private hospitals that are medium to small in size (less than 100 beds). This is because small and medium-sized private hospitals struggle to keep up with the rising demand for health care despite having limited resources and facilities. There are still a lot of obstacles to enhancing the management of private medical facilities' medical staff quality. Problems with long-term planning and welfare policies make it hard to retain medical personnel. Particularly for private, smaller, and medium-sized hospitals, the level of employee loyalty is a critical success component. The medical staff's ability to diagnose and treat patients indicates the reliability of their examinations, the level of trust of patients, and the overall service quality of the hospital. Due to their critical role in patient care, studies examining medical staff loyalty and other aspects of human resource management are urgently needed within the context of these particular employees' organizations. This thesis delves deeply into the topic of medical staff organization loyalty in the Southeast. Here are some noteworthy new points from the thesis:

Firstly, research on medical staff loyalty to their organization has been thoroughly examined in this thesis, which provides a theoretical overview and

draws from relevant domestic and international studies. By providing a global overview of relevant research, the thesis has helped to strengthen and expand the theory on hospital staff loyalty in private hospitals, elucidating relevant ideas and elements impacting the organization loyalty of non-state sector medical personnel. Thus, the thesis has detailed prior research's viewpoints, methodologies, and findings. This lays the groundwork for future meaningful and high-quality research by revealing gaps in the existing body of knowledge.

Secondly, the thesis analyzed the theoretical framework and proposed a set of hypotheses that are very suitable for the current trend of researching human resource behavior at medical examination and treatment facilities. This part of the thesis has carried out a thorough analysis of concepts and theories related to loyalty. Proposing hypotheses based on this theoretical framework helps identify relationships between variables and creates an opportunity to test their effectiveness in the medical team's specific context at the Southeast region's private medical hospitals.

Thirdly, the thesis has argued and built a new research model compared to previous studies. The thesis has coherently combined important elements into a new research model on loyalty. Introducing mediating variables such as trust, commitment, and satisfaction among medical staff is an important step toward better understanding the psychological and behavioral processes that influence loyalty. This model not only clarifies the relationship between variables but also evaluates their impact on organizational loyalty.

Fourthly, the thesis used appropriate analysis methods using SmartPLS software, which is a modern research trend in quantitative data analysis. One of the unique points of the thesis is the application of the PLS-SEM method to analyze data collected from a large-scale survey at small and medium-sized private hospitals in the Southeast region. This not only keeps the research up to date with modern analytical trends but also increases the flexibility and accuracy of the research process. Also demonstrated is the research's commitment to using advanced analytical tools to achieve accurate and reliable results.

Fifthly, the thesis is a practical research project in the Southeast region, an area with a strategic geographical location in the South of Vietnam, playing an extremely important role in Vietnam's economic development. country. With the center being Ho Chi Minh City, one of the largest economic centers not only in Vietnam but also in Southeast Asia, this region has been shaping a picture of outstanding development. According to the official report of the 2021 economic census, the Southeast region has the highest number of businesses in the country, with 281,100 businesses, accounting for 41.1% of the country's businesses, an increase of 32.2% over the year 2016, attracting 5.4 million workers, accounting for 36.6% of the total number of workers working in the enterprise, an increase of 1.5% compared to 2016. Therefore, the demand for medical examination and treatment

of people in this area is higher than other regions in the country. Although many previous studies focused on theory, this thesis does not hesitate to face the specific reality in the Southeast. This not only makes the research more applicable but also increases the practical value and application of the research results.

Sixthly, the thesis has proposed solutions and policy implications to improve the loyalty of medical staff to the organization in the private healthcare system in the Southeast region. These practical suggestions can improve the management and quality of health services.

Overall, this thesis is not only an important step forward in loyalty research but also an inspiration for further research in this field. The combination of profound theory and practical research makes it a valuable resource, contributing positively to the understanding and effectively management of the private health system.

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Ph.D. Candidate

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