

## **INFORMATION PAGE NEW POINTS OF THE THESIS**

### **1. New contributions to theory**

- The thesis proves the appropriateness of applying the theoretical basis of enterprise development based on endogenous resources, theories related to corporate culture, and the influence of corporate culture on work motivation. jobs of workers at commercial banks in Hanoi city. This result is a new contribution compared to previous studies in Vietnam.

- The thesis has inherited and developed new variables when building a research model in the real context of commercial banks in Hanoi city and confirmed that corporate culture affects work motivation. of workers. This is a new contribution of the thesis compared to previous studies, especially in the context of commercial banks in Vietnam.

- From this research result, the thesis has shown a scientific basis to help workers and business managers have a more comprehensive view in building and developing corporate culture. In addition, the research results also suggest policymakers to develop and promulgate favorable policies on developing a corporate culture imbued with national identity to promote business development and competitiveness. with current and future foreign businesses.

### **2. Practical contributions of the thesis**

- The thesis shows the positive influence of corporate culture on the work motivation of workers at commercial banks in Hanoi city. From there, it helps commercial banks have an additional necessary information channel to develop corporate culture to motivate employees, helping commercial banks increase labor productivity and operate effectively. than.

- Research and draw conclusions and recommendations as a database to help relevant departments such as: senior management of commercial banks, human resources departments, and employees so that they can behave properly. suitable to promote corporate culture development. Senior managers of commercial banks have additional data reference channels to make decisions related to developing corporate culture to motivate employees. The human resources department has an additional tool to solve problems

related to human factors, especially promoting the endogenous factors of the business. Employees know how to fit into the culture that commercial banks are building and developing in the coming time.

- Determining the influence of corporate culture factors on employees' work motivation will help commercial banks have appropriate behavior to achieve the best efficiency through development. corporate culture. Therefore, the research results of the thesis are highly applicable to managers in implementing human resource management goals and production and business activities.

- At the industry management level, the results of this research help the Central Bank in making decisions to support and orient commercial banks in building, perfecting and developing corporate culture in an effective way. effectively and scientifically, thereby helping commercial banks develop sustainably.

- At the State level, this research result makes an important contribution in suggesting that policymakers can make appropriate policies to develop Vietnam's commercial banks.