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Author Nguyen TRAN CAM LINH
Author's Email Address No Public.
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Abstract
The opportunities to do the business with international friends all over the world are very high and attractive for many companies in Vietnam. To have the good and sustainable standing in the global market, the companies in Vietnam have to take care of their business strategy. Simultaneously implementing ISO 9000 as a new tool and renewing equipments and technology could increase the image, prestige, and good competition in the market for the companies in Vietnam.
This study intends to know how the implementation process and motivation related to their benefit for companies in Vietnam while they implemented ISO 9000. The survey questionnaires were mailed and emailed to 1000 companies listed by Malaysian Consultant Company during 2007 summer. Of the 1000 questionnaire, 111 were returned by respondents.
Structural equation modeling was used to analyze the data. The results show that motivation is significantly and positively related to implementation process and benefits of implementing ISO 9000, implementation process has strongly positive effect on benefits of implementing ISO, and implementation process plays as a mediator between motivation and benefits of implementing ISO 9000.
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