**ORIGINAL CONTRIBUTIONS OF THE DISSERTATION**

Dissertation title: ***Antecedents of intention to spread negative word-of-mouth on social networking sites***

Specialization: Business Administration (E-PhD) Specialization code:9340101

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**Original contributions on academic and theoretical aspects**

This study offers several significant theoretical contributions. First, it stands out as one of the earliest endeavors to employ the Hunt-Vitell theory of ethics in elucidating consumers’ intention to spread NWOM on SNS. Second, this study uncovers cultural determinants shaping the intention to disseminate NWOM on SNS. Specifically, it identifies novel factors influencing the intention to spread NWOM through the mediating effects of ethical evaluations from a cultural perspective, such as belief in karma, uncertainty avoidance, and self-construal. Third, this study offers a pioneering examination of the moderating role of fear of negative evaluation. The effort helps to extend the understanding of the boundary conditions within the H-V model that either enables or constrains the impact of ethical ideology on intention to spread NWOM on SNS. Finally, while previous studies in NWOM and consumer ethics have been done in developed countries, this research provides new empirical evidence on emerging markets, namely Vietnam.

**Recommendations derived from the findings of the dissertation**

* Instead of relying solely on reactive apologies, managers should actively influence the consumer's internal ethical calculus. The goal is to diminish the perceived deontological duty to warn the public while heightening the teleological consideration of consequences by humanizing the brand and resolving issues privately.
* Companies should abandon the passive avoidance strategy common in Vietnam. Publicly demonstrating empathy and accountability signals to the broader community that the brand is responsive, thereby neutralizing the ethical justification for aggressive NWOM.
* Managers should adapt their approach based on self-construal. Provide empowerment and autonomy to customers with a strong independent self, while using community-centric rhetoric to appeal to those with a strong interdependent self.
* To address belief in karma, firms should build a long-term reputation for fairness and CSR. To simultaneously satisfy high-uncertainty avoidance customers, managers should frame service recovery as a structured, collaborative process with clear and transparent feedback channels.
* Managers should create safe, moderate online spaces that reduce the social fear of complaining. By ensuring respectful dialogue and offering anonymity options, brands can transform potentially destructive public criticism into constructive private conversations.

### GUIDELINES ON THE STATEMENT OF ORIGINAL CONTRIBUTIONS

The statement of original contributions of the dissertation aims to provide the key values and significance of the dissertation to people who *have not read the PhD dissertation*.

**The original contributions of the dissertation** should be limited to 01 A4 page using 12 pt font and 1.2 pt line spacing. The top, bottom and right margin should be 2 cm, and the left margin should be 3 cm.

The content of the statement should indicate the ***original conclusions*** of the dissertation by ***pointing out the original findings achieved and mentioned in the dissertation*** (as well as in the dissertation summary and the conclusion of the dissertation). The original contributions include the author’s own ideas, perspectives, arguments and specific results derived from the research data, from reasoning and fully supported hypotheses.

The aforementioned ideas, perspectives, arguments and specific results must be original and should not have been pointed out by any other previously published work. Ideas, perspectives, arguments and results considered standard or classical, or those already known or pointed out by other authors shall not be included in this statement.

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