

CORPORATE SOCIAL RESPONSIBILITY IN PRIVATE UNIVERSITIES: EMPIRICAL EVIDENCE IN VIETNAM

Tran Minh Tu^{1*}, Lam Dang Xuan Hoa¹

¹Ho Chi Minh City University of Economics and Finance, Vietnam

*Corresponding author: Email: tutm@uef.edu.vn

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Appendix 1. Questionnaires

Variable symbol	Survey question	Authors
Perceived CSR (CSR)		
CSR1	The university provides excellent treatment for its staff.	Bianchi et al. (2019); Rasoolimanesh et al. (2023)
CSR2	The university takes social responsibility seriously.	
CSR3	The university supports local civil society organizations.	
CSR4	The university is dedicated to environmental concerns.	
CSR5	The university gives back to society a portion of what it receives.	
CSR6	The university considers society in all of its undertakings.	
CSR7	The university interacts with learners in an honest manner.	
CSR8	The university complies with all legal requirements.	
Brand Reputation (REP)		
REP1	With the university, I feel good.	Foroudi et al. (2019); Bianchi et al. (2019)
REP2	I think highly of and appreciate the university.	
REP3	The university provides services that are reasonably priced.	
Brand Trust (TRU)		
TRU1	It is safe to trust this university.	Dennis et al. (2016)
TRU2	We expect this university to act morally.	
TRU3	This university is very moral.	
Brand Equity (EQU)		
EQU1	I would rather study at this university even if it had the same features as another.	Dennis et al. (2016)
EQU2	I still would have chosen to study at this university even if there had been a better one.	
EQU3	Studying here would have seemed wiser if there had been any way that another university could have been comparable to this one.	

Appendix 2. Descriptive statistics of the sample

Demographics content		Number of responses	Percentage of responses (%)
Gender	Male	326	51%
	Female	214	49%
Level of learner's	1 st year	65	10%
	2 nd year	198	31%
	3 rd year	195	30%
	4 th year	182	28%
Language	Vietnamese	404	63%
	Bilingual (Vietnamese and English)	236	37%
Total		640	100%