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**Developing Criteria to Select Partner Businesses
for QTSC Telecom**

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DECLARATION

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I undertake that all reference sources used have been fully and accurately acknowledged. I also accept full responsibility for any errors, omissions or any inaccuracies that may exist in this thesis.

I understand that if any information in this statement is found to be inaccurate or false, it may result in revocation of my degree.

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INSTRUCTOR'S COMMENTS

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DECLARATION.....	3
ACKNOWLEDGEMENTS	3
INSTRUCTOR’S COMMENTS.....	4
ABSTRACT.....	9
CHAPTER 1. INTRODUCTION AND BACKGROUND OF THE STUDY	10
1.1. The rationale of the study	10
1.2. Overview of QTSC Telecom	11
1.3. Research goals	13
1.4. Statement of the Problem and Questions	13
1.5. The significance of the study	14
1.6. The scope of the study	15
1.7. The limitations of the study	15
CHAPTER 2. LITERATURE REVIEW.....	17
2.1. Related concept	17
2.1.1. Business Partner	17
2.2. Criteria for Selecting Partners	17
2.2.1. Market Reputation	18
2.2.2. Product Development Potential	19
2.2.3. Compatibility in Product and Services	20
2.2.4. Organizational Culture	21
2.3. Related Literature	22
CHAPTER 3. METHODOLOGY	23
3.1. Research Design	23
3.1.1. Research site	24
3.1.2. Participants	24
3.2. Research Locale.....	24
3.2.1. Background of QTSC Telecom	24
3.2.2. Founding History	25
3.2.3. Mission and Vision	25
3.2.4. Specific Objectives and Alignment with the Study	26
3.3. Research Methods.....	26
3.3.1. Quantitative Method	26

3.3.2. Qualitative Method.....	27
3.4. Procedures.....	27
3.4.1. Sampling Design	27
3.4.2. Sampling Method	28
3.4.3. Data Gathering Procedures	28
3.5. Data Analysis.....	29
CHAPTER 4. FINDINGS AND DISCUSSION	29
CHAPTER 5. CONCLUSION AND RECOMMENDATION.....	36
5.1. Conclusion.....	36
5.2. Recommendation.....	37
APPENDIX	39

LIST OF ABBREVIATIONS

No.	Abbreviations	Full form
1	QTSC	Quality Tech Solution Complex
2	SD	Standard Deviation

LIST OF TABLES AND FIGURES

Figure 1- QTSC Telecom Center Organizational Chart 12

Figure 2-Frequency of Partner Selection Criteria (from 8 and above) 32

Table 1- Results of Survey 30

Table 2- Percentage Distribution of Ratings for Partner Selection Criteria 32

Table 3-Results Table and Regression Analysis 34

ABSTRACT

In today's dynamic global economy, choosing the right corporate partners is key to an organization's success and growth. This study focuses on building comprehensive criteria for QTSC Telecom to effectively select partner businesses. In the competitive context of the telecommunications industry, establishing partnerships plays a key role in expanding service offerings and market access.

Through a comprehensive review and analysis of documents and indicators, this thesis identifies and evaluates the key factors influencing the choice of partnerships in the telecommunications sector. The main research methods in the study include qualitative methods through interviews with industry experts, specifically in the field of customer consulting, and quantitative methods that are used to measure and analyze relationships between the criteria factors and the performance of the selected partners.

The findings highlight essential criteria such as product or service compatibility with QTSC Telecom, product development potential, market reputation and overall strategic goals. By conducting qualitative and quantitative analysis, this study aims to provide a structured framework for selecting partners that align with QTSC Telecom's strategic goals.

The results of this study provide valuable insights into applicable criteria to assist QTSC Telecom in accessing the market and achieving its long-term strategic goals in the telecommunications industry.

CHAPTER 1. INTRODUCTION AND BACKGROUND OF THE STUDY

1.1. The rationale of the study

The success of any telecommunications company, including QTSC Telecom, depends not only on service quality but also on the ability to establish and maintain strategic partnerships, which enhance the company's competitive advantage. Identifying and choosing the right business partners has become a critical factor in achieving sustainable growth and innovation that aligns with the demands of the modern era. These partnerships not only help QTSC Telecom enhance its ability to provide diverse and high-quality services but also expand its market scope and strengthen its position in the industry.

The rationale for this thesis comes from the urgent need to develop a framework of criteria for selecting business partners, in order to improve performance and the ability to meet QTSC Telecom's strategic goals. The telecommunications industry is currently facing many challenges, including continuous technology upgrades and the pursuit of innovative services. To overcome these challenges, QTSC Telecom needs to cooperate with partners that not only match the company's products and services but also strengthen its reputation in the market. Selecting the right partner will help QTSC Telecom integrate new technologies, ensure compliance with regulatory standards and take advantage of growth opportunities, thereby improving the company's performance.

Choosing an effective partner is not a simple task, it requires understanding the various factors that influence the success of these partnerships. These factors include the compatibility of the partner's products with QTSC Telecom's strengths, market reputation and alignment with strategic goals. By systematically evaluating these criteria, QTSC Telecom can ensure that its partnerships are mutually beneficial and geared toward

longterm success. The analysis in this thesis of will provide QTSC Telecom with valuable insights into the criteria that make up an ideal partner, allowing the company to make informed and strategic decisions during the selection process.

The results of this study are expected to equip QTSC Telecom with a comprehensive set of criteria for the business partner selection process. These criteria not only help the company identify partners that match its strengths and strategic direction, but also play an important role in enhancing the company's market position and operational capacity. Additionally, this thesis will also contribute to the broader knowledge base in the telecommunications industry, providing guidance to other companies seeking to optimize their partner selection strategies and achieve sustainable competitive advantage.

Based on these practical considerations, the author has chosen to explore the topic: **"Developing Criteria to Select Partner Businesses for QTSC Telecom"** as the focus of this research.

1.2. Overview of QTSC Telecom

QTSC Telecom is a unit under Quang Trung Software Park Development Company Limited (QTSC), established in 2001 and is a pioneer in the field of telecommunications in Vietnam. The company's headquarters is located at Quang Trung Software Park (QTSC) District 12, Ho Chi Minh City with an area of 43 hectares. With a strong infrastructure designed to develop technology and software, QTSC Telecom is the center for managing, operating and exploiting telecommunications network infrastructure and data centers in this area.

QTSC Telecom provides a diverse range of telecommunications and IT services, with a commitment to ensuring stable service quality and information security. Services include

Internet connectivity, specialized data transmission, voice services, data center infrastructure, cloud computing, and leading security solutions to serve both e-government and businesses.

In addition, QTSC Telecom is part of QTSC's large ecosystem, attracting more than 165 IT companies and nearly 22,000 professionals and students. The expansion of the QTSC chain since 2016 has combined with Thua Thien Hue IT Center and VNU-ITP, expanding QTSC's influence in the software industry and creative startups. QTSC Telecom not only stands out with awards and achievements such as Second Prize at the Ho Chi Minh City Innovation Awards 2019, but also contributes significantly to R&D research, development and technology application in the field of smart agriculture. industry and IoT solutions through projects such as QTSC R&D Laboratory and Smart Village.

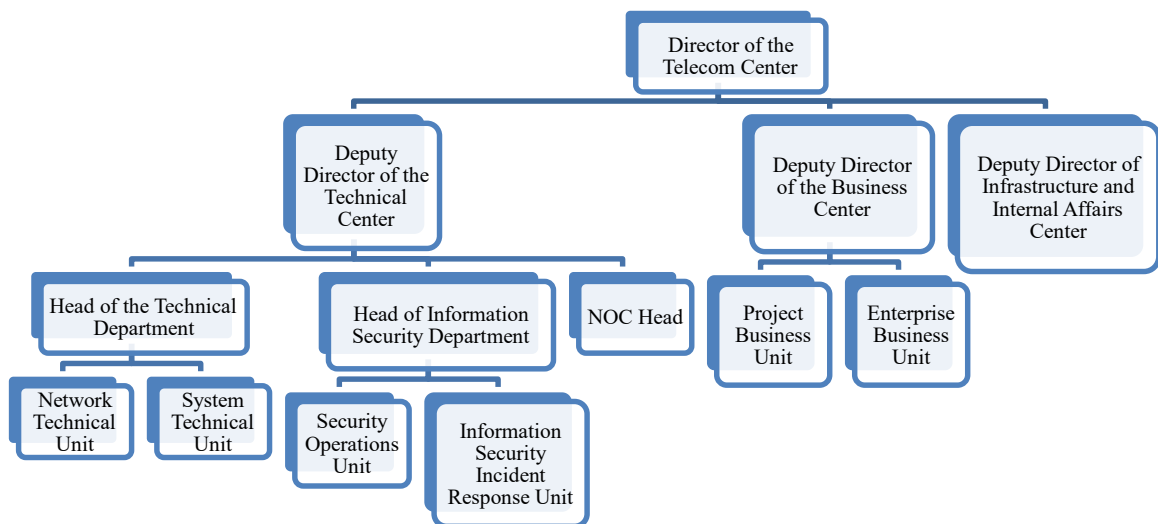


Figure 1- QTSC Telecom Center Organizational Chart

1.3. Research goals

The main objective of this thesis is to build a framework of criteria for QTSC Telecom to effectively select partner businesses in the telecommunications industry. The study will comprehensively analyze the effectiveness of key criteria to promote cooperation and enhance competitive advantage in the market.

To achieve the above goal, the thesis is outlined as follows:

- Identify and evaluate key criteria affecting the selection of business partners, including compatibility with QTSC Telecom's product and service, product development potential, market reputation and strategic goals.
- Conduct qualitative interviews with sales consultants in QTSC Telecom to collect detailed information about cooperation dynamics and strategic alignment.
- Apply quantitative methods to measure the relationship between identified criteria and the performance of selected partners.
- Provide QTSC Telecom with a comprehensive set of criteria that can guide strategic decision-making in partner selection, ensuring mutual benefits and long-term success.

1.4. Statement of the Problem and Questions

In the competitive telecommunications industry, selecting the right business partner is crucial to QTSC Telecom's growth and market positioning. This study aims to explore the essential criteria that influence business partner selection in the telecommunications context.

This thesis sought answers to the following sub-questions:

1. What essential criteria influence the selection of business partners for QTSC

Telecom?

2. How do interviews with sales consultants at QTSC Telecom provide insight into the dynamics of cooperation with potential partners?
3. What quantitative methods can effectively measure the relationship between identified criteria and the performance of selected partners?

1.5. The significance of the study

The significance of this research lies in the crucial role of guiding QTSC Telecom in selecting effective partners based on criteria consistent with its goals. With the position of technology increasingly being emphasized and developed, building partnerships becomes paramount to expanding the customer market and improving competitiveness in the market.

This study aims to address the need in developing a framework of criteria for selecting business partners consistent with QTSC Telecom's strategic objectives. By scientifically identifying and evaluating key criteria such as compatibility with QTSC Telecom's strengths, product development potential, market reputation, and alignment with strategic goals, this study optimizes the partner selection process. This ensures that selected partners will provide long-term benefits and foster the company's success.

This thesis can be viewed as a valuable resource, with the analysis presented expected to convey valuable information for future research. The study aims to contribute to the knowledge base in the telecommunications industry and promote sustainability in collaborative activities, while also offering valuable guidance to other telecom companies that are seeking to enhance their partner selection strategies aligned with corporate culture.

1.6. The scope of the study

This thesis researches the criteria for QTSC Telecom to select business partners consistent with the company's strategy and competitive advantage in the telecommunications industry. This thesis analysis focuses on key criteria, including product and service compatibility, product development potential, market reputation and compatibility with strategic goals, through combination of qualitative and quantitative methods. Qualitative analyzes are drawn from interviews with QTSC Telecom sales consultants, while quantitative analyzes evaluate the relationship between these criteria and partner performance.

Geographically, the study is limited to QTSC Telecom's operations and does not consider cooperative relationships outside the telecommunications industry, nor does it go into the analysis of non-strategic cooperative relationships.

This research aims to develop a practical framework for QTSC Telecom to enhance the quality of the partner selection process, ensure long-term success and contribute to broader industry knowledge. This study does not include criteria for partnerships outside the telecommunications industry or delve into non-strategic partnerships that do not affect QTSC Telecom's market position.

By focusing on these aspects, the thesis provides useful information that can be directly applied to QTSC Telecom and also provides guidance to other telecommunications companies facing similar challenges.

1.7. The limitations of the study

Within the allowable constraints, the author used reference documents, conducted a survey of relevant employees in QTSC Telecom and analyzed to propose basic criteria. First, this research only focuses within the framework of QTSC Telecom in the telecommunications

sector in Vietnam. Second, the research is especially interested in criteria related to products and services, not going into other areas such as financial or legal aspects of partners. Finally, although the study applies both theory and practice, it does not include a detailed analysis of the business development and strategy of each specific partner. However, implementing the arguments in this article to ensure scientific and practicality is not simple, requiring more in-depth and comprehensive research, so errors are inevitable.

CHAPTER 2. LITERATURE REVIEW

2.1. Related concept

2.1.1. Business Partner

A business partner is an organization or enterprise that enters into a cooperative relationship with another enterprise in business activities, based on a contract to achieve common goals and benefits. This business partnership is based on the principle of mutual benefit, in which both parties cooperate to create value by sharing resources, collaborating on technology, and exploiting market opportunities.

According to research by Svensson et al. (2023), long-term and stable partnerships between sales organizations not only help these organizations complete business tasks more effectively but also helps improve competitiveness in the market. Maintaining a sustainable partnership helps partners take full advantage of the potential from cooperation, thereby enhancing value and satisfaction for both parties. Business partnerships also have the ability to create creative and flexible solutions, helping businesses better cope with challenges and opportunities in an ever-changing market.

In the context of fierce competition and constant change in the telecommunications market, establishing and maintaining effective business partnerships is a valuable stepping stone for QTSC Telecom's development momentum. Therefore, QTSC Telecom needs to focus on choosing the right partner, building relationships based on trust and mutual respect, to ensure that both parties can achieve common goals and benefits in the most optimal way.

2.2. Criteria for Selecting Partners

Partner selection criteria refers to a series of criteria and indicators used to evaluate and select potential partners in the business cooperation process. Choosing the right partner is

not simply a matter of finding a third party to cooperate but is also a complex process, requiring careful consideration and comprehensive assessment from many different perspectives. According to Rothaermel (2013), selecting the right partner requires comprehensive consideration of many factors, including technical capacity, financial stability, strategic fit and reputation in the market.

For QTSC Telecom, establishing a comprehensive set of criteria for partner selection is extremely important to ensure that selected partners will bring long-term value and competitive advantage to the company. This process not only helps QTSC Telecom optimize cooperation efficiency but also helps the company identify and exploit potential business opportunities in the most effective way. Specifically, when QTSC Telecom selects a business partner, the main criteria that need to be considered include:

1. Reputation in the market
2. Product development potential
3. Service and product compatibility
4. Corporate culture
5. Strategic Fit

2.2.1. Market Reputation

An organization's reputation can be assessed by how the public perceives and evaluates that organization, based on aspects such as quality of operations, behavioral history, communication ability, image and ability potential to meet future expectations compared to competitors (Sontaite-Petkeviciene, 2014). Besides, research by Rizard and colleagues (2023) also shows that brand value, service quality and company reputation are important intangible assets, which have a significant impact on customer satisfaction.

For QTSC Telecom, choosing a reputable partner in the market plays an important role. A reputable partner not only helps enhance QTSC Telecom's brand image but also enhances customer trust in the company's products and services. Therefore, it is necessary to carefully consider the reliability of partners in the market. Highly reliable partners are often able to provide quality services and products, as well as maintain long-term cooperative relationships. To evaluate reputation, QTSC Telecom can rely on awards, certifications and positive feedback from partners' current customers, as well as assessments through surveys and market analysis.

2.2.2. Product Development Potential

For QTSC Telecom, the partner's product development potential is evaluated through two main factors: market demand and product quality. Partners with strong product development capabilities not only accurately grasp and analyze market trends and requirements, but also develop new products that meet or exceed these requirements. These products are not simply temporary solutions but are also sustainable, creating lasting value for customers.

This capability helps QTSC Telecom provide innovative solutions that match customer expectations, thereby enhancing customer satisfaction and loyalty. This also creates a significant competitive difference in the market. A partner company with strong product development potential will quickly identify and respond to market needs, develop new products and constantly innovate to maintain attractiveness to customers. This not only strengthens relationships with customers but also promotes the company's long-term and sustainable development in an increasingly competitive environment.

Research by Baldassarre and colleagues (2017) has shown that innovation is an important driving factor that helps enhance competitiveness and promote growth. Thanks to

cooperation with partners with high product development potential, QTSC Telecom can take advantage of competitive advantages and gain customer trust.

Product quality plays a key role in maintaining and strengthening customer trust in QTSC Telecom. In Mansori's (2018) research, product quality was broadly defined as the product's capacity to fulfill or surpass customer expectations. This not only creates real value for them and enhances customer loyalty. With partners have outstanding product development capabilities and strict research and development processes, QTSC Telecom can ensure product quality is always at the highest level and meets the strict standards of the market, customers will feel they receive real value from QTSC Telecom's services. Thanks to that, QTSC Telecom will have more opportunities to enhance its brand image and create a difference compared to competitors. This not only helps strengthen customer relationships but also brings great benefits to QTSC Telecom through achieving long-term strategic goals, expanding market share and sustainable development in the telecommunications industry.

2.2.3. Compatibility in Product and Services

Service and product compatibility is one of the important criteria that QTSC Telecom needs to consider when choosing a partner. This criterion evaluates the partner's ability to provide products and services that are suitable and can be integrated into QTSC Telecom's existing infrastructure and services to provide customers with comprehensive solutions and meet market requirements.

Collaborating with partners with compatible products and services helps a company expand its geographic presence and attract new customer segments (Allen, 2024). This allows QTSC and its partners to utilize each other's customer networks, thereby enhancing market access and driving business growth. Having compatible partnerships also facilitates the