SUMMARY

Project Title: Awareness of consumers using milk products in Hanoi of corporate social responsibility: a case study of TH Truemilk Joint Stock Company

Code number: KT.13.19

Coordinator: VNU - University of Economics and Business

Implementing Institution: Faculty of Business Administration

Duration: from 12/2013 to 8/2014

Project Manager: Nguyen Phuong Mai, MBA

1. Research Objectives

   The purpose of this research is to evaluate the awareness of consumers using milk products in Hanoi of corporate social responsibility (CSR). The chosen case study is TH Truemilk Joint Stock Company. Thus, some suggestions are proposed to guide TH TrueMilk in particular and other milk processing companies in general to improve their production process in order to better comply with CSR standards and enhance their competitive advantage in the market.

2. Main Contents

   The research clarifies the concept of CSR, introduces several international standards of CSR, points out the benefits that a company will gain from good CSR practices; and the role of consumers in fostering CSR implementation in enterprises.

   On the basis of field survey with consumers in Hanoi, the research evaluates the awareness of CSR of consumers, test the hypotheses of CSR awareness differences influenced by the demographic variables. Besides, the research initially evaluates the awareness of consumers of CSR activities that TH JSC Truemilk is doing.

   From those findings, some recommendations are raised including:

   - Enhancing CSR communication program
   - Combining activities of environmental responsibility and product responsibility
   - Promoting fair operating practices responsibility
   - Actively accessing CSR information
   - Propagating CSR knowledge to friends and relatives

3. Results: 01 scientific report, 01 journal paper