

**Ý định theo đuổi công việc tại doanh nghiệp gia đình:  
Nghiên cứu đối với sinh viên tại Thành phố Hồ Chí Minh**

Nguyễn Tuấn Dương  
Phan Minh Nam  
Lê Quỳnh Trang  
Nguyễn Thị Phước Thuyên

**Tóm tắt:** Dựa trên lý thuyết Tín hiệu và lý thuyết Dự định hành vi, nghiên cứu này phân tích nhận thức của ứng viên bên ngoài về thương hiệu nhà tuyển dụng và ảnh hưởng của nhận thức đó đến ý định theo đuổi công việc (YĐTĐCV) tại doanh nghiệp gia đình. Với 315 mẫu hợp lệ, độ tin cậy của thang đo, phân tích nhân tố khám phá (EFA), phân tích nhân tố khẳng định (CFA), kiểm định T-Test và phân tích mô hình cấu trúc tuyến tính SEM đã được thực hiện. Kết quả nghiên cứu cho thấy việc sử dụng cách gọi “doanh nghiệp gia đình” không tạo ra nhận thức tiêu cực của ứng viên, đồng thời, không có sự khác biệt giữa sinh viên khối ngành khoa học tự nhiên, kỹ thuật và sinh viên khối ngành khoa học xã hội và kinh doanh về YĐTĐCV tại doanh nghiệp gia đình. Ngoài ra, các yếu tố Lương thưởng, An toàn nghề nghiệp, Phong cách doanh nghiệp, Sự cải tiến, Khả năng tài chính và Cơ hội thăng tiến có tác động tích cực đến YĐTĐCV tại doanh nghiệp gia đình.

**Từ khóa:** Doanh nghiệp gia đình, tuyển dụng, thương hiệu nhà tuyển dụng, ý định theo đuổi công việc.

**Mã phân loại JEL:** M12, M51, M59.

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