

STATEMENT OF MODIFICATION ART. 7

Dear respectfully readers,

I am Mr. Bui Trung Thieu, the leading author of the paper "*Linkages between Marketing Mix Components and Customer Satisfaction: An analysis on Google in Hanoi, Vietnam*" that was published as Art 7 in Vol 23, No 1 (2017), *Journal of Economics and Business Research*.

I am humbly writing this Statement of Modification to make a correction on my co-author's Institution name – Mr. Pham Chau Binh, stated incorrectly as "Faculty of International Management, National Cheng Kung University, Tainan, Taiwan" in the paper.

The mistake was made due to a misunderstanding of mine between being a post/current Student and being a Lecturer of the Faculty, and due to my carelessness to scan all possible errors before submitting the paper to the *Journal of Economics and Business Research* on March 1st, 2018.

Hereby, according to the usage of British-English, the term **Faculty** in this paper is equivalent to the title of being a **Student** in an **Institute** or **Department** and does not have a meaning of being a **Professor**, **Lecturer** or **Teacher** in a **Faculty**, as in American-English. Since the accurate Institution Name of Mr. Pham Chau Binh is "Institute of International Management, National Cheng Kung University, Tainan, Taiwan", this statement confirms that he was a student when he participated as a researcher to the study.

Therefore, with this statement and signatures below, the mistakes in the Institution Name of the researchers are legally corrected.

Finally, I also want to express my deepest gratitude to contributors of the study. We, Mr. Bui Trung Thieu, Mr. Pham Chau Binh, as well as other inexperienced researchers of the above study, are truly sorry for this mistake, any unexpected after effects, and thank you, respectfully readers, for reading our paper.

Sincerely,

Hanoi, September 6th, 2018,

Lead author



Mr. Bui Trung Thieu

Co-author



Mr. Pham Chau Binh

Journal of Economics and Business Research (JEBR)
"Aurel Vlaicu" University of Arad, Romania



Lucea Magdalena Csorba,
Editor in Chief