

International Journal of Multidisciplinary Comprehensive Research

Factors impacting business decision making in foreign companies operating in Vietnam

Nguyen Le Vuong Ngoc ^{1*}, Le Thi Nam Phuong ², Nguyen Huynh Phuong Thao ³, Nguyen Hoang Tien ⁴

¹⁻² Van Hien University, Vietnam

³ Sayaka Farm Trade and Manufacturing LLC, Vietnam

⁴ WSB University, Poland

* Corresponding Author: **Nguyen Le Vuong Ngoc**

Article Info

ISSN (online): 2583-5289

Volume: 02

Issue: 02

March-April 2023

Received: 16-02-2023

Accepted: 01-03-2023

Page No: 06-14

Abstract

In order to make business decisions of foreign corporations in Vietnam, the following factors will affect, firstly, Vietnam has abundant human resources of working age, up to 67.7% of the population in Vietnam. 98.51 million people in 2021. Vietnam's economic situation is developing, such as actively participating in FTAs that Vietnam has signed in recent years, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) signed in March 2018, the Free Trade Agreement between Vietnam and the United Kingdom (UKVFTA) signed in London on December 29, 2020 and the latest is the Regional Comprehensive Economic Partnership Agreement. (RCEP - also known as ASEAN+6) signed on November 15, 2020 is about to come into force. With the current situation, Vietnam is in the process of international integration with rich human resources that are suitable for making business decisions of foreign corporations with favorable factors but also other factors. Adverse factors such as the 4.0 technology race with the latest technologies in production and business, but skilled human resources to use are still limited. From the analysis of factors affecting the business decision-making process at foreign corporations operating in Vietnam recently, the article will analyze in depth the factors affecting the business decision-making process. and solutions to overcome the influencing factors.

DOI: <https://doi.org/10.54660/IJMCR.2023.2.2.06-14>

Keywords: Business activities, Vietnam, economic situation, human resources, favorable factors, unfavorable factors

1. Introduction

The business environment is not related to a single factor. It consists of several factors and each factor affects the company doing business in its own way. Some factors directly affect the performance of the company while the influence of others is only indirect. These factors provide opportunities, threats and challenges for the company. Therefore, the environment is multidimensional and very complex in nature.

When business leaders come up with a plan, they cannot ignore the influence of the factors involved. The business environment is therefore an important basis for assessment. For managers, analyzing the impact of the external business environment will help them identify and understand the factors of the external business environment and their influence on the operation of the business. Through that, enterprises can identify opportunities and challenges and can predict the trend of movement and development of these factors in the future. Besides, business managers cannot make plans without them knowing anything about the internal situation of the business. Therefore, analyzing the internal environment will help them assess their own strengths and weaknesses. From there, managers will know what advantages need to be promoted and which weaknesses to limit. From the assessment of opportunities and threats, strengths and weaknesses, managers will know what opportunities they need to take advantage of, and what threats they need to avoid or minimize its impact. From there, the manager will make a plan accordingly.

To achieve high business efficiency, businesses must have strategies and decisions accurately in organizing, managing and operating business activities. Therefore, it is necessary to study comprehensively and systematically study the factors affecting the improvement of business performance of the enterprise. The objective of the research process on factors affecting business performance is to choose and make appropriate business plans. However, research on factors affecting business performance needs to be carried out continuously throughout the business process of enterprises in the market.

2. Theoretical Framework

1. The theory of capital export by V.I. Lenin

According to V.I. Lenin, the benefit of exporting capital is to find the most profitable investment, the phenomenon of relative excess of capital has prompted capitalists to find ways to bring capital abroad. In foreign countries, capitalist corporations can exploit favorable conditions of abundant resources, cheap labor, new consumption markets, etc., thereby earning a higher profit rate than investment. In the country. In that relationship of benefits, of course, the locality or country receiving the investment (capital for export) can also promote its advantages. Thus, in the opinion of V.I. Lenin, the most fundamental factor affecting the attraction of foreign direct investment to a country (or locality) is, is it the benefit of investing in the home country? when the (local) benefits of receiving an investment are greater than the returns to the home country, the relative excess of capital will be brought to be invested there instead of in the home country. This argument of V.I. Lenin outlined the deepest nature of attracting investment and foreign direct investment.

2. The theory of marginal profit on FDI attraction

Dougall argues that capital flows will shift from low-interest rates to high-interest countries until an equilibrium is reached (the two countries' interest rates are equal). As a result of investment activities, both countries gain profits and cause the world's aggregate output to increase compared to before the investment. The relevance of this theory was recognized by economists in the 1950s, but as the economic situation became unstable, the rate of return on US investment abroad fell to less than the rate of return. return on domestic investment, but US FDI abroad has continued to increase. However, this theoretical model does not explain why some countries have capital inflows and outflows at the same time. Therefore, the marginal profit theoretical model can only be considered as an effective first step to study FDI activities.

3. Product life cycle theory

The product life cycle theory was proposed by economist Vernon in 1966. According to Vernon, any new product develops through four stages:

- a) Invention and introduction stage.
- b) Development and completion stage.
- c) Finalization or standardization stage.
- d) The degradation stage of the product.

4. Monopolistic market theory

The monopoly market theory was formulated by Hymer and Kindleberger. According to this theory, the development and success of vertically integrated investment depends on 3 factors:

1. The process of vertical linkage of different stages in

production and business activities in order to reduce production costs.

2. The production and exploitation of new technology.
3. The opportunity to expand overseas investment activities is possible due to the advancements in the transport and communication sectors.

5. Theory on the development steps of attracting foreign direct investment:

According to this theory, the development process of countries is divided into five stages:

Stage 1: when the location advantage of a country (local) is less attractive, foreign direct investment capital will not come much due to limitations of the domestic market such as: weak market size, poor investment infrastructure, weak education, unskilled labor, etc., and rarely see the outflow of foreign direct investment.

Stage 2: FDI capital into the locality started to increase due to the advantage of location that attracted investors: investment infrastructure has improved, domestic purchasing power started to increase... direct investment capital Foreign investors in this step are mainly investing in production to replace imports, industries that exploit natural resources, produce raw materials, preliminary products and the outflow of foreign direct investment capital. beyond this period is still limited.

Stage 3: Outflows and inflows of foreign direct investment capital continue to increase and the volume is similar.

Stage 4: Foreign direct investment capital inflows begin to decrease and their outflows begin to increase. The production technology of the country attracting foreign direct investment capital has progressed to the production of standardized products. During this period, enterprises with foreign direct investment capital mainly focused on effective import-substituting manufacturing industries.

Stage 5: ownership advantage of domestic companies increases. Outdated, labor-intensive technologies are gradually being replaced by high-cost advanced technology. However the capital costs will become cheaper than the labor costs. As a result, the host country's location advantage will translate to assets. Therefore, the inflow and outflow of foreign direct investment will still increase, but the outflow will be faster.

3. Research Methodology

- Qualitative research methods: Analyze the behavior of people or a group of people to study the situation. These analyzes often bring the researcher's personal views and then based on experience and knowledge to classify them. and evaluation.
- Experimental method the method of collecting information in the form of observations, recording data due to changes in ambient conditions or changes in survey objects.
- Primary data: Survey and interview results
- Secondary data through: Newspaper; Final report of the General Statistics Office; The scientific research was there, the internet.

4. Research Results

On the basis of the theory of digital transformation in enterprises, the research is re-systematized to clarify the concept, components and meaning of digital transformation. After that, the research conducted to collect domestic and foreign documents to find out data related to this study, mainly books, research reports and published research

results. in national and international scientific journals. On the basis of the collected documents, the study conducts a collection over time to see changes and new advances in research on digital transformation in enterprises. The article also categorizes digital transformation studies from different perspectives. From there, compare to see different perspectives and approaches in the research on digital transformation of enterprises. In addition, the study also searched for factors affecting the ability of enterprises to digitally transform. The study is arranged in a group of factors, in which there is a group of independent variables belonging to the internal environment of the enterprise that affect the ability to switch arguments of the enterprise and a group of control variables belonging to the characteristics of the enterprise.

Investors only decide to invest abroad if they see that the investment abroad brings efficiency from the investment, bringing higher profits than the domestic investment. However, depending on the specific characteristics of each market, foreign investors have different investment strategies and orientations, based on the conditions of the investment environment of the country attracting investment. Investment purposes of foreign investors can be divided into the following categories: Foreign direct investment with the aim of finding markets, Foreign direct investment with the aim of exploiting natural resources. Foreign direct investment with the goal of efficient exploitation. Of the three types of foreign direct investment above, the type of foreign direct investment with the objective of exploiting natural resources is usually made in developing countries, where foreign investors have can take advantage of raw materials, cheap unskilled labor. With this type of investment, the host country is very likely to fall into the state of unscientific exploitation of natural resources, greatly affecting inputs for production activities in the long run, affecting to sustainable development.

Investment-receiving countries need a clear and transparent system of policies and regulations, approaching international practices. There should be incentives in terms of monetary policy, trade policy, land policy, tax policy accordingly, and depending on each investment field and industry, there are special tax incentives. At the same time, develop legal regulations to protect intellectual property rights, production and business technology.

Technical infrastructure of the host country is one of the basic factors to attract FDI capital and is also a factor promoting the development of FDI activities, these factors have a decisive influence on the efficiency of FDI. business results. Labor quality is a decisive factor for attracting foreign direct investment in the direction of sustainable development. In the current period, the factor of large labor force and low labor cost may still be an advantage in attracting foreign direct investment, but in order to attract foreign direct investment capital, it is necessary to has a team of quality workers with high skills, professional working style and good physical condition.

For the management team, they are considered as the core of management activities, playing an extremely important role in investment management. Therefore, the management staff should be trained to improve their qualifications, professional knowledge and ethical qualities to meet the requirements for the development of the country.

The authors' studies in many countries show that corruption in the host country will adversely affect the attraction of foreign direct investment capital. Therefore, when seeing a

country with heavy corruption, foreign investors will not invest in that country anymore.

With cumbersome administrative processes and procedures that investors are afraid to seek investment opportunities in host countries, sometimes because it takes too long for legal procedures in accordance with regulations of the Government. In the host country, the investment opportunity has also passed.

Living and working environment for investors in the region When investing in localities attracting investment, foreign investors are very interested in the living and working environment in the host country because FDI is a long-term activity and investors often must live and work in this place, even bring the whole family to the investment place to live. Therefore, the services and social facilities of the host country should be carefully considered to ensure that they can meet their living needs.

The living and working environment is reflected in the factors of culture, education, and health. The quality of living environment, entertainment, living, harmony and reasonable costs represent a quality and suitable living environment for investors and employees to be able to operate effectively and stay for a long time. long with local.

5. Conclusion

- Vietnam is a developing country and entering a period of strong integration with the policy of industrialization and modernization of the country, so the government always creates all favorable conditions for foreign companies to operate in Vietnam. is a policy to promote the creation of many favorable factors to attract and influence the business decision-making process of foreign companies such as With competitive advantages in open investment environment, stable political environment, etc. With a stable macroeconomic environment, abundant human resources at low cost, Vietnam is one of the most attractive countries for foreign investors. Thanks to these advantages, investment capital flows into Vietnam in recent years have tended to increase, especially after Vietnam's participation in bilateral and multilateral free trade agreements (FTAs).
- Therefore, for Vietnam, foreign direct investment is very important for the cause of industrialization and modernization of the country. Not only that, the business decisions of foreign companies operating in Vietnam also contribute to advanced technology transfer, economic restructuring towards industrialization and modernization, solving employment problems, increase income for workers. Besides, there are also many difficulties caused by foreign companies operating in Vietnam such as: imbalance between territories, unsecured state budget revenue, fierce competition for enterprises. In the domestic industry, the transfer of technology, machinery and equipment is sometimes obsolete. The trade balance is getting bigger and bigger.

6. Recommendation

- Firstly, it is necessary to improve the legal framework on foreign investment to ensure a more open environment and conditions for investors, but still must be consistent with Vietnamese law.
- Second, reform administrative procedures in the direction of simplicity and compactness for foreign investment projects.

- Third, it is necessary to pay attention and focus on investing in material and technical infrastructure to create favorable conditions for foreign investors.
- Fourth, training high-quality human resources to serve the needs of foreign companies operating in Vietnam
- Fifth, to promote attraction of new investment sources, towards the high-tech industry. Vietnam needs to proactively choose suitable projects, foreign investors and technologies
- Finally, focus on developing supporting industries in the direction of focusing on a few key industries and products, in order to maximize the spillover effects of projects of foreign companies operating in Vietnam.

Reference

1. Anh DBH, Dung HT, On PV, Tam BQ. Factors impacting customer satisfaction at Vietcombank in Vietnam. *Himalayan Journal Of Economics Business And Management*. 2021; 2(4):98-107.
2. Anh DBH, Vu NT, Bien BX, Anh VT, Dat NV. Factors impacting customer satisfaction at BIDV Bank in Vietnam. *Himalayan Journal Of Economics Business And Management*. 2021; 2(4):89-97.
3. Anh DBH, Vu NT, On PV, Duc PM, Hung NT, Vang VT. Customer service culture at VPBank in Vietnam. *Himalayan Journal Of Economics Business And Management*. 2021; 2(4):78-88.
4. Anh DBH, Diem PT, Duc PM, Vu NT, Dung HT, Dat NV. Customer service culture at VIB bank in Vietnam. *Himalayan Journal Of Economics Business And Management*. 2021; 2(4):70-77.
5. Anh DBH, Diem PT, Vu NT, Dung HT, Bien BX, Anh VT, On PV. Customer service culture at TechComBank in Vietnam. *Himalayan Journal Of Economics Business And Management*. 2021; 2(4):61-69.
6. Anh DBH. Japanese Innovation Policy and Development of High Quality Human Resource-Experiences for Vietnam. *Proceedings of International Scientific Conference in Economics and Business (ICYREB) on: "National Entrepreneurship and Innovation"*, 108-114. Hanoi, 30 October 2018, Academy of Finance in partnership with IPAG Business Institute (France), York University (Canada) and Waikato University (New Zealand), 2018.
7. Anh DBH. *Global Strategic Marketing Management*. Ementon Publisher, Warsaw, 2017.
8. Anh DBH. Comparative analysis of the process of economic integration of EU and ASEAN, *International Journal of Commerce and Management Research*. 2019; 5(3):96-99.
9. Anh DBH, Ngoc NM, Nhi DTY. Sustainable Social Entrepreneurship in Vietnam. *International Journal of Entrepreneurship*. 2019; 23(3):1-12.
10. Anh DBH, Thuc TD. *Global Supply Chain and Logistics Management*, Academic Publications, Delhi, India, 2019.
11. Anh DBH. Trade Freedom and Protectionism of Leading Economies in Global Trade System, *International Journal of Commerce and Management Research*. 2019; 5(3):100-103.
12. Anh DBH, Ngoc NM. Corporate Financial Performance due to Sustainable Development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019; 27(2):1-12.
13. Anh DBH. Gaining competitive advantage from CSR policy change: case of foreign corporations in Vietnam, *Polish Journal of Management Studies*. 2018; 18(1):403-417.
14. Anh DBH, LDM Duc, PB Ngoc. Subjective Well-Being in Tourism Research. *Psychology and education*. 2021; 58(5):3317-3325.
15. Bien BX, Tien NV. Solutions enhancing competitiveness of made-in Vietnam brands in Vietnamese market, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):93-99.
16. Diem PT, Vu NT, Nhan VK, Vang VT. The Strategy of CRM System Development ment at Mega Market Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):802-806.
17. Diem PT, Vu NT, Dung HT, Dat NV. The Process of CRM System Implementation at Dien May Xanh in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):761-768.
18. Diem PT, Vu NT, Dung HT, Bien BX, Duc PM. Customer Care and Customer Relation ship Maintenance at Ministop, Family Mart and CoopSmile in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):744-751.
19. Diem DL, TTT Trang, PB Ngoc. Development of Tourism in South Central Coastal Provinces of Vietnam. *Journal of archeology of egypt/Egyptology*. 2021; 18(8):1408-1427.
20. Diep LH Vu, DT Hai, TTH Thuan. China and USA in Vietnam's International Relations in the Region. *Journal of archeology of egypt/ Egyptology*. 2021; 18(8):2681-2710.
21. Duc LDM, Thuy, Cooperative, Yen NTH. Corporate Social Responsibility and Corporate Financial Performance Case of Listed Vietnamese Companies, *Zeszyty Naukowe Politechniki Czestochowskiej. Zarzadzanie*. 2018; 32:251-265.
22. Duc LDM, Mai NP. Enhancing Sustainability in the Contemporary Model of CSR: a Case of Fast Fashion Industry in Developing Countries. *Social Responsibility Journal*, 2020.
23. Dung HT, Tien NV. Branding building for Vietnam tourism industry reality and solutions, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):63-68.
24. Dung NTH, TT Trang, VT Hien. Editor Phuong. Factor Affecting Tourists' Return Intention. A Case of Binh Quoi Village in Ho Chi Minh City. *Journal Of Archeology Of Egypt / Egyptology*. 2021; 18(9):493-507.
25. Dung NTH, TT Trang, PB Ngoc. Assessing Customer Satisfaction for Can Gio Tourist Destination in Ho Chi Minh City. *journal of archeology of egypt/Egyptology*. 2021; 18(14):249-268.
26. Giao NQ, TTT Trang, NP Mai. Sustainability Issues in the Development of Higher Education Industry. *hong kong journal of social sciences*. 2021; 57:79-90.
27. Hung NT, Vu NT, Bien BX. Risks of Vietnamese Enterprises in Trade Relations with China. *International Journal of Research in Finance and Management*. 2020 ; 3(1):1-6.
28. Mai NP. Green Entrepreneurship Understanding in Vietnam. *International Journal of Entrepreneurship*, 2020, 24(2).

29. Minh HTT, Dan PV. Branding building for Vietnam higher education industry-reality and solutions, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):118-123.
30. Minh, NH Diep, LH Vu, DT Hai, TTH Thuan. Asean and China in Vietnam's International Relations in the Region. *Journal of archeology of egypt/ Egyptology*. 2021; 18(8):2661-2680.
31. Ngoc PB, TTT Trang. Current Path to Community Based Sustainable Tourism Development of Khanh Hoa Province in Vietnam. *Journal Of Archeology Of Egypt / Egyptology*. 2021; 18(9):508-525.
32. Ngoc NM, Nhan VK. Family business in Vietnam and in Poland: Review of characteristics and trend of development, *Journal of Southwest Jiaotong University*, 2020; 54(6):1-19.
33. Ngoc NM. Branding Strategy for Gamuda Land Real Estate Developer in Ho Chi Minh City Vietnam. *Celadon City Project. Psychology And Education*. 2021; 58(5):3308-3316.
34. Ngoc NM, TH Thu. The Impact of Financial Structure on Financial Performance of Logistic Service Providers Listed at Ho Chi Minh City Stock Exchange. *Journal Of Archeology Of Egypt/Egyptology*. 2021; 18(2):688-719.
35. Ngoc NM, PB Chau, TL Khuyen. The Impact of Financial Structure on Business Performance of Real Estate Enterprises Listed at Ho Chi Minh City Stock Exchange. *Jour Nal Of Archeology Of Egypt/Egyptology*. 2021; 18(8):92-119.
36. Ngoc TT Trang, HTT Minh. Brand Building and Development for the Group of Asian International Education in Vietnam. *Psychology and education*. 2021; 58(5):3297-3307.
37. Ngoc NM. Comparative Analysis of Advantages and disadvantages of the Modes of Entering the International Market, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):29-36.
38. Ngoc NM. Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):12-17.
39. Nhi DTY, Chi DTP. CRM Application in Agricultural Management in the Mekong Delta. *International Journal of Multidisciplinary Research and Development*. 2019; 6(10):123-126.
40. Phu PP, Chi DTP. The role of international marketing in international business strategy, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):134-138.
41. Tam BQ, Diem PT, Duc PM, Dung HT, Dat NV, Nhan VK. The Strategic Customer Relationship Management at Coop Mart in Vietnam. *international journal multidisciplinary research and growth evaluation*. 2021; 2(4):794-801.
42. Tam BQ, Diem PT, On PV, Anh VT, Dat NV. The History of Development of CRM System at AEON Vietnam. *international journal multidisciplinary research and growth evaluation*. 2021; 2(4):737-743.
43. Tam BQ, Diem PT, On PV, Anh VT, Hung NT, The Formation and Development of CRM System at Thien Hoa Electronics Supermarket in Vietnam. *international journal multidisciplinary research and growth evaluation*. 2021; 2(4):752-760.
44. Thai TM, Hau TH, Vinh, PT, Long, NVT. Solutions for Tuyen Quang and Binh Phuoc Tourism Industry Sustainable Development. *Comparative Analysis. International Journal of Research in Marketing Management and Sales*. 2020; 2(1):101-107.
45. Thao VTT, Hung Anh, DB. Sustainability issues in social model of corporate social responsibility. Theoretical analysis and practical implications, *Journal of Advanced Research in Management*, 2019, 19(1).
46. Tan NH. *International Economics, Business and Management Strategy*, Academic Publications, Delhi, India, 2019.
47. Tan NH. *Principles of Management*. Financial Publisher. Ho Chi Minh City, 2020.
48. Tan NH. *Leadership in Social Responsible Enterprises*. Ementon Publisher, Warsaw, 2015.
49. Tan NH. *Change Management in a Modern Economy. Modeling Approach*. PTM Publisher, Warsaw, 2015.
50. Tan NH. *Competitiveness of Enterprises in a Knowledge Based Economy*. PTM Publisher, Warsaw, 2012.
51. Tan NH. *Competitiveness of Vietnam's Economy. Modeling Analysis*. PTM Publisher, Warsaw, 2013.
52. Tan NH. *Develop Leadership Competencies and Qualities in Socially Responsible Businesses- Reality in Vietnam*, *International Journal of Research in Management*. 2019; 1(1):1-4.
53. Tan NH. Challenges and opportunities for enterprises in the world of the 4th industrial revolution, *Proceedings of National Scientific Conference on "Accounting, Auditing and Vietnam Economy in the Face of 4.0 Industrial Revolution"*, 441-445, November 2017, Quy Nhon University, Quy Nhon, Binh Dinh province, 2017.
54. Tan NH. *Develop Leadership Competencies and Qualities in Socially Responsible Businesses – Reality in Vietnam*. *International Journal Of Research In Management*. 2019; 1(1):01-04.
55. Tan NH. *Solutions for Sustainable Development of Binh Duong Tourism*. *Proceedings of University Science - Conference on: Binh Duong Tourism, Enhancing Competitiveness towards Sustainable Development"*, 55 -67. Binh Duong Department of Culture, Sport and Tourism, 2018.
56. Tan NH. *Hanoi Culture of Cuisine as Factor Attracting Tourists to Vietnam*. *Proceedings of University Scientific Conference on: "Values of Gastronomic Culture in Tourist Activities"*, 101-105. Faculty of Social Science and Humanities, Department of Culture and Tourism. May 21, 2018, Tien Giang University, 2018.
57. Tan NH. *Sustainable Development of Higher Education cation. A Case of Business Universities in Vietnam*. *Journal Of Hunan University Natural Sciences*. 2020; 47(12):41-56.
58. Tan NH. *Solutions for Tuyen Quang and Binh Phuoc International Tourism Products and Services Development ment. Comparative Analysis*. *International Journal Of Research In Marketing Manage Ment And Sales*. 2019; 2(1):131-137.
59. Thien NH. *Trade Freedom and Protectionism of Leading Economies in Global Trade System*. *International Journal Of Commerce And Management Research*. 2019; 5(3):100-103.
60. Thien NH. *Comparative Analysis of Advantages and disadvantages of the Modes of Entering the International Market*. *international journal of advanced research in engineering and management*. 2019; 5(7):29-36.

61. Thien NH. Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam. *international journal of advanced research in engineering and management*. 2019; 5(7):12-17.
62. Thien NH. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. *Cogent Business And Management*, Taylor and Francis Publisher. 2020; 7(1):1-17.
63. Thien NH. Staff Motivation Policy of Foreign Companies in Vietnam. *International Journal Of Financial Management And Economics*. 2020; 3(1):1-4.
64. Thien NH. Working Environment and Labor Efficiency of State Owned Enterprises and Foreign Corporations in Vietnam. *International Journal Of Financial Management And Economics*. 2019; 2(2):64-67.
65. Thien NH. International Distribution Policy-Comparative Case Study of Samsung and Apple. *international journal of research in marketing management and sales*. 2019; 1(2):24-27.
66. Thien NH Sustainability of Coastal Tourism Development: Comparative Analysis of Vietnam's Northern and Southern Provinces. *journal of southwest jiaotong university*. 2021; 55(6):1-19.
67. Thien NH. Knowledge Management in the Context of Industrial Revolution 4.0. *international journal of commerce and economics*. 2020; 2(1):39-44.
68. Than NH. Knowledge Management in Strategic Alliances and Foreign Joint Ventures. *Proceedings of University Scientific Conference of: Young Lecturers and MBA Students. Faculties of Economics, TDM University. Binh Duong, 2018, 141-149.*
69. Than NH. Application of CRM in Agricultural Management. *Proceedings of National Scientific Conference on: Development of High-tech Agriculture in the Highlands in the Context of Regional Linkage and International Integration, 216-223. April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019.*
70. Than NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. *International Journal of Research in Management*. 2019; 1(1):14-17.
71. Than NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. *International Journal of Research in Management*. 2019; 1(1):9-13.
72. Than NH. *Human Resource Management*. VHU Publisher, Ho Chi Minh City, Vietnam, 2020.
73. Than NH. *Strategic International Human Resource Management*. Ementon Publisher, Warsaw, Poland, 2017.
74. Than NH. *Responsible and Sustainable Business*. Eliva Press, Chisinau, Moldova, 2020.
75. Vang VT, Hung NT. Comparative Analysis of Business Environment in Binh Duong, Dong Nai and Ba Ria Vung Tau of Vietnam Using EFE Matrix. *international journal multidisciplinary research and growth evaluation*. 2021; 2(4):769-778.
76. Viet PQ, Duc, NM Tam, VT. Sustainability of Tourism Development in Vietnam's Coastal Provinces. *World Review of Entrepreneurship Management and Sustainable Development*, 2020.
77. Vu NT, Dung HT, Duc LDM. Determinants of real estate bubble in Vietnam, *International Journal of Research Finance and Management*. 2019; 2(2):75-80.
78. Vu NT, Tien NV. The role of brand and brand management in creating business value case of Coca-Cola Vietnam, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):57-62.
79. Vu NT, Bien BX, Anh VT. The Development Process of CRM System at VinMart in Vietnam. *International Journal Multidisciplinary Research And Growth Evaluation*. 2021; 2(4):728-736.
80. Then NH, NM Ngoc, NP Mai, LDM Duc, TTT Trang. Sustainable Development of Higher Education Institutions in Developing Countries: Comparative Analysis of Poland and Vietnam. *Contemporary Economics* (forthcoming), 2022.
81. Then NH, DBH Anh, PB Ngoc, TTT Trang, HTT Minh. Brand Building and Development for the Group of Asian International Education in Vietnam. *Psychology and Education*. 2021; 58(5):3297-3307.
82. Then NH, DT Anh, MV Luong, NM Ngoc, N Dat, LDM Duc. Sustainable Development of Higher Education. A Case of Business Universities in Vietnam. *Journal of Hunan University Natural Sciences*. 2020; 47(12):41-56.
83. Then NH, RJS Jose, NP Mai, NT Long, TV Hai. Current State of Human Resource in International Universities in Vietnam. *International Journal of Multidisciplinary Research and development*. 2020a; 7(7):22-27.
84. Then NH, LP Dana, RJS Jose, NT Vu, NT Hung. Human Resource Development Strategy of Ton Duc Thang University to Improve its Position on International Rankings. *International Journal of Advanced Education and Research*. 2020b; 5(3):105-110.
85. Then NH, HTT Minh, PV Dan. Branding Building for Vietnam Higher Education Industry-Reality and Solutions. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):118-123.
86. Then NH, DBH Anh. Attracting FDI in Higher Education Industry in Vietnam. *International Journal of Advanced Education and Research*. 2019; 4(3):24-27.
87. Ngoc NM. Higher Doctorate in Poland and Implications for Polish Higher Education and Scientific Development. *Journal of Southwest Jiaotong University*. 2020; 56(1):188-201.
88. Ngoc NM, Giao NQ, Trang TTT, Mai NP. Sustainability Issues in the Development of Higher Education Industry. *Hong Kong Journal of Social Sciences*, 2021, 57.
89. Anh DBH. CSR Policy Change- Case of International Corporations in Vietnam. *Polish Journal Of Management Studies*. 2018; 18(1):403-417.
90. Trang TTT. Sustainable Development of Higher Education Institutions in Developing Countries: Comparative Analysis of Poland and Vietnam. *Contemporary Economics*. 2022; 16(2):195-210.
91. Zheng WL. Impact of Energy Efficiency, Technology Innovation, Institutional Quality and Trade Openness on Greenhouse Gas Emissions in Ten Asian Economies. *Environmental Science And Pollution Research*, 2022.
92. Ahmad AF. The Nexus among Green Financial Development and Renewable Energy: Investment in the wake of the Covid-19 pandemic. *Economic Research*. 2022; 35(1):5650-5675.
93. Ye F. The Impact of Corporate Social Responsibility on the Sustainable Financial Performance of Italian Firms: Mediating Role of Firm Reputation. *Economic Research*. 2022; 35(1):4740-4758.
94. Feng SC. The Role of Technology Innovation and Cleaner Energy towards Sustainable Environment in

- ASEAN Countries: Proposing Policies for Sustainable Development Goals. *Economic Research*. 2022; 35(1):4677-4692
95. Duc LDM. Enhancing Auditor Independence in Auditing Enterprises in Vietnam. *Cogent Economics And Finance*. 2019; 7(1):1-16.
 96. Mai NP. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. *cogent business and management*. 2020; 7(1):1-17.
 97. Thuong TM. Enhancing Independence of Local Auditing Services by Profiting from International Experiences of the Big4 Group (KPMG, Deloitte, PWC E&Y) Operating in Vietnam Market. *Cogent Business & Management*. 2019; 6(1):1-14.
 98. Tien NH. Corporate Financial Performance due to Sustainable Development in Vietnam. *corporate social responsibility and environmental management*. 2019; 27(2):694-705.
 99. Tien NH. Natural resources volatility and financial development during Covid-19: Implications for economic recovery. *Resources Policy*.
 100. Ka YC. Exploration of Green Energy and Consumption Impact on Sustainability of Natural Resources: Empirical Evidence from G7 Countries. *Renewable Energy*. 2022; 196:1241-1249
 101. Ngoc NM. Solutions for Development of High Quality Human Resource in Binh Duong Industrial Province of Vietnam. *International Journal Of Business And Globalisation*, 2023.
 102. Huong, LTM. Factors Impacting State Tax Revenue in ASEAN Countries. *International Journal Of Public Sector Performance Management*, 2023.
 103. Ngoc NM. Impact of Accreditation Policy on Quality Assurance Activities of Public and Private Universities in Vietnam. *International Journal Of Public Sector Performance Management*, 2023.
 104. Ngoc NM. Quality of Scientific Research and World Ranking of Public and Private Universities in Vietnam. *International Journal Of Public Sector Performance Management*, 2023.
 105. Viet PQ. Sustainability of Tourism Development in Vietnam's Coastal Provinces. *World Review Of Entrepreneurship Management And Sustainable Development*, 2021; 17(5):579-598.
 106. Tien NH. Vietnamese Family Business in Poland and in Vietnam. Comparative Analysis of Trends and Characteristics. *International Journal Of Entrepreneurship And Small Business*. 2021; 42(3):282-299.
 107. Anh DBH. Sustainable Development of Social Entrepreneurship. Evidence from Vietnam. *International Journal Of Entrepreneurship And Small Business*. 2022; 45(1):62-76.
 108. Mai NP. Green Entrepreneurship - a Game Changer in Vietnam Business Landscape. *International Journal Of Entrepreneurship And Small Business*, 2023.
 109. Ngoc NM. Enhancing efficiency of real estate brokerage activities in Vietnam. *International Journal Of Business And Globalisation*, 2023.
 110. Ngoc NM. Factors affecting the selling price of luxury apartments in Vietnam. A quantitative analysis. *International Journal Of Business And Globalisation*, 2023.
 111. Mai NP. Enhancing Sustainability in the Contemporary Model of CSR: a Case of Fast Fashion Industry in Developing Countries. *Social Responsibility Journal*. 2021; 17(4):578-591.
 112. Ngoc NM. Sustainable Integration in Vietnam's Tourism Industry. *World Review Of Entrepreneurship Management And Sustainable Development*, 2023.
 113. Ngoc NM. The relevance of factors affecting real estate investment decisions for post pandemic time. *International Journal Of Business And Globalisation*, 2023.
 114. Massoud M. Impact of non-renewable energy and natural resources on economic recovery: Empirical evidence from selected developing economies. *Resources Policy*, 2023, 80:103221.
 115. Hieu VM. Socially Sustainable Entrepreneurship of Chinese Community in Southern Vietnam. *International Journal Of Entrepreneurship And Small Business*, 2023.
 116. Ngoc NM. Factors affecting the willingness to pay for management services of apartments in Vietnam. *International Journal Of Business And Globalisation*, 2023.
 117. Toan TT. Opportunities and challenges for quality of human resource in public sector of Vietnam's logistics industry. *International Journal Of Public Sector Performance Management*, 2023.
 118. Lan TTN. Market development strategy of renewable energy industry in Vietnam. *International Journal Of Business And Globalisation*, 2023.
 119. Huong LTM. Assessment of green economic growth in the current specific socio-economic context of Vietnam. *International Journal Of Business And Globalisation*, 2023.
 120. Lan TTN. A global trend of sustainable development of agribusiness in Vietnam. *International Journal Of Business And Globalisation*, 2023.
 121. Vinh PT. Global performance of Vietnamese small enterprises due to internal and external drivers. *International Journal Of Business And Globalisation*, 2023.
 122. Tuan LHA. The entrepreneurial pathway of Vietnamese super-rich. The sources of their successful business performance. *International Journal Of Entrepreneurship And Small Business*, 2023.
 123. Hai DH. The influence of global climate change on economic growth in Vietnam. *International Journal Of Business And Globalisation*, 2023.
 124. Tien NH. Global product purchasing intention of consumers in Vietnam. *International Journal Of Business And Globalisation*, 2023.
 125. Duc LDM. The impact of quality of financial accounting information on SMEs' business performance. *International Journal Of Business And Globalisation*, 2023.
 126. NH Tien, NM Ngoc, DBH Anh. The situation of high quality human resource in FDI enterprises in Vietnam: Exploitation and development solutions. *International Journal of Multidisciplinary Research and Growth Evaluation*, 2023.
 127. NH Tien, PC Do, VT Phong, P Van Thuong, H Van Dung. AIIB as a Challenger for IMF and WB. *American International Journal of Business Management (AIJBM)*. 2019; 2 (10):62-68
 128. NH Tien. Attracting ODA investment in Binh Duong province of Vietnam. Current situation and solutions. *International Journal of Foreign Trade and International*

- Business, 2019; 2(1):109-114
- 129.NH Tien, TTT Trang, PB Ngoc. The role of formative assessment in business education in Vietnam. *PalArch's Journal of Archaeology of Egypt/Egyptology*. 2019; 18(6):85-99
 - 130.NH Tien, NH Manh. Solutions to Enhance Working Motivation in International High School Education in Vietnam. *Journal of Critical Reviews*. 2021; 8(2):167-176
 - 131.NH Tien, PM Duc, NT Tuan, PT Vinh, NVT Long, Tuyen Quang and Binh Phuoc–Comparative analysis of potential for tourism industry development. *International Journal of Research in Marketing Management and Sales*, 2019, 2(1).
 - 132.NH Tien, DB Anh. High quality human resource development approach of Vietnamese government. *International Journal of Multidisciplinary Research and Development*. 2019; 6(8):80-83.
 - 133.NH Tien, NM Ngoc. Analysis of Korea's international trade and investment activities in Vietnam. *International Journal of Advanced Research in Engineering& Management*, 2019, 5(7).
 - 134.NH Tien, DBH Anh. High quality human resource development approach of Vietnamese enterprise. *Int. Multidiscip. Res. J*. 2019; 6:84-88
 - 135.NH Tien, NT Vu, HT Dung, L Doan, M Duc. China-US trade war and risks for Vietnam's economy. *International Journal of Research in Finance and management*. 2019; 2(2):86-91
 - 136.NH Tien, NM Ngoc, DBH Anh. Current situation of high quality human resources in FDI enterprises in Vietnam-solutions to attract and maintain. *International Journal of Multidisciplinary Research and Growth Evaluation*, 2021.
 - 137.NH Tien, TH Son, DBH Anh, NM Duc. Factors affecting customer satisfaction on service quality at joint stock commercial banks in Vietnam. *Journal of Critical Reviews*. 2021; 8(2):605-617
 - 138.NH Tien, N Van Tien, RJS Jose, NM Duc, NM Ngoc. Internal instability as a security challenge for Vietnam. *Journal of Southwest Jiaotong University*, 2020, 55(4).
 - 139.NT Dien, VH Le Doan Minh Duc, N Thuy, NH Tien. Factors affecting responsibility accounting at joint stock commercial banks in Vietnam. *Journal of Southwest Jiaotong University*, 2020, 55(4).
 - 140.NH Tien, NT Tuan, PM Duc, PT Vinh, NVT Long. Differences and similarities in offered services of Tuyen Quang and Binh Phuoc tourism industry. *International Journal of Research in Marketing Management and Sales*, 2019, 2(1).
 - 141.NH Tien, N Dat, DTP Chi. Product policy in international marketing comparative analysis between Samsung and Apple. *Int. J. Res. Mark. Manag. Sales*. 2019 ; 1:129-133.
 - 142.NH Tien, NT Long, DTP Chi. Price Policy in International Marketing. Comparative Analysis between Samsung and Apple.“ *International Journal of Research in Marketing Management and Sales*, 2019, 1(2).
 - 143.NH Tien. Characteristics features of Vietnam's international economic integration in the context of industrial revolution 4.0. *International Journal of Financial Management and Economics*, 2019, (2)1
 - 144.NH Tien, NT Tuan, PM Duc, PT Vinh, NVT Long. Taking advantages of the potential of Tuyen Quang and Binh Phuoc in developing tourism industry. Comparative Analysis. *International Journal of Research in Marketing Management and Sales*, 2019, 2 (1).
 - 145.BR Kuc, HT Nguyen. South-East Asia Developing Knowledge-Based Economy. *Ekonomika i Organizacja Przedsiębiorstwa*. 2007; 7:79-87.
 - 146.Neti NH. Agrotourism as a Factor of Entrepreneurship Development in Rural Areas. *Proceedings of University Scientific Conference on "Sustainable Development and Climate Change*, 2017.
 - 147.Ngoc, NM, Anh, DBH. Change of consumer behavior in the post Covid-19 period, *International Journal of Multidisciplinary Research and Growth Evaluation*, 2021.
 - 148.Long NT. Price Policy in International Marketing. Comparative Analysis between Samsung and Apple, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):144-147
 - 149.Chau KY. Exploring the impact of green energy and consumption on the sustainability of natural resources: Empirical evidence from G7 countries, *Renewable Energy*. 2022; 196:1241-1249
 - 150.Hoang NB. Sustainability issues in the modern concept of corporate social responsibility, *Proceedings of the 3rd International Conference on Business: Sustainable Business Development in the Connected Age*, 2019.
 - 151.Grzeszczyk TA. Zarządzanie zmianami w systemach klasy ERP, *Ekonomika i Organizacja Przedsiębiorstwa*. 2006; 2:61-69.
 - 152.Bien BX. Brexit and risks for the world economy, *International Journal of Research in Finance and Management*. 2019; 2(2):99-104.
 - 153.Anh DBH. Is Democratic People's Republic of Laos an Eternal Friend of Vietnam Facing Rising China and Its Regional Influence? *International Journal of Multidisciplinary Research and Development*. 2019; 6(8):72-76.
 - 154.Neti NH. Solutions for Attracting ODA to Southern Economic Region of Vietnam, *Proceedings of National Scientific Conference on Mechanisms and Policies for Attracting Investments for the Development of Southern Economic Region of Vietnam*, 2018.
 - 155.Neti NH. Improving Teaching Programs towards Students' Self-studying and Entrepreneurship Capacity Enhancement, *Proceedings of University Scientific Conference on Developing Self-studying Skills for Students in Tien Giang University*, 2018.
 - 156.Tuoi NT. Contribution of ODA Investment to the Economic Growth of Vietnam, *Proceedings of International Scientific Conference in Economics and Business (ICYREB) on: "National Entrepreneurship and Innovation*, 2018.
 - 157.Neti NH. *International Strategic Human Resource Management*, Ementon Publisher, 2017.
 - 158.Kuc BR. Knowledge Based Economy, *Ekonomika i Organizacja Przedsiębiorstwa*. 2007; 11:11-16
 - 159.Kuc BR. Teorie zmian w świetle modelu zarządzania zmianami van de Vena i Poole'a, *Organizacja i Kierowanie*, 2006, 3-15
 - 160.Minh HTT. Contrasting models of corporate social responsibility. Theoretical analysis and practical implications, *Proceedings of International Scientific Conference: The 3rd International Conference on Business ICB*, 2019.

161. Neti NH. High-Tech Based Teaching and Learning English in the Era of IR 4.0, Proceedings of Scientific Conference on: New Trends in Teaching Foreign Language in the Context of Industrial Revolution, 2019.
162. Thai TM. Solutions for Tuyen Quang and Binh Phuoc International Tourism Promotion. Comparative Analysis, International Journal of Research in Marketing Management and Sales. 2019; 2(1), 108-112
163. Thoi BV. Comparative Analysis of International Marketing Strategies of Apple and Oppo, International Journal of Research in Marketing Management and Sales. 2019; 1(2):51-56
164. Neti NH. Innovation Strategy of Korean Enterprises and Development of High Quality Human Resource—Experiences for HCMC Businesses, Proceedings of the 1st International Scientific Conference Southeast Vietnam Outlook” on Developing High Quality Human Resource, Asian Experience for Ho Chi Minh City Metropolitan Area in Vietnam, 2018.
165. Neti NH. Postgraduate Study Programs, Entrepreneurship and the Reality of Labor Market in the Era of IR 4.0, Proceeding of University Scientific Conference on Digital Economy in Context of 4th Industrial Revolution, 2018.
166. Neti NH. Young University Staff Development in Context of Industrial Revolution 4.0, Scientific Conference Young University Staff toward Education Innovation and Industrial Revolution, 2018.
167. Neti NH. Competitiveness of Vietnam’s economy, PTM Publisher, 2013.
168. Nguyen HT. Zarządzanie zmianami w nowoczesnej gospodarce: ujęcie modelowe, PTM Publisher, 2012.
169. Neti NH. Finland’s Knowledge Based Economy. Proceedings of 15th Scientific Conference Science and Technology in the Mekong Delta. September 2010, Bac Lieu Department of Science and Technology, Bac Lieu province, Vietnam, 2010.
170. Neti NH. Directions of Science and Technology Development of Finland, Proceedings of 15th Scientific Conference Science and Technology in the Mekong Delta”. September 2010, Bac Lieu Department of Science and Technology, Bac Lieu province, Vietnam, 2010.
171. Neti NH. The Development of Knowledge Based Economy in Vietnam, Economics and Organization of Enterprise. 2006; 680(9):89-94.