



Received: 29-09-2022

Accepted: 09-11-2022

## International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

### Comparative analysis of customer service culture at Duong Minh English Center and VUS

<sup>1</sup> Tran Huu Ai, <sup>2</sup> Dinh Nguyet Bich, <sup>3</sup> Nguyen Le Vuong Ngoc, <sup>4</sup> Nguyen Anh Phuc

<sup>1, 2, 3, 4</sup> Van Hien University, Vietnam

Corresponding Author: **Tran Huu Ai**

#### Abstract

This study compares two different English centers that have been operating in Ho Chi Minh City Vietnam for a very long time. Their observed differences in term of customer approach and service culture could be a basis to develop

multiple business strategies to compete with each other and with other current and potential competitors in a very tough and demanding market.

**Keywords:** English Center, Customer Service, International School, Service Culture

#### 1. Introduction

##### 1.1 Overview of the research problem

The problem of studying customer service culture is because service culture is not simply a stereotypical approach that businesses take to customer service, it is also a sustainable organizational culture, bridge the gap between workplace culture and customer focus. While a workplace culture is more collective and employee-oriented, a service culture puts the customer first in all business goals, organizational vision, and supporting outcomes. Customers are always the top priority of the business. After all, products and services are developed and created with the aim of meeting customer needs to convince them to become loyal customers of the brand. In the current context, the competition is getting fiercer as new competitors appear as well as fluctuations from the epidemic that change the behavior and needs of customers. This challenges the agility of businesses to quickly adapt to this change. The business that can respond to new customer needs faster, that business will have a big advantage in this challenging race.

##### 1.2 The urgency of the research problem

When researching this issue, we have realized that this is an urgent issue because it is the customers who build the reputation, quality and long-term or short-term development of a business. Empathy and concern have become an integral part of great customer service, especially in hospitality and healthcare services. Large businesses always set strict standards in customer service culture. Customer satisfaction has reflected that businesses are always ready to support customers when there is a complaint. Not only that, but establishing a relationship between an organization's services and culture will create a sustainable support team.

##### 1.3 Meaning of service culture for management practice

The technological revolution has brought about another revolution that is led by the customers themselves. Customers now know how to place requirements for complete customer service and products. Businesses realize that they really know little or nothing about individual customers, so they constantly strive to have a more specific view of each customer's needs. Since then, we have a series of events. changes, changes from customers, services, markets. And to capture those things as well as respond promptly, a service culture was born to take on that responsibility.

##### 1.4 Research objectives

With today's service culture, "Put customers as the core of the business", the aim of this research is to help businesses identify current changes such as:

- Customer changes
- Market changes

- Changes in data storage technology
- Changes in the marketing function

From there, businesses can draw the following capabilities:

- Ability to meet
- The ability to perceive value
- Ability to increase customer value

Thereby, businesses can come up with strategies to optimize resources and costs for the business but still win high value for the business.

## 2. Theoretical basis

### 2.1 National culture

Vietnam's national culture was formed and developed in association with the nation's history of building and defending the country. Morals, laws, customs, practices and traditions form the value system of truth - goodness - beauty, a universal value system of the national culture in the nation and in the human community. That value system is the values of national traditions such as patriotism, solidarity, community cohesion, humanity, optimism, diligence, which have been crystallized and converged in life. Family life activities of Vietnamese families manifest into psychology and consciousness, customs and lifestyle, forming the personality of each person in the family and ethnic community. Continuing to affirm the importance of preserving and promoting national cultural values; Building new family cultural values on the basis of inheriting values of traditional family culture and absorbing progressive values of modern families. Stemming from the reality of preserving and promoting national cultural values in building Vietnamese family culture and the above directions, the thesis proposes the following groups of basic solutions: Promoting education traditional and revolutionary cultural values with appropriate contents and forms; Combining the preservation and promotion of traditional cultural values with the acquisition of scientific, progressive, humanistic and reasonable values of the times through international exchanges and cooperation; To further strengthen the role of law in family management; Consolidating and building new standards on Vietnamese family culture. At the same time, the thesis also proposes some important necessary recommendations: to further improve the role of family, school and society in the education for the young generation to preserve the traditional cultural values of the national culture; studying the development of basic issues of family and Vietnamese family culture in the current period; develop a national-level project on population, labor, training and social policy development for sustainable development to 2050.

### 2.2 Organizational culture

Is one of the factors that make up the success and character of a certain organization. Building organizational culture exists in parallel with the process of building and developing the business. are habits, traditions, and ways of working in an organization that are shared by all members of the organization (Elliott Jaques, 1952). Organizational culture is a system of shared meanings that is widely accepted by employees in a given period of time (Adrew Pettgrew, 1979). Organizational culture is a system of shared meanings held by members of an organization by which one organization can be distinguished from another (Robbin, 2003). Thus, organizational culture is a system of values, beliefs, and norms shared by members of the organization

and guides the behavior of employees in the organization. One commonality of the concepts of organizational culture is that all of them emphasize the expressive means through which the values in the organizational culture are communicated to the employees.

### 2.3 Service culture and customer service

Service culture is not simply a stereotypical approach that businesses take to customer service, it is also a sustainable organizational culture, bridging the gap between workplace culture and always. customer oriented.

Developing a customer service culture:

- Customer service training: Train your staff to empathize with customers, making it easier to deal with service-related issues. Responding to customer inquiries is always a priority, customer care departments must always master professional knowledge to be ready to support customers through contact channels.
- Rewards and recognition: Nothing inspires employees to do good work like appreciation and recognition from their colleagues. Recognizing every employee's efforts in customer service will show how much you care about them.
- Feedback and surveys: refine service strategies by capturing customer feedback and conducting customer satisfaction surveys. Implementation based on feedback and surveys from customers helps employees have a deep sense of service culture.

Factors that create a service culture for businesses:

- Responsible autonomy: Corporate service culture must encourage every department to take responsibility for customer satisfaction. Perform proactive checks on customer interaction history, purchase, and pre-purchase intent, monitor relevant departments to ensure prompt resolution, and even update customers on status their complaints.
- Collaboration between teams: Encourage collaboration between internal teams to resolve customer issues faster. The connection between different groups in the workplace will help your company build a culture of teamwork and shared values.
- Bridging the Gap between Company Culture and Customer Service: Establishing a relationship between service and an organization's culture creates a lasting supportive collective. An organization's service culture includes segments of customer service, finance, partnerships, corporate strategy, workflow, and business processes all with the common goal of getting customers. do center.

## 3. Research method

### 3.1 Research method

Are all tools to support the scientific research process. Research methods are used in collecting data or evidence for analysis in order to uncover new information or create a better understanding of a topic. There are many types of scientific research methods. Different methods are used depending on the type of research being pursued.

- Qualitative research methods.
- Quantitative research methods.
- Experimental method: There are the following types of non-empirical research:
  - Interview-answer method
  - Questionnaire survey method

- Methods of consulting experts
- Observation method
- Methods of analysis and synthesis

In this topic, a combination of qualitative and quantitative methods will be used, and tools such as testing, statistics, comparison and comparison will be applied.

### 3.2 Data sources and methods of collection

Data sources will be surveyed from people who have studied at either or both English centers, and from the internet communication activities of both centers.

#### ▪ Methods of data collection available

In this topic, the author will search and refer to information from books, newspapers, the Internet, specialized journals and some scientific researches related to the topic.

#### ▪ In-depth interview method

To be able to consult experts for the questionnaire, the research team participated in 2 interviews with 2 groups of students, each group of 5 people to collect opinions to make a preliminary questionnaire.

Besides, after adjusting the questionnaire accordingly, our team continued 3 individual interviews with 3 experts who are lecturers at the center to further improve the questionnaire before giving out the survey.

#### ▪ Questionnaire interview method

Information collection by questionnaire is the main method of information collection in this study, conducted by distributing questionnaires to students of both centers, according to a prepared questionnaire with issues related to the topic.

#### ▪ Sampling method

- Sample selection by convenience method
- Students of one or two or both centers.
- Sample Quantity: 150
- Survey distribution according to the ratio of the number of students of the two centers.

#### ▪ Survey method

Distributing survey forms, online surveys with students taking the survey.

Direct interviews with lecturers and students participating in the sample table.

### 3.3 Research process

- Step 1: Define research objectives and questions
- Step 2: Expert discussion are 3 lecturers in the school from which to discuss collect opinions
- Step 3: Build a questionnaire and then conduct preliminary interviews with 10 students to build a sample questionnaire
- Step 4: Survey and collect data
- Step 5: Data processing
- Step 6: Report the results of analysis and research.

## 4. Research results and discussion

### 4.1 Overview of Duong Minh English Center and VUS

#### *Duong Minh Foreign Language*

“Duong Minh Foreign Language was established in 1990. Up to now, we have grown stronger and stronger, and are proud to be one of the oldest, reputable and quality English language centers in Ho Chi Minh City. . Currently, Duong Minh Foreign Language system has 18 facilities with modern equipment and a full range of grades from children to adults. We use standard learning materials, apply

effective teaching methods, and especially have a team of teachers at home and abroad who are professional, dedicated, and ethical.

Thanks to his valuable contribution to the English language improvement movement of the young Vietnamese generation, Duong Minh Foreign Language has received certificates of merit from the Ho Chi Minh City Department of Education and Training and Cambridge University for many consecutive years. The most special reward for us is the trust and confidence of our learners during the past 29 years.

As a teacher, I am very pleased to have made a positive contribution to the cause of education in our city. And as the founder, I am very happy to witness the growth of the child I love every day.

In the future, Duong Minh Foreign Language will continue to research and apply advanced teaching methods in the world as well as modern scientific and technical equipment to help learners achieve maximum results on the road. conquer your English.”

#### *VUS . English Center*

VUS is proud to become a global standard English language training unit recognized by NEAS, an independent organization that manages the quality of international English teaching centers. For the past 25 years, the NEAS Quality certification has validated the standards for many of the world's leading English language teaching centers. An educational institution meeting NEAS standards must possess the following international criteria:

- High quality teaching
- The course meets the needs of the students
- Advanced teaching technology
- Safe and helpful learning environment

### 4.2 Corporate culture at Duong Minh English Center and VUS

#### *Duong Minh English*

With the goal of training a generation of Vietnamese fluent in English to confidently integrate into the world, Duong Minh Foreign Language has been established since 1990. After 27 years of operation, we are proud to be recognized as a foreign school. famous language with 16 facilities and thousands of students.

- With more than 27 years of experience, we fully understand and easily grasp the needs of learners, thereby offering effective learning methods.
- We offer a full range of courses from children to adults, and international certificate preparation classes to meet the different needs of learners.
- Learners are best promoted in a modern learning environment with classrooms equipped with projectors, TVs, and air conditioners.
- The standard curriculum system of the world's leading publishers combined with electronic lesson plans gives learners lively and rich lectures.
- The teaching staff consists of Vietnamese teachers and native teachers with good expertise, dedication and enthusiasm to ensure that students make steady progress.
- Learners regularly participate in special extracurricular activities to improve their ability to use language in a fun and lively real-life environment.
- We always have a preferential tuition system to create

conditions for learners to stick around for a long time and maintain the continuity of the learning process.

**VUS**

According to Ms. Duong Thi Quynh Trang - HR and Administration Director of the enterprise, the secret to this success is the 4 core values that have been built and maintained during nearly 25 years of operation. These are “Unanimous cooperation”, “Shared care”, “Strong confidence” and “Desire to win”. Enterprises collectively call the philosophies as the 'four pillars' that make up the corporate culture and motivate employees to constantly develop to become the best version.

- Agree to cooperate: businesses often organize a course "People Management Skills" for employees to develop thinking about management, work planning as well as skills in cooperation, meeting chairing, listening, efficient staff... This contributes to embodying the first core value - when each member is promoted to the strengths of diversity and teamwork to achieve the common goal of delivering quality, pioneering English courses. in the field of Ed-tech.
- Sharing care: In the spirit of no one being left behind, the business still ensures a stable income, maintains welfare and supports employees affected by the epidemic.
- Steady confidence: By many different activities, the system has created trust from each employee. From there, maintain enthusiasm, create breakthroughs for themselves and bring high efficiency to the company.
- Desire to win: In 2022, VUS continues to expand the market, carrying out the mission of "Opening a Bright Future" for the young Vietnamese generation on the way to integration through equipping a solid English foundation, Global thinking, digital age technology skills.

**4.3 Comparative analysis of service culture and customer service at Duong Minh English Center and VUS**

**Table 1:** Service culture and customer service

Duong Minh Foreign Language	VUS
Trust, Commitment Happy, Cheerful Listen, Respond Sincere, Sincere Take care of potential customers by phone, email and SMS and track customer status until customers arrive the facility receives advice directly from the admissions officer. Arrange appointment between client and ASA admissions department.	Record and forward calls to the customer service department of each facility when current customers have feedback about the company's training program and services. Consulting courses suitable to the needs of customers. Change the consulting scenario to suit each customer. Handle and overcome customer objections. Update new customer information into the system.

**5. Conclusions and recommendations**

**5.1 Conclusion**

The topic was formed with the desire to analyze the actual customer care situation at Duong Minh English Center and VUS, thereby finding out the reasons that still exist in customer service and helping the center offer solutions to

improve the quality of customer care services to improve customer satisfaction, helping the center to improve its competitiveness compared to competitors in the same industry.

The topic has given the theories related to services, quality issues, how to organize customer care activities. The article has assessed the current status of customer service activities and found a number of shortcomings in terms of quality commitment and flexible class hours, staff attitudes and service practices, teaching and learning methods. learning about customer service quality. From those limitations, I found the causes and proposed solutions to solve these problems, helping the center's competitive advantage to be increasingly enhanced.

**5.2 Recommendations and suggestions**

**5.2.1 For the industry and state agencies managing the industry**

**Request**

Raise people's awareness about the existence of traditional language centers; paying special attention to the quality of the team, the facilities of the centers; strengthen management,

**Offer**

Teaching innovation is a regular task of teachers to help students increase their interest in learning, increase their autonomy - autonomy in learning and research.

Renovating the management of functional departments, up to the renovation of facilities and not except renewing the thinking and learning consciousness of the students themselves.

**5.2.2 For leaders of Duong Minh English Center and VUS**

**Request**

- Improve the quality of training  
Let the English center grow Teachers are the ones who directly influence teaching effectiveness.
- Promote the central image  
There are too many centers being built nowadays. Therefore, your center can be easily eclipsed by a series of other competitors.  
Creative efforts to make the image of the business stand out from the competition
- Create a focal point for the center  
The highlight can be expressed through the brand image, from the classroom layout, marketing methods, uniforms, can also be expressed through the teaching style of the teachers there.
- Give students a good impression of the center: attract students to participate

**Offer**

- Using management software: Let the English center management work be done most efficiently and quickly.
- Teacher management: Update contact information, qualifications, experience and teaching quality of each teacher.
- The knowledge in the curriculum needs to be researched and adjusted to be more suitable with the changes of society.
- Exchanging experiences on modern teaching methods with domestic and foreign universities.

### 5.2.3 For the customer care department at Duong Minh English center and VUS

Directly link with the list and information of students who have registered for trial lessons, registered for entrance exams on the system. Support you to arrange classes for students depending on their ability, aspirations, ...

Basic information of each student, parents and academic performance of specific students. Remind students when taking too many breaks, informing tuition payment information, study results, etc.

### 5.3 Solutions to develop customer service culture at Duong Minh English Center and VUS

- Employee development:  
Train your staff to empathize with customers, making it easier to resolve customer service-related issues.
- Feedback and surveys:  
Feedback and surveys from customers help the center see customer satisfaction
- Marketing development:  
Online marketing is also a potential market, bringing high efficiency and cost savings that the center needs to learn and develop further. Enhance promotions, attractive advertising
- Collecting customer satisfaction information:  
It is necessary to take care of customers even after the customer has finished using the service, purchased the center's products, cared and inquired about the customer, and advised on new products after coming and using the service. The customer care department always has to master professional knowledge to be ready to support customers through contact channels.

### 6. Conclusion

In the trend of global integration and competition liberalization, in an increasingly fierce competitive environment, the business that holds customers will win. Customer care has become extremely important for every business. Good customer care will create prestige, affirm the position of the business in the minds of customers, improve production and business efficiency and the position of the business in the market.

To make that clearer, our team has analyzed specifically when comparing the customer care management of two English centers Duong Minh and VUS. There are many ways to take better care of customers.

In summary, the report presented some contents related to the advantages and disadvantages in customer care activities of Duong Minh English Center and VUS and recommendations to promote the effectiveness of customer care activities. customers for our upcoming future work.

### 7. References

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"*, Hanoi, 30 October 2018, Academy of Finance in partnership with IPAG Business Institute (France), York University (Canada) and Waikato University (New Zealand), 2018, 108-114.
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, Duc LDM, Ngoc PB. 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 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, Trang TTT, Ngoc PB. Development of Tourism in South Central Coastal Provinces of Vietnam. *Journal of Archeology of Egypt/ Egyptology*. 2021; 18(8):1408-1427.
20. Diep, Vu LH, Hai DT, Thuan TTH. 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 Częstochowskiej. Zarządzanie*. 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, Trang TT, Hien VT, 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, Trang TT, Ngoc PB. 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, Trang TTT, Mai NP. 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, Diep NH, Vu LH, Hai DT, Thuan TTH. 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, Trang TTT. 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, Thu TH. 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, Chau PB, Khuyen TL. The Impact of Financial Structure on Business Performance of Real Estate Enterprises Listed at Ho Chi Minh City Stock Exchange. *Journal of Archeology of Egypt/Egyptology*. 2021; 18(8):92-119.
36. Ngoc, Trang TT, Minh HTT. 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 CoopMart 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. Tien NH. *International Economics, Business and Management Strategy*, Academic Publications, Delhi, India, 2019.
47. Tien, NH. *Principles of Management*. Financial Publisher. Ho Chi Minh City, 2020.
48. Tien NH. *Leadership in Social Responsible Enterprises*. Ementon Publisher, Warsaw, 2015.
49. Tien NH. *Change Management in a Modern Economy. Modeling Approach*. PTM Publisher, Warsaw, 2012.
50. Tien NH. *Competitiveness of Enterprises in a Knowledge Based Economy*. PTM Publisher, Warsaw, 2012.
51. Tien NH. *Competitiveness of Vietnam's Economy. Modeling Analysis*. PTM Publisher, Warsaw, 2013.

52. Tien 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. Tien 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”, November 2017, Quy Nhon University, Quy Nhon, Binh Dinh province, 2017, 441-445.
54. Tien NH. Develop Leadership Competencies and Qualities in Socially Responsible Businesses: Reality in Vietnam. International Journal of Research in Management. 2019; 1(1):1-4.
55. Tien NH. Solutions for Sustainable Development of Binh Duong Tourism. Proceedings of University Science Conference on: “Binh Duong Tourism, Enhancing Competitiveness towards Sustainable Development”, Binh Duong Department of Culture, Sport and Tourism. December 2018, 2018, 55-67.
56. Tien NH. Hanoi Culture of Cuisine as Factor Attracting Tourists to Vietnam. Proceedings of University Scientific Conference on: “Values of Gastronomic Culture in Tourist Activities”, Faculty of Social Science and Humanities, Department of Culture and Tourism. May 21, 2018, Tien Giang University, 2018, 101-105.
57. Tien NH. Sustainable Development of Higher Education: A Case of Business Universities in Vietnam. Journal of Hunan University Natural Sciences. 2020; 47(12):41-56.
58. Tien NH. Solutions for Tuyen Quang and Binh Phuoc International Tourism Products and Services Development: Comparative Analysis. International Journal of Research in Marketing Management and Sales. 2019; 2(1):131-137.
59. Tien 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. Tien 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. Tien 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. Tien NH. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. Cogent Business and Management, Taylor and Francis Publisher. 2020; 7(1):1-17.
63. Tien NH. Staff Motivation Policy of Foreign Companies in Vietnam. International Journal of Financial Management and Economics. 2020; 3(1):1-4.
64. Tien 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. Tien 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. Tien 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. Tien NH. Knowledge Management in the Context of Industrial Revolution 4.0. International Journal of Commerce and Economics. 2020; 2(1):39-44.
68. Tien 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 15 June 2018, 2018, 141-149.
69. Tien 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”, April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019, 216-223.
70. Tien NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. International Journal of Research in Management. 2019; 1(1):14-17.
71. Tien NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. International Journal of Research in Management. 2019; 1(1):9-13.
72. Tien NH. Human Resource Management. VHU Publisher, Ho Chi Minh City, Vietnam, 2020.
73. Tien NH. Strategic International Human Resource Management. Ementon Publisher, Warsaw, Poland, 2017.
74. Tien 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.