



Received: 26-08-2022

Accepted: 06-10-2022

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Analysis of brand building and development process of BenThanh Tourist in Vietnam

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

^{1, 2, 3, 4} Van Hien University, Vietnam

Corresponding Author: **Tran Huu Ai**

Abstract

Building and developing a product or business brand is essential today. In order to clearly mark the position and position the brand at an optimal level, many businesses have built their own separate personal brands, such as BenThanh Tourist, which is analyzed by the group below. First, we will go through the introduction to better understand the topic chosen by the team as well as the goals, structure, layout, object of scope and above all, the main business of Ben

Thanh Service Joint Stock Company. From the selected theoretical bases with brief information about the business, we begin to apply methods to conduct research on the current situation to give the most accurate results through the research process. Finally, in order to understand the whole topic, we will conduct a summary and summary and then give general recommendations.

Keywords: BenThanh Tourist, Brand Building, Brand Development

1. Introductions

1.1 Reason for choosing the topic

With each development pace of life, people's needs are getting higher and higher, especially tourism needs. In recent years, the tourism industry in general and Vietnam's tourism industry in particular has been experiencing very strong developments. An important contribution to this development is the operation of tourism companies. In which, Ben Thanh Tourism and Service Joint Stock Company (BenThanh Tourist) is one of the leading tourism operators in Vietnam. Therefore, I chose the company to give some analysis on the factors of building and establishing that brand to the tourism service industry in general and BenThanh Tourist Company in particular.

1.2 Research purpose

Analyzing the process of establishing and building the Ben Thanh Tourist brand of Ben Thanh Tourism and Service Joint Stock Company.

1.3 Object and scope

Object: Ben Thanh Tourism and Service Joint Stock Company.

Scope : The process of branding Ben Thanh Tourist.

1.4 Thematic structure

Consists of 5 parts:

- Introductions
- Basis for argument.
- Research Methods.
- Research results and discussion.
- Conclusions and recommendations

1.5 Brief about the business

Ben Thanh Tourist Company was established in December 1989, the business is known to the market as the leading international travel company in Vietnam. After more than 20 years of operation in Vietnam, the company has welcomed thousands of domestic and international tourists every year. And that number has not stopped when Ben Thanh Tourist wants

to expand its business ecosystem into fields such as: Event organization, travel transportation, Restaurant - hotel, office for rent...

During the course of business operations, Ben Thanh tourist company has achieved very proud achievements such as:

- First-class Labor Medal, excellent emulation flag awarded by Vietnam National Administration of Tourism.
- The leading international travel agency in Vietnam in the period 1999 - 2018 awarded by the Vietnam National Administration of Tourism.
- The leading domestic travel enterprise in Vietnam in the period 2008 - 2018 awarded by the National Administration of Tourism.
- Excellent tour operator for the period 2005 - 2007 awarded by Vietnam Economic Times.
- The title of one of the 10 most representative three-star hotels in Vietnam in the 2008-2017 period was awarded to Vien Dong Hotel by the General Department of Tourism of Vietnam.
- TOP 10 *Outstanding Talent Business Award* for Mr. Vu Dinh Quan - General Director of Ben Thanh Tourist.
- *The friend of Thailand Award* was awarded by the Tourism Authority of Thailand in 2008 and 2010.
- Best *Outbound to Cambodia of the year* award was presented by the Cambodian tourism ministry.
- Strategic Partner Award awarded by the Korea National Administration of Tourism in 2006.

Currently, Ben Thanh Tourist has a number of main products, including:

- Domestic tours to famous tourist destinations.
- International tours to countries in the region and the world.
- Island tours.
- Pilgrimage tours for tourists.

2. Theoretical basis

2.1 What is the brand?

A brand is a name, term, design, image or other sign that distinguishes an organization or a product from its competitors in the eyes of consumers. Signs can be symbols, logos (logos), designs (as in the case of Coca-Cola bottles, the grille part of the air intakes in the nose of BMW or Mercedes cars), slogan words. (slogan)... affixed to product packaging, product labels, or the product itself. Because to help distinguish businesses, brands are often printed on business brochures, corporate headquarters, business cards of employees, business websites.

Trademarks, together with trade names, trademarks, geographical indications, trade secrets, inventions, industrial designs, semiconductor integrated circuit layout designs, plant varieties industrial property rights and protected by law.

2.2 What is branding?

Branding is a combination of marketing and communication methods to help differentiate a company or product from its competitors, with the aim of creating a lasting impression in the minds of customers. row. The key elements that create a full brand include brand identity, brand transmission (e.g. through logos and trademarks), brand awareness, brand loyalty and building strategies. and other brand management.

2.3 What is brand development?

Brand development is based on the growth of the brand in the market, towards expanding the business, increasing the prestige, reliability and quality for the brand; At the same time, it also creates new dimensions or more diverse business areas for the construction brand. Each company, business, to affirm its position in the market needs to have its own brand. One of the climax of the business process is building a reputable brand in the domestic and foreign markets, especially creating a reliable brand for all customers.

2.4 Basic steps in the process of brand development

Market research: The market is where brands operate. A reputable brand in the market will make the products of that brand have a high level of consumption. Market research helps brands understand what market psychology needs and wants, from which they will have the best development orientations.

Define clear goals: Clearly set goals will help businesses take appropriate steps in the process of developing their brands.

Brand identity: A brand is recognized when it identifies the target, has the initial design of the brand, logo, slogan.

Trademark registration: This is a very important step in creating a brand in the market. Because today, when the market expands, the products become rich and diverse. Building a position in the market will help businesses create a position in consumption.

Building brand development strategies

Advertise and promote the brand.

Brand development always accompanies the process of going to the success of your business or company.

3. Research methods

3.1 Synthetic research methods

3.1.1 Target market and customers

Currently, Ben Thanh Tourist focuses on promoting and exploiting the domestic and international tourism service market:

Domestic market:

- Organizations and individuals.
- Travel agency.
- TV.
- Commercial businesses.
- Unions, hospitals.
- Educational institutions, schools, vocational training centers.
- Foreign guests, VIPs, people with high income.
- Northern market: concentrated in Hanoi, the provinces near Hanoi.
- Central market: tourist cities such as Da Nang, Hue, Hoi An, Quang Binh, Quy Nhon, Dak Lak, Buon Ma Thuot, Nha Trang, and Phan Thiet (Binh Thuan).
- Southern market: Ho Chi Minh City, Ba Ria-Vung Tau, 13 provinces in the Mekong Delta, Phu Quoc.

International markets:

- Asia market: Thailand, Laos, Cambodia, China, Japan, Singapore, Malaysia, India.
- European market: France, Italy, Russia, Germany
- Americas market: USA, Canada
- Africa Market

3.1.2 Product strategy

Ben Thanh Tourist has been building a bank of diversified and rich products to meet the increasing travel needs of domestic and foreign customers. Divided into 3 main areas:

Domestic: Serving domestic customers to visit domestic.

Inbound: Catering to foreign tourists visiting the country.

Outbound: Catering to Vietnamese tourists traveling abroad.

Like other travel companies, to have a tour product Ben Thanh Tourist needs to combine many factors such as customer needs, personnel, physical means, finance, partners... Product strategy of the company Ben Thanh Tourist is always refreshing its products and services to match the times.

For example: For the market of tourists traveling abroad, Ben Thanh Tourist is the first company to organize a tour to Japan "Viewing the cherry blossoms" and a tour around Europe to watch the World Cup in Germany and has been Received a lot of very good feedback from customers

3.1.3 Pricing Strategy

Domestic tour, Ben Thanh Tourist does not sell cheap tours, does not tighten other amounts to launch cheap tours like new travel companies operate. The price of the tour is in the average range or more because every tour will commit to a very good quality from the schedule, moving to the hotel, dining and even the guide.

Foreign tour, this is the tourism segment that Ben Thanh Tourist company promotes its advantages. The company's foreign tour price is much softer than other companies.

Ben Thanh Tourist has many price promotions: Last minute tour; Golden hour shock prices; Colorful autumn gold - Vibrant shock prices; Discount code ...

3.1.4 Market share of the enterprise

BenThanh Tourist owns a closed and diversified business network, operating strongly in the main economic fields such as: travel, hotel, restaurant, real estate, trade... In which, services Travel plays a key role, contributing more than 70% of the company's total revenue, contributing to affirming the position of BenThanh Tourist brand in the domestic and international markets.

In the period 2010-2015, Ben Thanh Tourist has the need to expand its business and provide international services, so the actual capital is still lacking. Therefore, in the future, Ben Thanh Tourist intends to popularize and take advantage of the idle capital of investors.

As of 2019, BenThanh Tourist's total revenue reached nearly 1,000 billion VND, an increase of 34 times compared to the first year of establishment.

3.2 SWOT analysis method

3.2.1 Analysis of strengths of Ben Thanh Tourist

S1- The company's products and services have a long-standing reputation in the market and are highly appreciated: BenThanh Tourist reached the top 3 prestigious Vietnamese travel companies in 2019

S2- The price is listed and suitable for Vietnamese people: The tour price is in the average range or more because every tour will commit to very good quality from the schedule, moving to the hotel, eating and drinking. and guides as well.

S3- Diversified service portfolio.

S4- Wide distribution system in all provinces and cities with enthusiastic and responsible staff at work: BenThanh

Tourist's office system, tourist center, branch, travel agent was present. in all 3 regions of the country, in key cities of Vietnam's economy and tourism such as: Ho Chi Minh City, Hanoi, Hai Phong, Da Nang, Can Tho, Vinh Long and Phan Thiet.

S5- The company has a pretty good relationship with international travel agencies: The company has successfully established good relations with more than 40 international travel agencies of countries and territories around the world, as well as acquired Strong cooperation with reputable partners and service providers...

3.2.2 Weakness analysis of Ben Thanh Tourist

W1- The training of human resources has not been focused, the management level is still quite weak

W2- Marketing department mainly focuses on selling products without going into specific market research and business strategies.

W3- The company's service potential has not been fully exploited.

3.2.3 Analysis of opportunities of Ben Thanh Tourist

O1- With the development of information technology, online sales have many advantages: In recent years, before the explosion of digital technology, e-commerce activities have changed significantly. consumer behavior. The survey results of wearesocial site conducted in January 2020 showed that nearly 75% of users have a habit of buying products through online applications..

O2- The tourist market is very potential because the needs of people today are not only good food, but they also want entertainment.

3.2.4 Analyzing challenges of Ben Thanh Tourist

T1- The competition is strong with the appearance of more and more travel companies: direct competitors are Saigontourist, Hoa Binh travel company,....

T2- Customers' tastes change, always high requirements for travel services.

3.3 Qualitative research

The purpose of this study is to discover the process of construction and development of Ben Thanh Tourist. From there, find out the components that customers consider important when choosing travel services at the company. Subjects of the study are individual guests (domestic visitors, foreign guests, vip guests, high-income earners) and organizational guests (travel companies, television stations, mass organizations, commercial organizations, enterprises). Karma).

By exploratory research method, we determine the attributes of the service to serve the positioning process.

Group of information measuring the satisfaction of target customers: Quality products and services, reasonable prices, reputable brands.

The information group shows the brand personality: Traditional, close, modern, luxurious, creative.

The information group shows the perception of the target customers: For luxury people, workers, housewives, office workers, the elderly, young people and women.

4. Research results

4.1 Advantage

Ben Thanh Tourist owns a closed and diversified business

network, operating strongly in the main economic fields such as: travel, hotel, restaurant, real estate, trade, etc. Travel services play a key role, contributing more than 70% of the company's total revenue, contributing to affirming the position of BenThanh Tourist brand in the domestic and international markets.

Travel agents of Ben Thanh Tourist have been present in all 3 regions of the country, in key economic and tourism cities of Vietnam such as: Ho Chi Minh City, Hanoi, Hai Phong, Da Nang, Can Tho, Vinh Long and Phan Thiet. The company successfully established good relations with more than 40 international travel agencies of countries and territories around the world, as well as has a strong cooperation with reputable partners and service providers. credit...

The strength of Ben Thanh Tourist lies in the staff who are dedicated to the profession, experienced and creative, constantly improving themselves to bring quality products and services, satisfying the needs of customers and partners. As of 2019, the total revenue of Ben Thanh Tourist reached nearly 1,000 billion VND, an increase of 34 times compared to the first year of establishment. The company is a tourism enterprise with great enthusiasm and aspiration in awakening the hidden beauty of domestic and international tourist areas.

Ben Thanh Tourist brand is associated with unique experience tours, fully exploring the colorful beauty of culture and history of the indigenous land, which is warmly received by the community. Tourism products are elaborated in each content, carefully selected for each destination, ensuring emotional and authentic experiences and aiming at humane and human values.

4.2 Disadvantages

Strongly developed in Hanoi, but not so prominent in Ho Chi Minh City.

Little trust in partners when shareholders only have limited liability in the capital contribution.

The construction and development of the brand in the direction of the promotion mix is not effective: The investment costs for building and developing the brand are not high.

The company's brand identity system has not been interested and unified, reducing the image of a professional travel service company.

Need to focus on more reasonable prices for customers.

Not paying attention to the working spirit and life of employees. The quality of human resources is still limited.

The company's website system is still quite weak, not serving customers anytime, anywhere in a convenient and easy way, selling online tours. In the coming time, Benthanh Tourist's website www.benthanhtourist.com needs to have better improvements such as increasing visitor support services, updating information regularly.

4.3 Reason

Because businesses are not fully aware of the importance of building and developing brands.

The growth, going ahead and investment in brand management from competitors is too strong.

There has not been a clear understanding and appropriate market research.

The marketing team has not reached a high level of professionalism.

The brand positioning is still different from the market of Vietnamese enterprises.

For Vietnamese businesses, brand is still a new concept. Brand issues in the market have only been developed in recent years, so when businesses in the construction industry in particular do not fully realize the importance and role of brands in improving competitiveness. and their business performance, so there are not really strategies and policies of enterprises and industries on building and developing their brands.

4.4 Solution

Development of Sales staff. The tourism market is constantly expanding when Vietnam joins the World Trade Organization (WTO), bringing many prospects and potentials to investors. With such a large market, it is also necessary to have a sales force of sufficient size and capacity and expertise. It is necessary to redeploy the sales force and divide it by region, each market in the point. Develop a team of instructors. In order to serve the tour programs well, the company should recruit as well as professionally train the more perfect guides. Building a team of professional, fully qualified guides to guide tourists is one of the company's top concerns in order to improve the quality of tourism products in a competitive environment. painting.

Building and managing prices is a condition for enterprises to penetrate the market and operate business with high efficiency. But pseudo-case is affected by many factors and complexities, so it requires solving many problems synchronously, at best. The company needs to monitor, analyze and predict the fluctuations of factors such as inflation, exchange rate, interest rate... and develop a flexible pricing policy suitable for each customer group. Find out the prices of competitors to come up with a reasonable or lower price policy to capture the market.

Communication contributes to creating a good image of the Company's brand positioning, creating and portraying in the minds of consumers what the Company wants them to associate with the Company's products. To perform well, Ben Thanh Tourist needs to take measures such as: Upgrade the professionalism of the personal website because with the development of information technology, the exchange and search for information on websites has gradually become more popular. coastal city no one can deny the huge and versatile amount of information that can be obtained through the Internet; Using advertising media on television, newspapers and social networks to position the brand; Public relations, according to the survey results, the number of customers who know the Company mainly through relatives and friends, so trying to create a style, an impressive image, and a unique reputation for the Company. facing many difficulties in the present context. Therefore, the Company can use a choice of different forms of PR.

Human resource branding is building a solid brand for the Company. Building and promoting a brand does not only stop activities that take place outside the company but must be done inside the organization of that brand, so it is necessary to build a comfortable working environment, taking care of life. the best spiritual and material for employees on the basis of cultural policies that build up their own principles for the company. Members need to fully understand and be able to communicate and interpret brand values and identity to customers. At the same time

motivating employees, using different methods in soft and hard in HR. Creating a safe working environment, aiming to take care of employees' health through annual sickness rate or labor productivity survey; organize quarterly extra-curricular activities, sports club movements, picnics, company birthday parties... to help employees understand and bond with each other better; have a policy to support the company's maternity regime... At the same time, build a team specializing in branding in order to build a more professional brand image, which is known by many customers. Promote multi-purpose human resource development programs for different departments within the Company, and incorporate them into marketing materials and in media campaigns. Increase the quality of available human resources, set tasks for departments and include participation in these programs as one of the criteria for employee evaluation.

5. Conclusions and recommendations

5.1 Conclusions

Building and developing brands and images for businesses/companies is extremely important and urgent in today's fiercely competitive market. However, it is also a double-edged sword if we mismanage. Ben Thanh Tourist enterprise has done quite well in building and developing its brand and achieved remarkable achievements, but it is still difficult to avoid shortcomings. Based on the knowledge provided in the process of studying and exchanging at the university lecture hall, along with the information learned outside the group, the group constantly praises for the successes and advantages that businesses have made. achieved in its brand management process. From there, take that valuable knowledge as a lesson for yourself and improve your knowledge. Besides, in order to solve the disadvantages that the team has found through the research process, the team offers a few solutions to improve the brand quality of the business. Brand is not only a name, a product, a business but it is also the positioning of its image in the hearts of customers. If the increased service quality value will increase the good image that customers have for the business, they will position this brand in their mind and help the business grow more.

5.2 Recommendations

5.2.1 For the State

Strengthening the promotion of healthy brand building among businesses in Vietnam.

Support costs, media and encourage entrepreneurs to build and develop their brands.

Encourage educational programs at the levels of Intermediate, College, University, Graduate to cooperate with experts and foreign resources to train and produce quality potential human resources. Quality and professional. Invest, develop and upgrade infrastructure in order to develop more tourism, reduce tax on transportation and vehicles in the purchase and sale.

5.2.2 For Businesses

Deploying the branding strategy, leaders need to thoroughly understand and agree on an effective, appropriate and professional brand building and development strategy.

Self-affirmation of the brand internally before bringing the corporate image to the outside.

For service capacity: People are an important factor

contributing to the success of the business. Therefore, businesses need to focus on training, before recruitment For the tur program: With famous beautiful places, customers may have seen and come, there are beautiful wilds but lack of facilities, necessary amenities to serve as well as tourist attractions. will be a barrier for businesses. Therefore, BenThanh Tourist can build programs such as: tours to find ancient architecture, cultural and religious programs to visit ancient temples and pagodas... need to combine harmoniously between tourism services. Create attractive programs for visitors. However, unspoiled tourism must be associated with landscape and environmental protection, which is what BenThanh Tourist always puts on top.

6. References

1. Hoa Duong. Brand-worthy event organizer. Brand Development.
2. <https://hoaduong.vn/phat-trien-thuong-hieu.html> (Accessed March 29, 2022)
3. Annual Report. Ben Thanh Tourism - Service Joint Stock Company in 2020.
4. http://static2.vietstock.vn/data/HNX/2020/BCTN/VN/BTV_Baocaothuongnien_2020.pdf (accessed 30/03/2022)
5. Thegioireview. Review Ben Thanh Tourist - Is Ben Thanh travel company good? 2021.
6. <https://thegioireview.vn/ben-thanh-tourist/> (Accessed 30/03/2022)
7. Business News. BenThanh Tourist 30 years of branding, 2020.
8. <https://vietnamreport.net.vn/BenThanh-Tourist-30-nam-xay-dung-thuong-hieu-9189-1007.html> (Accessed March 31, 2022)
9. Final essay. Analysis of the business environment of Ben Thanh Service and Tourism Joint Stock Company (BenThanh Tourist), 2020.
10. <https://123docz.net/document/5056029-phan-tich-moi-truong-king-doanh-cua-benthanh-tourist.htm> (Accessed 31/03/2022)
11. Ivbiluyen. Thesis on providing tourism services at Ben Thanh tourism service one-member limited company, 2013.
12. <http://luanvan.net.vn/luan-van/tieu-luan-hoat-dong-cung-cap-dich-vu-du-lich-tai-cong-ty-tnhh-mot-thanh-vien-dich-vu-du-lich-ben-thanh-50690/> (Accessed 04/04/2022)
13. Dngnv. Ben Thanh Tourist: Find out about Ben Thanh travel company, 2021.
14. <https://news.timviec.com.vn/ben-thanh-tourist-76973.html#tim-hieu-ve-cong-ty-ben-thanh-tourist> (Accessed March 27, 2022)
15. Dinh Ba Hung Anh. Brand Building and Development for the Group of Asian International Education in Vietnam. Psychology and Education. 2021; 58(5):3297-3307.
16. Nguyen Minh Ngoc. 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.
17. Nguyen Phuong Thao. Brand Management in Convenience Store Business: Comparative Analysis between Vinmart+ and Familymart in Vietnamese Market. International Journal of Research in Marketing

- Management and Sales. 2019; 1(2):106-111.
18. Bui Xuan Bien. 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.
 19. Phan Van 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.
 20. Ho Tien Dung. Brand Building for Vietnam Tourism Industry: Reality and Solutions. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):63-68.
 21. Nguyen Van Thuy. Vinamilk's Brand Management in the Era of 4th Industrial Revolution. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):100-105.
 22. Nguyen Thanh Vu. 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.
 23. Nguyen Thanh Hung. The Role of Brand and Brand Management in Creating Business Value: Case of Facebook Vietnam. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):124-128.
 24. Nguyen Thanh Liem. Supermarkets' Brand Management: Comparative Analysis between AEON and Coop Mart in Vietnam Retail Market. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):112-117.
 25. Nguyen Hoang Tien. Green Credit: Instrument for Brand Building of Commercial Banks in Vietnam. *Proceedings of National Scientific Conference on: "Green Credit Development: Chances, Challenges and Solutions"*. November 2019, Banking Journal, State Bank of Vietnam, Vietnam, 2019.
 26. Bogdan Nogalski. Analysis of business strategy of real estate developers in Vietnam using BCG matrix: A case of Hung Thinh and Novaland groups *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):169-174.
 27. Dorota Jelonek. Comparative analysis of business strategy of Vietnamese real estate developers: The use of Hoffer matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):197-204.
 28. Dinh Ba Hung Anh. Gaining competitive advantage from CSR policy change: Case of foreign corporations in Vietnam. *Polish Journal of Management Studies*. 2018; 18(1):403-417.
 29. Dinh Ba Hung Anh, Nguyen Minh Ngoc, Nguyen Hoang Tien. Corporate financial performance due to sustainable development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019; 27(2).
 30. Dinh Ba Hung Anh. QSPM matrix based strategic organizational diagnosis: A case of Nguyen Hoang Group in Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):67-72.
 31. Dinh Ba Hung Anh. Using Hoffer matrix in strategic business analysis for Nguyen Hoang Group in Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):61-66.
 32. Dinh Ba Hung Anh. Strategic analysis for Nguyen Hoang Group in Vietnam. The approach using CPM matrix. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):55-60.
 33. Huynh Quoc Anh, Truong Thi Hai Thuan. Leading Changes and Self-management Strategy of CEOs in Technology Corporations in the World. *International Journal of Commerce and Management Research*. 2019; 5(5):9-14.
 34. Kazimierz Wackowski. Business strategy of Vietnamese real estate developers: The use of CPM matrix for analysis. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):205-209.
 35. Leo Paul Dana, Rewel Jiminez Santural Jose, Nguyen Van Dat, Phan Minh Duc. Analysis of McDonalds' Entry Strategy in Vietnam Market. *International Journal of Advanced Research and Development*. 2020; 5(3):23-29.
 36. Leo Paul Dana, Rewel Jiminez Santural Jose, Nguyen Thanh Vu, Nguyen Thanh Hung. Human Resource Development Strategy of Ton Duc Thang University to Improve its Position on International Rankings. *International Journal of Advanced Education and Research*. 2020; 5(3):105-110.
 37. Leo Paul Dana, Rewel Jiminez Santural Jose, Nguyen Van Dat, Nguyen Thi Hoang Oanh, Bui Xuan Bien. Talent Attraction Strategy of Samsung Vietnam. *International Journal of Advanced Research and Development*. 2020; 5(3):18-22.
 38. Leszek Kieltyka. Comparative analysis of business strategy of Hung Thinh and Novaland real estate developers using McKinsey matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):175-180.
 39. Luu Hoang Giang. The Role of Postgraduate Study in Enhancing Entrepreneurship to Respond to the Reality of Labor Market in the Era of IR 4.0. *International Journal of Advanced Multidisciplinary Research and Studies*. 2022; 2(2):283-288.
 40. Mai Van Luong, Nguyen Minh Ngoc. Pro-China or Pro-USA? Choices for Vietnam National Economic and Security Strategy. *Journal of Critical Reviews*. 2021; 8(1):212-229.
 41. Michal Banka. Analysis of business strategy of real estate developers in Vietnam: the application of QSPM matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):188-196.
 42. Nguyen Thanh Vu, Pham Thi Diem, Vo Kim Nhan, Bui Xuan Bien, Nguyen Thanh Hung, Van Thi Vang. The Strategy of CRM System Development at Mega Market Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):802-806.
 43. Nguyen Thi Hong Tham. International Promotion Strategy. Cases of Apple and Samsung. *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, 925-932. ISBN: 978-604-79-1930-7
 44. Nguyen Hoang Tien. Analysis of Lotte's Market Penetration Strategy in Vietnam FMCG Industry.

- International Journal of Educational Research and Studies. 2020; 2(2):20-23.
45. Nguyen Hoang Tien. Strategic Alliance as a Form of Execution of Diversification Strategy. Proceedings of University Scientific Conference "Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam", March 2017. TDM University, Binh Duong, Vietnam, 2017, 200-205.
 46. Nguyen Hoang Tien. Comparative Analysis of Multidomestic Strategy of P&G and Unilever Corporation. International Journal of Foreign Trade and International Business. 2019; 1(1):5-8.
 47. Nguyen Hoang Tien. Customization and Standardization of the Business Strategy of Foreign Enterprises in Vietnam: The McDonald's Case and the Fast Food Sector. International Journal of Research in Marketing Management and Sales. 2019; 1(2):44-50.
 48. Nguyen Hoang Tien. Innovation Strategy of Korean Enterprises and Development of High Quality Human Resource: Experiences for Vietnamese Businesses. Proceedings of 1st International Scientific Conference "Southeast Vietnam Outlook" on "Developing High Quality Human Resource, Asian Experience for Ho Chi Minh City Metropolitan Area in Vietnam", 07 December 2018, TDM University (in partnership with Hiroshima University, Osaka University, Calcutta University), Binh Duong, 2018, 34-40.
 49. Nguyen Hoang Tien. International Economics, Business and Management Strategy. Academic Publications, Delhi, 2019.
 50. Nguyen Hoang Tien. Knowledge Management in Strategic Alliances and Foreign Joint Ventures. Proceedings of University Scientific Conference of: "Young Lecturers and MBA Students", Faculty of Economics, TDM University. Binh Duong 15 June 2018, 2018, 141-149.
 51. Nguyen Hoang Tien. Preparation to Strategic Alliance as a Key to the Success of the Future Agreement. Proceedings of University Scientific Conference "Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam", March 2017. TDM University, Binh Duong, Vietnam, 2017, 213-217.
 52. Nguyen Hoang Tien. Merger or Take-over as Forms of Strategic Alliance Ending. Proceedings of University Scientific Conference "Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam", March 2017. TDM University, Binh Duong, Vietnam, 2017, 206-212.
 53. Nguyen Hoang Tien. Strategic Alliance as a Form of Execution of Diversification Strategy. Proceedings of University Scientific Conference "Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam", March 2017. TDM University, Binh Duong, Vietnam, 2017, 200-205.
 54. Tien NH. Leadership in Socially Responsible Enterprises. Ementon Publisher, Warsaw, Poland, 2015.
 55. Pawel Gepner. Analysis of business strategy of leading Vietnamese real estate developers using SWOT matrix. International Journal of Multidisciplinary Research and Growth Evaluation. 2022; 3(1):181-187.
 56. Pham Thi Diem, Phan Minh Duc, Ho Tien Dung, Nguyen Van Dat, Bui Quang Tam, Vo Kim Nhan. The Strategic Customer Relationship Management at CoopMart in Vietnam. International Journal of Multidisciplinary Research and Growth Evaluation. 2021; 2(4):794-801.
 57. Phan Phung Phu, Dang Thi Phuong Chi. The Role of International Marketing in International Business Strategy. International Journal of Research in Marketing Management and Sales. 2019; 1(2):134-138.
 58. Phung The Vinh, Tran Duy Thuc. Global Strategic Risk Analysis of High-tech Businesses in the Era of Industrial Revolution 4.0. International Journal of Multidisciplinary Research and Development. 2019; 6(10):28-32.
 59. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Le Doan Minh Duc, Nguyen Vuong Thanh Long. Analysis of MegaMarket's Market Penetration Strategy in Vietnam FMCG Industry. International Journal of Educational Research and Development. 2020; 2(2):5-8.
 60. Rewel Jiminez Santural Jose, Ha Van Dung, Bui Xuan Bien, Nguyen Thi Hoang Oanh, Nguyen Thanh Vu. Analysis of AEON's Market Penetration Strategy in Vietnam FMCG Industry. International Journal of Advanced Educational Research. 2020; 5(4):1-5.
 61. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Bui Van Thoi, Than Van Hai. Analysis of Starbucks' Entry Strategy in Vietnam Market. International Journal of Multidisciplinary Education and Research. 2020; 5(3):44-48.
 62. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Ho Tien Dung, Nguyen Thi Hoang Oanh, Nguyen Huynh Phuoc. Digital Marketing Strategy of GUMAC and HNOSS in Vietnam Fashion Market. International Journal of Multidisciplinary Education and Research. 2020; 5(4):1-5.
 63. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Tran Thanh Tung, Nguyen Khanh Cuong, Nguyen Thi Hoang Oanh. Comparative Analysis of Business Strategy of VinMart and Family Mart Convenience Stores in Vietnam. International Journal of Multidisciplinary Research and Development. 2020; 7(7):28-33.
 64. Rewel Jiminez Santural Jose, Nguyen Minh Ngoc, Nguyen Thanh Hung, Nguyen Thi Hoang Oanh, Nguyen Thanh Vu. Comparative Analysis of Human Resource Development Strategy of Family Universities and Corporate Universities in Vietnam. International Journal of Academic Research and Development. 2020; 5(4):26-30.
 65. Rewel Jiminez Santural Jose, Le Doan Minh Duc, Bui Xuan Bien, Tran Minh Thuong, Nguyen Thanh Vu. Comparative Analysis of the Business Strategy of Bach Hoa Xanh and VinMart on Vietnam's Retail Market. International Journal of Academic Research and Development. 2020; 5(4):1-6.
 66. To Ngoc Minh Phuong, Nguyen Minh Ngoc, Dinh Ba Hung Anh, Nguyen Diu Huong, Nguyen Thi Thanh Huong. Green marketing development strategy in post Covid-19 period in Vietnam. International Journal of Multidisciplinary Research and Growth Evaluation. 2021; 1(5):101-106.
 67. Truong Thi Hai Thuan, Nguyen Hoang Tien. Analysis of Strategic Risk of Domestic and Foreign Real Estate Enterprises Operating in Vietnam's Market. International Journal of Commerce and Management Research. 2019; 5(5):36-43.
 68. Tien NH. Leadership in Socially Responsible

- Enterprises. Ementon Publisher, Warsaw, Poland, 2015.
69. Tien NH. Relationship Between Inflation and Economic Growth in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):5134-5139.
 70. Tien NH. Solutions to Enhance Corporate Sales Performance in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):5014-5023.
 71. Leo Paul Dana. Enhancing Social Responsibility and Sustainability in Real Estate Industry. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4999-5013.
 72. Boleslaw Rafal Kuc. Customer Care and Customer Relationship Maintenance at Gamuda Land Celadon City Real Estate Project in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4905-4915.
 73. Rewel Jiminez Santural Jose. Higher Education Quality Auditor Training in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4315-4325.
 74. Nguyen Hoang Tien. Development of Human Resource Management Activities in Vietnamese Private Companies. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4391-4410.
 75. Tien NH. Leadership in Socially Responsible Enterprises. Ementon Publisher, Warsaw, Poland, 2015.
 76. Nguyen Minh Ngoc. Decision-making factors in the housing market for Vietnamese immigrants in Poland. *DEMIS. Demographic Research*. 2022; 2(1):151-162.
 77. Nguyen Minh Ngoc, Nguyen Hoang Tien, Dinh Ba Hung Anh. Opportunities and challenges for real estate brokers in post Covid-19 period. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2021; 1(5):81-93.
 78. Syed Ehsan Ullah. The Impact of World Market on Ho Chi Minh City Stock Exchange in Context of Covid-19 Pandemic. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4252-4264.
 79. Muhammad Sadiq. Enhancing Staff's Work Motivation in Vietnamese Companies. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4402-4410.