



Received: 17-01-2023
Accepted: 27-02-2023

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

The actual situation of building the organizational structure of FLC Group in Vietnam

¹Hoang Vu Dang Ha, ²Vo Khac Truong Thanh, ³Tran Trieu Quan

^{1,3} Ho Chi Minh City University of Technology (HUTECH), Vietnam

² University of Phan Thiet, Vietnam

Corresponding Author: **Hoang Vu Dang Ha**

Abstract

The article presents the process of building the organizational structure of one of the class and potential corporations like FLC of Vietnam. From the presented organizational situation, a number of lessons learned and

policy implications have been drawn in order to improve the organization and operation of the management apparatus for the following corporations.

Keywords: Organization, FLC, Vietnam

1. Introduction

The real estate market is one of the markets with an important position and role in the national economy, having a direct relationship with the financial and monetary markets, the construction market, the material market, construction, labor market. Effective development and management of this market will make an important contribution to the process of promoting socio-economic development, creating the ability to attract investment capital sources for the country. development, making practical contributions to the process of sustainable urban and rural development in the direction of industrialization and modernization of the country.

In the previous period of the centrally planned economy, this market did not have the conditions to develop. But when moving to implement the development of a market economy, the real estate market in our country has gradually formed and developed at a rapid rate, which has contributed significantly to the economic growth of the country. Some companies that contribute significantly to Vietnam's real estate market cannot fail to mention FLC - the top 3 most prestigious real estate companies in Vietnam.

The group's real estate products span all segments. These can be mentioned as resort real estate, houses, offices and industrial parks. Especially in resort real estate, it has brought a lot of success and resonance to the group. To achieve success like now, the company had to have a special strategy and acumen in management, strategic planning and especially in building organizational structure. So how has the corporation built its organization? Let's also find out through the group's essay with the topic: "The actual situation of building the organizational structure of FLC Group in Vietnam".

About the research object: the current situation of building the organizational structure of FLC Group in Vietnam. Research scope and limitation: FLC Group Vietnam.

Research and clarify the current situation, advantages, limitations and causes in the construction of the corporation's organizational structure. Proposing key solutions to improve the quality and efficiency of FLC Group's organizational structure building.

The study uses the following research methods:

- Analytical research methods
- Access, analyze documents, collect information from specialized documents and documents.
- Discuss, work in groups, share ideas from colleagues.

2. Overview of FLC Group Vietnam

FLC's predecessor, Truong Phu Fortune Investment Company, was established with an initial capital of 18 billion VND. In 2001, Vietnam Trade Corp Joint Stock Company was established, operating in the field of trade and service business.

After that, Investment Supervision and Management Consulting Joint Stock Company (SMiC for short) was born. In 2006, SMiC Law Office was transformed into SMiC Law Company Limited. In 2007, FLC Securities Joint Stock Company was

established (formerly Artex Securities Joint Stock Company). FLCS officially came into operation in 2008. In 2008, financial and investment companies such as Truong Phu Investment Company Limited (renamed FLC Joint Stock Company from January 2010), Co., Ltd. SG Invest and especially Ninh Bac Financial Investment Joint Stock Company (precursor of FLC Land Joint Stock Company) - the investor of the FLC Landmark Tower project - was established.

In 2009, SMiC opened branches in Ho Chi Minh City and Singapore. On December 9, 2009, Truong Phu Fortune Investment Company Limited was transformed into a joint stock company with the name CRV General Investment Joint Stock Company, then changed its name to FLC Joint Stock Company on December 20, January 2010. In early 2010, FLC real estate trading floor was born [citation needed]. On November 22, 2010, FLC Joint Stock Company was renamed FLC Group Joint Stock Company. In 2011, SMiC received a certificate of merit from Prime Minister Nguyen Tan Dung. In October 2011, FLC shares were officially listed on the Hanoi Stock Exchange (HNX). From 2011-2012, FLC started to expand into other businesses such as tourism, air ticket agency, technology, media, golf service and spawned a series of companies. At the same time, the group's member companies were restructured such as FLC Global (formerly FLC Travel) and FLC Tech & Media.

In August 2012, SMiC received the title of Typical Law Firm of the Year. November 2012, inaugurated Golfnet 2 - one of the most modern golf courses in Vietnam. In August 2013, FLC shares were officially listed on Ho Chi Minh City Stock Exchange (HOSE) with trading code: FLC. In July 2014, FLC shares were present on VN30 with trading codes: FLC and FLC increased charter capital to VND 3,150 billion. In 2014, FLC implemented a series of large-scale projects such as Tam Duong II Industrial Park, Hon La II Industrial Park, FLC Sam Son eco-tourism and resort complex, FLC Complex 36 Pham Hung, FLC Complex Thanh Hoa, Chan Hung Industrial Park, Khanh Hoa New Administrative Center, FLC Star Tower Ha Dong. July 2015, inaugurated FLC Sam Son eco-tourism complex. In 2015, increased charter capital to nearly 8,400 billion dong and pre-tax profit over 1,000 billion dong, and at the same time started the project of complex of golf courses, resorts, luxury villas and resorts FLC Quy Nhon and FLC Twin Tower at 265 Cau Giay, Hanoi. In 2016, FLC Vinh Thinh Resort was inaugurated, phase 2 started.

Overview of FLC Group History of FLC - The predecessor of FLC Group Joint Stock Company is Truong Phu Fortune Investment Company Limited, established 12 years ago under business registration number 0102033961 with the initial capital of 18,000,000,000 VND. In the process of construction and development, FLC Group Joint Stock Company was in turn organized under many types of enterprises with different names. The company officially changed its name to FLC Joint Stock Company on November 22, 2010. - Currently, FLC Group Joint Stock Company operates with the model of a parent company with many subsidiaries and associated companies. - April 2011: The company was officially approved by the State Securities Commission to become a public company.

- On October 5, 2011: 17 million shares of the Company with stock code FLC officially traded at Hanoi Stock Exchange.

- On 06/08/2013, the Company officially changed the listing from Hanoi Stock Exchange to Ho Chi Minh City Stock Exchange.

- On April 25, 2014, Change of business registration certificate for the 16th time, the company's charter capital increased to 1,543,600,000,000 VND.

- On 12/1/2015, charter capital increased to 3,748,938,820,000 VND. On December 31, 2015, charter capital increased to VND 5,298,715,330,000. The current leader is Mr. Trinh Van Quyet - Chairman of the Board of Directors. Real estate investment field; vocational training; labor export; mining and mineral processing; legal advice; technology business; communication, event organization, golf course; tourism, services; financial investment; supply building materials. A position of the company based on a management team with extensive experience in the industry, the Company has established a reputation and brand name "FLC" in the market, the company started from core services such as operation and maintenance. real estate trading floor, professional financial, management and investment consulting in the real estate field to build relationships with a large number of customers and promote the company's brand, as well as prepare Currently investing in potential and effective projects.

- The company aims to become one of the leading real estate investment groups in Vietnam.

- With the simultaneous implementation of a number of large-scale projects with a total investment of thousands of billions of dong, housing projects that have been opened for sale, the brand name of FLC Group is developing and growing rapidly. among the leading real estate brands in Vietnam. FLC Group Vision Group Vision: Developing to become a Group with strong potential, dynamic, strong competitive strength, always aiming and conquering higher goals and becoming become the first choice of all partners and customers Group mission: FLC is committed to always innovating and promoting comprehensive investment in order to develop and bring customers quality products and services. the best quality on the market, contributing to bring the most core value to customers. Thereby building trust, close relationship with customers and partners to go up sustainably. Corporate goals

- Developing to become a multi-industry, multi-field economic group with prestige and brand name in Vietnam, gradually reaching the international level.

- Constantly promoting and innovating to improve the value and quality of products and services.

- Effectively manage and use resources, minimize all risks and maximize potentials and opportunities to reach out.

- Promote cooperation with strategic partners at home and abroad to promote the potential and improve the position of the corporation.

- Actively and actively seek out markets, make the most of all resources to invest in business development, create jobs, increase incomes for employees, participate in well implementation of social policies.

- Actively looking for medium and long-term capital sources

- Continue to recruit high-quality personnel with appropriate qualifications.

- Establishing solid foundations to build the Company into a multi-industry, multi-field, dynamic, professional corporation with strong financial potential. Core values of the corporation - Responsibility Dynamic Creativity Professional Effectiveness For the benefit of all parties.

Achievements that FLC has achieved in the past time

- FLC Group was honored to be awarded the Certificate of Merit by the Ministry of Construction Trinh Dinh Dung and the Association for its excellent achievements in 2012 and its positive contributions to the development of the Real Estate Association in particular, the real estate industry, Vietnamese real estate in general.

- Only 15 years of operation, but FLC's name is known by most domestic and international investors for its great growth rate and beauty works for life.

- FLC is considered by the market as one of the top 3 large-scale resort real estate developers in Vietnam. FLC Group has member companies and associates:

- KLF International Joint Venture Joint Stock Company
SmiC Law Company Limited
OTP FLC Vietnam
Technology Joint Stock Company
FLC Land One Member LLC
FLC Golf & Resort 1 Joint Stock Company, Joint Venture Company
KLF international investment
Specializes in: investment, trade services, training, tourism and sports.
Achievements: Achieved many outstanding achievements, in which in 2012 with high profit KLF became a public company and listed shares on Hanoi Stock Exchange on September 23, 2013
Consulting on investment in intellectual property activities and meeting all the needs of customers in other legal fields.
Achievements: Received Certificate of Merit from the Prime Minister in 2011 and entered the Top 10 Typical Law Firms in 2012 row. Producing self-invented products such as Bentonite, smart partitions.

Consulting, providing products for the aviation and telecommunications industries, providing value-added VAS.
Achievements: achieved many successes as well as won the trust of customers with enthusiasm and dedication.
4, FLC Land One Member Joint Stock Company
Specializes in: real estate
Achievements: has achieved much success and prestige in the real estate industry.
5, FLC Golf & Resort Joint Stock Company
Specializes in: multidisciplinary activities in construction investment and asset management such as: investment in construction of green projects, eco-tourism areas, golf courses, and resorts. high-class entertainment serving the international community; development of operating system, real estate asset management
Achievements: gaining the trust and love of customers, having many successes in work and in management. ↔The headquarters of the companies are on the 4th and 5th floor of Landmark Tower building, Le Duc Tho street, My Dinh, Tu Liem, Hanoi City ↔branch. Ho Chi Minh: No. 86 - 88 Nguyen Cong Tru, Nguyen Thai Binh ward, district 1, HCMC.

3. The actual situation of building the organizational structure of FLC Group in Vietnam

Specialization and synthesis

- The specialization of the organization is very high. Because it is a large corporation, the organizational structure divided into many departments and groups with different tasks and functions.

FLC may have up to 18 branch committees responsible for supervision by the Board of Directors; up to 53 functional departments under the above departments. The Deputy Directors directly manage one to two expert committees. The committees are further divided into departments specializing in an area of function certain abilities are very clear and independent.

Advantage:

- Maximize the professional ability of employees.

- Having depth in each field, enough professional capacity to implement plans caliber; Deputy Directors also easily manage the departments for which they are responsible.

Defect:

- Too much specialization leads to the need for very smooth coordination between many departments when having to implement big plans.

- The apparatus is cumbersome, costly and requires high responsibility. It is easy to cause conflicts of interest in joint work.

Forming part

- FLC Group is a multi-disciplinary corporation: real estate, career training, legal consulting. Therefore, the formation of the group's divisions is also very diverse and complex. Board of Directors, the group's leadership has studied and revised the organization's structure many times over the years recently. And now, FLC has been built under a mixed organizational structure. Specifically, the functional model combines geographical structure and strategic unit organization.

- Regarding the organizational model by function, FLC consists of many departments in charge of each function professionals, such as sales department, communication department, investment committee, corporate office.

- Regarding the geographical organization model, FLC Group has FLC branches in Ho Chi Minh City The establishment of a branch in Ho Chi Minh City to ensure a full package of products and professional services of FLC Group to customers in Ho Chi Minh City and the western region, as well as implementing the strategy of expanding the scale of production and business activities of group.

- Organized by strategic unit, FLC consists of 14 subsidiaries and associates. The Subsidiaries have their own management, also provide their own, independent products and services minimize the need for coordination, have separate, clear, independent development goals.

Advantage:

- Promote the expertise and specialization of each employee. Employees working in the group easily accumulate a lot of work experience and are able to exchange specialized skills, learning to work together in groups.

- Avoid duplication of work, simple for senior managers, for inspection and control.

- Provide products with specific characteristics, find and meet the maximum demand separate from customers in the South. Expand and capture the market.

- Having depth in all business areas, increasing competitiveness and minimizing risks, attracting capital.

Defect:

- The apparatus is extremely large and complicated, making it difficult for senior management.

- Units (subsidiaries) have different, sometimes conflicting goals and strategies internal conflict.

- Too many departments, which can lead to lack of responsibility, blame each other, reduce superior control and coordination between separate, difficult parts.

Management level and management level

- As a very large corporation with many different business lines. The management scope of the company's management is extremely large. The Group's Board of Directors currently consists of:

there are Chairman of the Board of Directors Trinh Van Quyet and 3 members of the Board of Directors; 3 people are members of control board; General Director Le Thanh Vinh 11 deputy general directors under his authority. It's all about but the leader has extremely good qualities and management, has many years of experience and ability, many large corporations before becoming a leader at FLC. For example, Ms. Pham Thi Hai Ninh (the youngest member of the board of directors) was for a time a member of the Supervisory Board of JSC Artex Securities section. Each deputy general director is assigned the responsibility of managing one. There are several departments in the organization, so with a wide range of management, the board of directors always do well its leadership. After many organizational changes (almost every year changed) the structure is now relatively consistent with the management range of the leaders of the group.

Centralized and Decentralized

- FLC is a group of many subsidiaries. Therefore, decentralization is quite evident in the strategic organizational structure. Subsidiaries have a relatively high degree of independence, rights, and responsible, has a very independent development strategy.

- For example, KLF international joint-venture joint stock company is a group company FLC. KLF Company has its own Board of Directors with Mr. Nguyen Thanh Binh as Chairman cum Chairman. The General Director (Deputy General Director of FLC) is appointed by the Board of Directors of the company. Companies have own vision and mission, proactive in finding partners and building strategies development in the industry, the field of golf courses and tourism, aviation services. The company also make decisions on employee recruitment and human resource policies, attracting their talents.

- Besides the rather high degree of decentralization in the strategic structure, above the parent company, the level of concentration is also quite high. The right to make strategic decisions, central development plans. The company's term and annual business plan belong to the Board of Directors like other companies.

Advantage

- Subsidiaries have high responsibility for each plan they implement.

- Maximize resources, large capital, attract talents, and be able to carry out big project

- Active and creative deputy directors, responsible for maximizing their abilities because they are awarded the right to directly operate the member companies.

Vision, strategy

- FLC provides high quality products and services, reasonable prices and friendly environment schools, contributing to bring the best value to customers. From there, build your heart trust, close relationships with customers and partners to go up sustainably. Therefore, checking product control, cost control is extremely important for the company. The company's work structural function with functional departments responsible for

professional appraisal of technical and internal control, finance and accounting are extremely necessary and reasonable for the development of the company.

- In addition, the company aims to gradually reach out to the international market, so there is a need for pay attention to this goal by organizing more departments in charge of the issue scale development.

- With the increasingly expanding scale, increasing the amount of capital, at the same time, it also puts pressure on the Ministry of Finance management, leadership. This has had a significant impact on the structure of the company in recent years. The company apparatus has become extremely large and cumbersome. Currently, the company is organized according to the functional and strategic structure, which is very suitable for the scale and pressure with the management board. But with the growing momentum of the company, the leadership should have a clear roadmap, stabilize the organization, develop sustainably, avoid duplication repetitive, wasting company resources without achieving efficiency. In addition, coordination mechanisms are needed rhythmic coordination between departments, avoiding excessive specialization and inefficiencies.

4. Some solutions to improve the efficiency of construction and organization of FLC Group

With the analysis of the numbers and giving specific examples and results about what FLC Group has done up to today, we can conclude that the FLC Group has and is having an organizational structure. link and develop strongly, and will develop even more in the coming years. But in order to do that, FLC must also recognize the problems in its organization and find solutions to overcome it to bring the group forward. With one of the largest corporations in Vietnam, divided into many broad fields such as (Real estate, tourism, resort, aviation, mineral water, healthcare, education, mining). Therefore, the construction of the organizational structure is very complicated and difficult, requiring the corporation to have good leaders with expertise in different fields. Senior management in management and decision making, the distribution between departments is not reasonable, has not brought into full play the potential of collectives and individuals, causing waste of human resources, budget and influence. to the development of the company and there are many limitations.

So, to solve and overcome the above problems, our team has researched and proposed the following solutions to improve the efficiency in building the organizational structure of FLC Group as follows:

- **All members work towards a common goal:** When all members of FLC Group are aiming for the common goal of developing the group and taking it further, the organization will automatically become even and linked together, completing well together. its mission to achieve that goal
- **Always check and evaluate the effectiveness of the organization:** This helps managers to measure the effectiveness of the organization as well as potential problems and errors in order to make timely solutions and decisions, avoiding causing great losses to the company.
- **Must ensure alignment within the organization:** Ensure alignment in the organization to help the organization work together more efficiently, improve the quality of work between departments, reduce

unnecessary costs and time.

- **Continue to recruit high-quality personnel with appropriate qualifications:** This is the most important part of the company, because high-quality human resources are the essence of a company, there is no corporation. development without recruiting additional personnel at all. Therefore, having more qualified and suitable human resources will help the organization of FLC Group become stronger, more professional and larger in scale.
- **Unnecessary parts and individuals:** The replacement or dismissal of unsuitable individuals and organizations will help FLC Group reduce the burden, reduce losses and purify its organization. And replaced by new quality and more effective human resources, contributing to the development of FLC.
- **Reasonable division of work and departments:** This job helps FLC Group take advantage of its strengths and expertise in different fields and industries, bringing into full play the potential of each organization in the group. Create conditions for the managers and directors of the corporation to show their full capabilities and capabilities. In addition, the reasonable division of work and departments helps individuals in the organization to fully promote their expertise, clear and detailed work between departments, avoiding unexpected situations as (blaming each other, no one taking responsibility, disengagement within the organization, conflict within the organization, demoralization of cooperation)

5. Conclusions

As a very large corporation, however, the history of formation and development of FLC Group Joint Stock Company is very immature and new. Since 2014, FLC consists of only 9 functional departments; Along with the tremendous growth of the company, the company's organizational structure is also constantly expanding and developing. Currently, the company has up to 18 departments (double that of 2014) with a very specialized division. This is consistent with the size and strategy of the company.

There are many factors that affect the structure of an organization. But here we only consider the factors that play an important role in determining the effectiveness of the leadership, decision-making and organizational management processes.

FLC has built a strong position in the market due to decisive factors such as: *Leadership with vision and leading goals, good human resources to execute the strategy, domestic and international investment relations, operating in industries with many opportunities and strengths in Vietnam.*

In the early years of starting a business, together with young and aspirational associates, FLC Group has accumulated knowledge and experience on mechanisms, policies, investment and business environment in Vietnam as well as investment methods. of foreign economic groups. Along with that step by step is built, increasingly asserting a firm foothold in the hearts of partners and customers. Along with that trend, the business activities of production and business enterprises are increasingly diversified, the general accounting work is becoming more and more complicated.

However, it is not without challenges, in order to continue to grow stronger, FLC also needs to develop in parallel with mobilizing resources and developing acquired projects to

create real added value. the. The company can develop through activities to attract capital to exploit the project, transfer the project to create a source, and at the same time need to create a brand for its projects to create trust for customers to buy. future home. On the other hand, managing projects at the same time also requires a team of qualified personnel to meet high requirements.

With the increasingly expanding scale, increasing the amount of capital, at the same time, it also puts pressure on the management and leadership apparatus. This has significantly affected the structure of the company in recent years. The company apparatus has become extremely large and cumbersome. Currently, the company is organized according to functional and strategic structure, which is very suitable for the size and pressure placed on the management board. But with the growing momentum of the company, the leadership should have a clear roadmap, stabilize the organization, develop sustainably, avoid duplication, waste company resources without achieving effective results. fruit. In addition, there should be mechanisms for smooth coordination between departments, avoiding excessive specialization and inefficiencies.

Therefore, in order to survive and develop, the company has had to strive constantly with its own capacity, making the company's operating apparatus more and more effective, especially the accounting work at the unit. taste. Thereby, it can be seen that FLC is a very strong company and holds a great position in the Vietnamese market and reaching out to the world.

6. References

1. Tian NH, Thuy NV, Liem NT. 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.
2. Tian NH, Thuy NV, Duc PM. 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.
3. Tian NH. *Competitiveness of Enterprises in Knowledge Based Economy*. PTM Publisher, Warsaw, 2020.
4. Tian NH, Vinh NDT. Analyzing the Prospects and Limitations of the ERP Market in the World. *International Journal of Commerce and Management Research*, 2019, 42-45.
5. Tian NH, Hung NT, Vu NT, Bien BX. Risks of Vietnamese Enterprises in Trade Relations with China. *International Journal of Commerce and Management Research*. 2019; 3(1):1-6. ISSN: 2617-5762
6. Tian NH. *International Economics, Business and Management Strategy*. Scientific Publications, Delhi, 2019.
7. Tian NH, Minh HTT. Challenges for Vietnamese Business Leaders in the Era of International Economic Integration and Industrial Revolution 4.0 *International Journal of Commerce and Management Research*. 2019a; 5(5):19-24. ISSN: 2455-0627
8. Tian NH, Anh DBH. Vietnam's International Trade Policy in Context of China-US Trade War. *International Journal of Commerce and Management Research*. 2019a; 5(3):92-95. ISSN: 2455-1627
9. Tian NH. *International Economics, Business and Management Strategy*. Scientific Publications, Delhi,

- 2019.
10. Tian NH, Hung Anh DB. Gaining competitive advantage from CSR policy change: Case of foreign corporations in Vietnam. *Polish Journal of Management Studies*, 2018.
 11. Tian NH. *Global Strategic Marketing Marketing Management*. Ementon Publisher, Warsaw, 2017.
 12. Tian NH. *Strategic International Human Resource Management*. Ementon Publisher, Warsaw, 2017b.
 13. Vu The Phu. *Basic Marketing*. Education Publishing House, Hanoi, 1996.
 14. Samsung company website: <https://www.samsung.com/vn/>
 15. Huawei company website: <https://consumer.huawei.com/vn/>
 16. 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.
 17. 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.
 18. 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.
 19. 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.
 20. 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.
 21. 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.
 22. Anh DBH. *Global Strategic Marketing Management*. Ementon Publisher, Warsaw, 2017.
 23. 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.
 24. Anh DBH, Ngoc NM, Nhi DTY. Sustainable Social Entrepreneurship in Vietnam. *International Journal of Entrepreneurship*. 2019; 23(3):1-12.
 25. Anh DBH, Thuc TD. *Global Supply Chain and Logistics Management*, Academic Publications, Delhi, India, 2019.
 26. 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.
 27. Anh DBH, Ngoc NM. Corporate Financial Performance due to Sustainable Development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019; 27(2):1-12.
 28. 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.
 29. Anh DBH, Duc LDM, Ngoc PB. Subjective Well-Being in Tourism Research. *Psychology and Education*. 2021; 58(5):3317-3325.
 30. 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.
 31. 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.
 32. 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.
 33. Diem PT, Vu NT, Dung HT, Bien BX, Duc PM. Customer Care and Customer Relationship Maintenance at Ministop, Family Mart and CoopSmile in Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):744-751.
 34. 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.
 35. 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.
 36. 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.
 37. 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.
 38. 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.
 39. 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.
 40. 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.
 41. 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.
 42. 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.
 43. Mai NP. Green Entrepreneurship Understanding in Vietnam. *International Journal of Entrepreneurship*. 2020; 24(2).

44. 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.
45. 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.
46. 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.
47. 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.
48. 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.
49. 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.
50. 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.
51. 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.
52. 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.
53. 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.
54. 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.
55. 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.
56. 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.
57. 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.
58. 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.
59. 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.
60. 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).
61. Tan NH. *International Economics, Business and Management Strategy*, Academic Publications, Delhi, India, 2019.
62. Tan NH. *Principles of Management*. Financial Publisher. Ho Chi Minh City, 2020.
63. Tan NH. *Leadership in Social Responsible Enterprises*. Ementon Publisher, Warsaw, 2015.
64. Tan NH. *Change Management in a Modern Economy. Modeling Approach*. PTM Publisher, Warsaw, 2012.
65. Tan NH. *Competitiveness of Enterprises in a Knowledge Based Economy*. PTM Publisher, Warsaw, 2012.
66. Tan NH. *Competitiveness of Vietnam's Economy. Modeling Analysis*. PTM Publisher, Warsaw, 2013.
67. 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.
68. 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"*, November 2017, Quy Nhon University, Quy Nhon, Binh Dinh province, 2017, 441-445.
69. 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.
70. Tan 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.
71. 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"*, Faculty of Social Science and Humanities, Department of Culture and Tourism. May 21, 2018, Tien Giang University, 2018, 101-105.
72. Tan NH. *Sustainable Development of Higher Education: A Case of Business Universities in Vietnam*. *Journal of Hunan University Natural Sciences*. 2020; 47(12):41-56.
73. Tan 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.
74. 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.
75. 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.
76. 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.
 77. Thien NH. Social Entrepreneurship and Corporate Sustainable Development: Evidence from Vietnam. *Cogent Business and Management*, Taylor and Francis Publisher. 2020; 7(1):1-17.
 78. Thien NH. Staff Motivation Policy of Foreign Companies in Vietnam. *International Journal of Financial Management and Economics*. 2020; 3(1):1-4.
 79. 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.
 80. 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.
 81. 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.
 82. Thien NH. Knowledge Management in the Context of Industrial Revolution 4.0. *International Journal of Commerce and Economics*. 2020; 2(1):39-44.
 83. 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 15 June 2018, 2018, 141-149.
 84. 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"*, April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019, 216-223.
 85. Than NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. *International Journal of Research in Management*. 2019; 1(1):14-17.
 86. Than NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. *International Journal of Research in Management*. 2019; 1(1):9-13.
 87. Than NH. *Human Resource Management*. VHU Publisher, Ho Chi Minh City, Vietnam, 2020.
 88. Than NH. *Strategic International Human Resource Management*. Ementon Publisher, Warsaw, Poland, 2017.
 89. Than NH. *Responsible and Sustainable Business*. Eliva Press, Chisinau, Moldova, 2020.
 90. 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.
 91. Viet PQ, Duc NM, Tam VT. Sustainability of Tourism Development in Vietnam's Coastal Provinces. *World Review of Entrepreneurship Management and Sustainable Development*, 2020.
 92. 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.
 93. 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.
 94. 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.
 95. Then NH, Ngoc NM, Mai NP, Duc LDM, Trang TTT. Sustainable Development of Higher Education Institutions in Developing Countries: Comparative Analysis of Poland and Vietnam. *Contemporary Economics (forthcoming)*, 2022.
 96. Then NH, Anh DBH, Ngoc PB, Trang TTT, Minh HTT. Brand Building and Development for the Group of Asian International Education in Vietnam. *Psychology and Education*. 2021; 58(5):3297-3307.
 97. Then NH, Anh DT, Luong MV, Ngoc NM, Dat N, Duc LDM. Sustainable Development of Higher Education: A Case of Business Universities in Vietnam. *Journal of Hunan University Natural Sciences*. 2020; 47(12):41-56.
 98. Then NH, Jose RJS, Mai NP, Long NT, Hai TV. Current State of Human Resource in International Universities in Vietnam. *International Journal of Multidisciplinary Research and development*. 2020a; 7(7):22-27.
 99. Then NH, Dana LP, Jose RJS, Vu NT, Hung NT. 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.
 100. Then NH, 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.
 101. Then NH, Anh DBH. Attracting FDI in Higher Education Industry in Vietnam. *International Journal of Advanced Education and Research*. 2019; 4(3):24-27.
 102. 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.
 103. 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.
 104. Anh DBH. CSR Policy Change: Case of International Corporations in Vietnam. *Polish Journal of Management Studies*. 2018; 18(1):403-417.
 105. Trang TTT. Sustainable Development of Higher Education Institutions in Developing Countries: Comparative Analysis of Poland and Vietnam. *Contemporary Economics*. 2022; 16(2):195-210.
 106. 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.
 107. 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.
108. 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.
 109. 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.
 110. Duc LDM. Enhancing Auditor Independence in Auditing Enterprises in Vietnam. *Cogent Economics and Finance*. 2019; 7(1):1-16.
 111. Mai NP. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. *Cogent Business and Management*. 2020; 7(1):1-17.
 112. 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.
 113. Tien NH. Corporate Financial Performance due to Sustainable Development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019; 27(2):694-705.
 114. Tien NH. Natural resources volatility and financial development during Covid-19: Implications for economic recovery. *Resources Policy*, 2019.
 115. 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.
 116. Ngoc NM. Solutions for Development of High-Quality Human Resource in Binh Duong Industrial Province of Vietnam. *International Journal of Business and Globalisation*, 2023.
 117. Huong LTM. Factors Impacting State Tax Revenue in ASEAN Countries. *International Journal of Public Sector Performance Management*, 2023.
 118. 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.
 119. Ngoc NM. Quality of Scientific Research and World Ranking of Public and Private Universities in Vietnam. *International Journal of Public Sector Performance Management*, 2023.
 120. Viet PQ. Sustainability of Tourism Development in Vietnam's Coastal Provinces. *World Review of Entrepreneurship Management and Sustainable Development*. 2021; 17(5):579-598.
 121. 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.
 122. Anh DBH. Sustainable Development of Social Entrepreneurship: Evidence from Vietnam. *International Journal of Entrepreneurship and Small Business*. 2022; 45(1):62-76.
 123. Mai NP. Green Entrepreneurship: A Game Changer in Vietnam Business Landscape. *International Journal of Entrepreneurship and Small Business*, 2023.
 124. Ngoc NM. Enhancing efficiency of real estate brokerage activities in Vietnam. *International Journal of Business and Globalisation*, 2023.
 125. Ngoc NM. Factors affecting the selling price of luxury apartments in Vietnam. A quantitative analysis. *International Journal of Business and Globalisation*, 2023.
 126. 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.
 127. Ngoc NM. Sustainable Integration in Vietnam's Tourism Industry. *World Review of Entrepreneurship Management and Sustainable Development*, 2023.
 128. Ngoc NM. The relevance of factors affecting real estate investment decisions for post pandemic time. *International Journal of Business and Globalisation*, 2023.
 129. Massoud M. Impact of non-renewable energy and natural resources on economic recovery: Empirical evidence from selected developing economies. *Resources Policy*. 2023; 80:103221.
 130. Hieu VM. Socially Sustainable Entrepreneurship of Chinese Community in Southern Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
 131. Ngoc NM. Factors affecting the willingness to pay for management services of apartments in Vietnam. *International Journal of Business and Globalisation*, 2023.
 132. 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.
 133. Lan TTN. Market development strategy of renewable energy industry in Vietnam. *International Journal of Business and Globalisation*, 2023.
 134. Huong LTM. Assessment of green economic growth in the current specific socio-economic context of Vietnam. *International Journal of Business and Globalisation*, 2023.
 135. Lan TTN. A global trend of sustainable development of agribusiness in Vietnam. *International Journal of Business and Globalisation*, 2023.
 136. Vinh PT. Global performance of Vietnamese small enterprises due to internal and external drivers. *International Journal of Business and Globalisation*, 2023.
 137. Tuan LHA. The entrepreneurial pathway of Vietnamese super-rich. The sources of their successful business performance. *International Journal of Entrepreneurship and Small Business*, 2023.
 138. Hai DH. The influence of global climate change on economic growth in Vietnam. *International Journal of Business and Globalisation*, 2023.
 139. Tien NH. Global product purchasing intention of consumers in Vietnam. *International Journal of Business and Globalisation*, 2023.
 140. Duc LDM. The impact of quality of financial accounting information on SMEs' business performance. *International Journal of Business and Globalisation*, 2023.
 141. Tien NH, Ngoc NM, Anh DBH. The situation of high-quality human resource in FDI enterprises in Vietnam: Exploitation and development solutions. *International Journal of Multidisciplinary Research and Growth*

- Evaluation, 2021.
142. Tien NH, Do PC, Phong VT, Van Thuong P, Van Dung H. AIIB as a Challenger for IMF and WB. American International Journal of Business Management (AIJBM). 2019; 2(10):62-68.
 143. 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.
 144. Tien NH, Trang TTT, Ngoc PB. The role of formative assessment in business education in Vietnam. PalArch's Journal of Archaeology of Egypt/Egyptology. 2021; 18(6):85-99.
 145. Tien NH, Manh NH. Solutions to Enhance Working Motivation in International High School Education in Vietnam. Journal of Critical Reviews. 2021; 8(2):167-176.
 146. Tien NH, Duc PM, Tuan NT, Vinh PT, Long NVT. 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).
 147. Tien NH, Anh DB. High quality human resource development approach of Vietnamese government. International Journal of Multidisciplinary Research and Development. 2019; 6(8):80-83.
 148. Tien NH, Ngoc NM. Analysis of Korea's international trade and investment activities in Vietnam. International Journal of Advanced Research in Engineering & Management. 2019; 5(7).
 149. Tien NH, Anh DBH. High quality human resource development approach of Vietnamese enterprise. Int. Multidiscip. Res. J. 2019; 6:84-88.
 150. Tien NH, Vu NT, Dung HT, Doan L, Duc M. China-US trade war and risks for Vietnam's economy. International Journal of Research in Finance and management. 2019; 2(2):86-91.
 151. Tien NH, Ngoc NM, Anh DBH. 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.
 152. Tien NH, Son TH, Anh DBH, Duc NM. Factors affecting customer satisfaction on service quality at joint stock commercial banks in Vietnam. Journal of Critical Reviews. 2021; 8(2):605-617.
 153. Tien NH, Van Tien N, Jose RJS, Duc NM, Ngoc NM. Internal instability as a security challenge for Vietnam. Journal of Southwest Jiaotong University. 2020; 55(4).
 154. Dien NT, Le Doan Minh Duc VH, Thuy N, Tien NH. Factors affecting responsibility accounting at joint stock commercial banks in Vietnam. Journal of Southwest Jiaotong University. 2020; 55(4).
 155. Tien NH, Tuan NT, Duc PM, Vinh PT, Long NVT. 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).
 156. Tien NH, Dat N, Chi DTP. Product policy in international marketing comparative analysis between Samsung and Apple. Int. J. Res. Mark. Manag. Sales. 2019; 1:129-133.
 157. Tien NH, Long NT, Chi DTP. Price Policy in International Marketing. Comparative Analysis between Samsung and Apple. International Journal of Research in Marketing Management and Sales. 2019; 1(2).
 158. Tien NH. Characteristics features of Vietnam's international economic integration in the context of industrial revolution 4.0. International Journal of Financial Management and Economics. 2018-2019; (2)1.
 159. Tien NH, Tuan NT, Duc PM, Vinh PT, Long NVT. 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).
 160. Kuc BR, Nguyen HT. South-East Asia Developing Knowledge-Based Economy. Ekonomika i Organizacja Przedsiębiorstwa. 2007; 7:79-87.