



Comparative analysis of student start-up environment of foreign trade university and University of economics in Ho Chi Minh City

Nguyen Thi Thu Thao ¹, Huynh Thi Chau Ai ², Phan Thi Chieu My ³, Le Nguyen Bich Hang ⁴, Nguyen Thi Hong Ngoc ⁵, Nguyen Truong Tu Anh ⁶

¹⁻³ Van Hien University, Vietnam

⁴⁻⁶ Foreign Trade University, Vietnam

* Corresponding Author: **Nguyen Thi Thu Thao**

Article Info

ISSN (online): 2582-7138

Volume: 03

Issue: 01

January-February 2022

Received: 27-11-2021

Accepted: 14-12-2021

Page No: 559-566

Abstract

This article compares the entrepreneurial capacity and start-up environment of students of the two largest economic universities in Vietnam, the University of Economics and the University of Foreign Trade. Through comparative analysis, this article points out the relative strengths and relative weaknesses of both schools in order to promote and overcome them, thereby proposing valuable experiences for other schools not only economic ones to self-improve, helping their students become more dynamic and determined in entrepreneurship to be more successful in the future and contribute to the national startup movement of Vietnam today.

Keywords: Start-up, entrepreneurship, university, Vietnam

1. Introduction

Entrepreneurship is one of the driving forces behind economic development. It is the key to enhance and improve people's quality of life and also contribute to reducing the current student unemployment rate. Besides, the startup environment is a work environment that values creative problem solving, open communication and a flat hierarchy. Because new businesses must adapt quickly to internal and external market pressures to survive, the startup environment also fosters business agility and adaptability which are key virtues.

On May 14, 2020, the Ministry of Education and Training of Vietnam issued a plan to implement the project "Supporting students and students to start a business by 2025" with the aim of continuing to promote communication and other activities, activities, to raise students' awareness about entrepreneurship and to pilot some training models at some universities. Currently, a number of universities cooperate with businesses to create conditions for creativity and development for students in many diverse fields. With the aim of continuing to promote communication and activities, to raise students' awareness about entrepreneurship and pilot some training models at some universities and some educational and training institutions. According to a study by Amway Group in collaboration with Technische Universität München (TUM) and market research company Gesellschaft fuer Konsumforschung (GfK), 91% of Vietnamese surveyed said that they consider starting a business. the new business as a desirable career opportunity; 95% have a positive attitude towards the spirit of entrepreneurship and ownership; this rate is higher than the world average, which stands at only 77%.

It can be seen that the startup environment plays a very important role in the entrepreneurial journey of students. Especially, in Vietnam, dynamic environments such as Foreign Trade University Campus II in Ho Chi Minh City and University of Economics Ho Chi Minh City have created new thoughts for students. Students not only learn and do but also bring in creative and practical ideas, thereby creating a healthy start-up environment, a place to exchange knowledge and experiences among students.

Through the basis of comparative analysis of the start-up environment of two universities that are highly appreciated for economic sectors in Ho Chi Minh City, namely Foreign Trade University Campus II in Ho Chi Minh City and at the University of Economics in Ho Chi Minh City, the research team offers a clearer, more realistic view for all students and those who are interested in the startup environment.

Objectives of the study

Recognizing the urgency of the topic, the study consists of the following three objectives:

- Analysis of the current state of the start-up environment of students at FTU2 and UEH.
- Determining factors and factors affecting the start-up environment of FTU2 and UEH students.
- Recommendations to improve the limitations that students who are starting a business encounter in the start-up environment.

Research subjects

- Research object: Startup environment of two universities: FTU2 and UEH.
- Research space and time scope: Domestic and foreign documents related to the start-up environment, FTU2 and UEH students, and random people ranging from students to working professionals. Data used in the study were collected from 1982-2021.

2. Theoretical basis

Entrepreneurship is an individual or group of people taking risks to create a new business" (Ajzen, 1991) [7]. Entrepreneurship is the process of economizing people's ideas and aspirations to get rich, or realizing their desire to succeed and earn money by starting a spontaneous business. "Starting a business is not just a way of thinking, but a skill set" (Mitch Kapor). For an achievement in business to be formed and created, one needs to start with awareness, then a process of learning and constantly applying and practicing. Startup refers to the start-up of a new business formed on the basis of scientific and technological results (Barbara, 2013) [8]. In Vietnam, according to the Project to Support the Innovation Startup Ecosystem until 2025 approved by the Prime Minister in Decision No. 844/QĐ-TTg of the Government dated May 18, 2016, starting a business in the morning Creation is the process of realizing a business idea based on the exploitation of intellectual property, technology and new business models to create products with high added value, capable of rapid growth. The subject of entrepreneurship in this sense can also be an individual, a group of individuals or an organization. Starting a business in the period of industrialization and modernization of the country is extremely important, a combination of skills, learning and creativity. At the same time, studies in the World, have shown that starting a business with regional economic enhancement areas are closely related.

The entrepreneurial environment includes all the factors that affect an individual's entrepreneurial process (Gnyawali and Fogel, 1994) [9] provide evidence in the US that entrepreneurship is a very important program for students of all disciplines. This ambitious and collaborative environment keeps students excited about developing their entrepreneurial skills in the classroom through competitions, extracurricular events and networking programs. There are many domestic

and foreign studies that have confirmed that the educational environment has a positive influence on students' entrepreneurial intentions (Vojak, Griffin, Price, & Perlov, 2006; Chau & Huynh, 2020) [10, 47]. The theory of intended behavior by Ajzen (1991) [7] shows that before going to perform a behavior, people must have intention about that behavior. According to Matlay *et al.* (2013) [11], confidence has a positive impact on entrepreneurial intention. Entrepreneurship intentions can be defined as the relevance of an individual's intention to start a business (Souitaris & cs, 2007) [12]; is a process that orients the planning and implementation of a business creation plan (Gupta & Bhawe, 2007) [13]. Individuals who have a desire to start a business and believe in their ability to start a successful business entrepreneurship potential will emerge (Krueger & Brazeal, 2007; Shapero & Sokol, 1982) [14, 15]. The emergence of education, especially university, has created an environment where there are good policies and training programs, opening up opportunities to help students find confidence in the feasibility as well as the desire to seize those opportunities. Education will provide students with the knowledge, skills and attitudes to pursue a career in business. In particular, universities play a vital role to create an entrepreneurial environment in an effort to promote entrepreneurship among student. (Ooi, Selvarajah, & Meyer, 2011) [16].

Nguyen Thuy Dung, when researching on Entrepreneurship, pointed out that in Europe and the US, promoting entrepreneurship is considered the nucleus for economic growth. Universities in the US have always been at the forefront of promoting entrepreneurship training in schools. As a result, Universities like MIT have about 150 businesses set up every year. Today, MIT has about 5,000 established businesses employing about 1.1 million employees and up to \$230 billion in revenue. Stanford currently has 1200 student-founded companies in the tech industry. Countries around the world such as Malaysia, India, China all have national plans and supportive policies to promote the formation of small businesses. According to Nguyen Thuy Dung, the role of small and medium-sized enterprises in Vietnam is increasingly being recognized by society by making significant contributions to the country's economy, with GDP accounting for about 45% of the country's total GDP. The country attracts 90% of new workers every year. The Vietnamese government has also recognized the importance of entrepreneurship orientation for Vietnamese students and young people - a key factor in building a dynamic and sustainable Vietnamese economy. In particular, 2016 was selected by the Government as "The Year of Start-up Countries". Resolution 35/NQ-CP on "supporting and developing businesses until 2020" identifies: "Creating a favorable environment to support start-up businesses and innovative enterprises" is one of the tasks center.

Speaking at the Youth Innovation and Entrepreneurship Forum 2020, Prime Minister Nguyen Xuan Phuc emphasized: "The Party and State are very interested in the young generation. You are not only the potential of the future, the resources and resources of the present, but also the owners of the country. The government will create all favorable conditions to have the most favorable and innovative start-up environment. In March 2021, the People's Committee of Ho Chi Minh City has just approved the project to support the development of an innovative startup ecosystem for the period of 2021 - 2025, with the goal of developing 1,000 innovative start-up projects for the city. Within the next 5

years. It can be said that Ho Chi Minh City is a fertile land, literally "a good land" for the entrepreneurial journey of Vietnamese students. In particular, the most potential start-up environment that acts as the "golden cradle" for startups of Ho Chi Minh City in particular and the whole country in general are the two top economic schools in Ho Chi Minh City including Truong Dai University. Foreign Trade School Campus II in Ho Chi Minh City and University of Economics Ho Chi Minh City.

Currently, Foreign Trade University is gradually bringing the subjects of innovation and entrepreneurship into the training program as well as developing satellite programs and many startup support programs from promotion programs. promoting the spirit of innovation and entrepreneurship such as Entrepreneur Z, Start up Station, Turn on Innovation to business incubation and promotion programs such as SIP 100, Runway. Although it has been, is and will have to go through, no few difficulties, but with a "start-up spirit", we are determined to pursue our strategic goal of becoming an innovative university.

For University of Economics Ho Chi Minh City, organize many startup projects for students "Students, students with startup ideas" in 2021 (SV STARTUP-2021) towards the goal of solving problems. problems of the community and society, breakthrough solutions in the prevention of the Covid-19 epidemic, contributing to promoting economic and social development through many different fields and industries.

3. Research methods

3.1 Methods overview

Qualitative research

The method of qualitative document analysis finds out the basic ideological contents of documents, articles, interviews or scientific journals related to the issue of "Comparative analysis of the startup environment of students". Member of Foreign Trade University Campus II in Ho Chi Minh City and University of Economics Ho Chi Minh City. Ho Chi Minh".

Method: Since secondary data has a lot of related documents, we need to filter to get the most accurate document for the problem. Quantitative method "finds a way to group signs and finds cause and effect in groups of objects", based on documents and research sources of qualitative method so that we can have the most general view of the problem. starting a business in the university environment in general as well as forming the first basic comparisons between the startup environment of the two schools in particular. This method is based on available documents, so when applied, it requires specificity, that is, it must be clear, consistent with research objectives, data accuracy and current. Applying more comparison method to find the most accurate documents on the research problem as well as reliable information sources from the internet.

Observation is also a simple data collection method that is easy to implement but very useful. The research team will participate in a number of workshops, extracurricular activities, and observe clubs on entrepreneurship at both universities.

Objectives: verify the research theoretical framework, discover and add new factors (if any), support the construction of preliminary questionnaires.

Quantitative research

The research team combined the method of using primary data through a survey for FTU2 and UEH students as well as a survey of random people to be able to collect the most objective and comprehensive assessment of the startup environment. careers of both universities.

- Methods: Currently, the epidemic situation is still very complicated, but thanks to the increasingly strong development of the internet, the research team decided to use the survey method through online questionnaires, both collect the most information quickly and save costs incurred. The questionnaire will be designed through two steps: a preliminary questionnaire and a formal questionnaire.

- Objective: Collect and analyze data to verify initial statements when conducting qualitative research. At the same time, draw objective, realistic conclusions close to the current time. This is the step of analyzing primary data collected from the survey through questionnaires.

Some support methods

In addition, there are methods such as comparing and contrasting research results, comparing Foreign Trade University Campus II in Ho Chi Minh City. Ho Chi Minh City and University of Economics Ho Chi Minh City. Ho Chi Minh City to see more clearly the role of the startup environment as well as help students have an overview of the startup environment of the two universities.

Because having a right and realistic view of the startup environment while at university, it not only promotes the development of students but also attracts the passion and enthusiasm of young people. come to the start-up environment as soon as possible to help students progress faster on the path of entrepreneurship in the current industrial age 4.0, creating favorable conditions for the development of students as well as students. with our economy in the future.

3.2. Questionnaire design

There will be two types of questionnaires designed: One is used to survey FTU2 students and UEH students (Survey... please fill in your name slowly), one is used for random survey (...). The questionnaire was designed to include a number of technical terms related to the "start-up environment", to be professional and thorough, but still to ensure that the language was simple, easy to understand, and must be complete and clear. the information. The order of questions is also emphasized by creating logic and checking the truthfulness of the respondents.

4. Research results

4.1. Results of a survey of students at Foreign Trade University in Ho Chi Minh City. Ho Chi Minh City

Research results from 75 FTU2 students show a personal assessment of factors related to the startup environment here.

Table 1: Survey results of FTU2 students about the start-up environment

Element	Level									
	Few		Little		Medium		A lot of		Great number of	
	Quantity	Ratio (%)	Quantity	Ratio (%)	Quantity	Ratio (%)	Quantity	Ratio (%)	Quantity	Ratio (%)
Amount of professional knowledge students are taught	0	0.0000	0	0	15	20,00000	33	44,0000	27	36,0000
Soft skills that students are trained	0	0.0000	first	1.3333	6	8,0000	27	36,0000	41	54.6667
The effectiveness of extracurricular activities on employment	0	0.0000	first	1.3333	twelfth	16,0000	26	34.6667	36	48,0000
Number of academic clubs related to economic disciplines	0	0.0000	first	1.3333	6	8,0000	29	38.6667	39	52,0000
Degree of association with businesses	0	0.0000	0	0.0000	6	8,0000	33	44,0000	36	48,0000
Number of successful students starting a business	1	1.3333	3	4,0000	13	17,3333	32	42.6667	26	34.6667

In each factor, more than 30% rated FTU2 as a good or better startup environment. The number of opinions that the above factors are "little" or "very little" accounts for a very low percentage (the number is from 0-3, approximately 0-4%, respectively). In general, according to the recorded results, we find that FTU2 is a university that has factors that

contribute to helping students succeed in starting a business.

4.2. Survey results of students at the University of Economics in Ho Chi Minh City

Research results from 75 UEH students show a personal assessment of factors related to the startup environment here.

Table 2: Survey results of UEH students about the start-up environment

Element	Level									
	Few		Little		medium		A lot of		Great number of	
	Quantity	Ratio (%)	Quantity	Ratio (%)	Quantity	Ratio (%)	Quantity	Ratio (%)	Quantity	Ratio (%)
Amount of professional knowledge students are taught	0	0.0000	first	1.3333	15	20,00000	39	52,0000	20	26,6667
Soft skills that students are trained	0	0.0000	first	1.3333	14	18.6667	37	49,3333	23	30.6667
The effectiveness of "job-related extracurricular activities"	0	0.0000	0	0.0000	13	17,3333	45	60,0000	17	22.6667
Number of academic clubs related to economic disciplines	0	0.0000	first	1.3333	11	14.6667	42	56,0000	21	28,0000
Degree of association with businesses	first	1.3333	first	1.3333	ten	13.3333	41	54.6667	22	29,3333
Number of successful students starting a business	0	0.0000	0	0.0000	13	17,3333	39	52,0000	23	30.6667

The factors proposed are highly appreciated, ranging from "moderate" to "very much" (ranging from 13,3333 - 60%), focusing mainly on the "many" level (average accounted for 54% of students surveyed). In general, it can be said that UEH is a university with essential factors for entrepreneurship that is highly appreciated by its students.

4.3. Random survey results

Research results were collected from 75 random people,

including 48 students, 20 working people and 7 students. Of the 75 randomly surveyed people, 96% think that FTU2 and UEH are the two top economic and business schools in Ho Chi Minh City, the remaining 4% disagree with the above opinion because they think that at present, in Ho Chi Minh City, there are many good schools of economics, but economics has many majors and fields as well as each school has strengths in its own field.

Table 3: Random survey results on the startup environment

Element	FTU2		UEH		Wondering	
	Quantity	Ratio (%)	Quantity	Ratio (%)	Quantity	Ratio (%)
Amount of professional knowledge students are taught	19	25,3333	22	29,3333	34	45,3333
Soft skills that students are trained	37	49,3333	17	22.6667	21	28
Number of academic clubs related to economic disciplines	25	33.3333	22	29,3333	28	37,3333
Degree of association with businesses	23	30.6667	17	22.6667	35	46.6667
Number of successful students starting a business	33	44	7	9,3333	35	46.6667

Research results from 75 random people show personal evaluation of factors related to the startup environment here. In each factor, the difference between the two fields is not large. The proposed factors can show that FTU2 is a school that favors soft skills (49.33%), club and extracurricular activities related to entrepreneurship (33.33%) and has a high rate of involvement. association with enterprises is 8% higher

than UEH. On the contrary, we can see that UEH has a high amount of professional knowledge taught by students (accounting for 29.33%). When choosing between FTU2 and UEH, which school has a higher chance of starting a successful business: 64% (48 people) out of 75 random people rated FTU2 students as having a higher success rate than UEH students 36% (27 people).

4.4. Summary of comparisons

Up to 84% (meaning 63 out of 75) of survey respondents believe that a good teaching environment will make it easier for students to succeed in starting a business. However, when the research team set out 5 basic factors that are often considered necessary for a successful startup, including: Having a lot of capital, leadership ability, wide network of contacts, negotiation skills and environment. teaching schools for survey participants to choose, evaluate, compare according to their importance as well as have broader thinking, the priority results for "Teaching environment" are not as high as the question asked. above. Most of the participants considered all 5 factors above to be important. The additional factors suggested by the participants were very few and had almost the same meaning (Rich, personal capacity, starting a business suitable for themselves). However, the factor rated the most important is "Wide network", voted by 78.7% of participants. Meanwhile, "Teaching environment" ranked 4th with 50.7% of the respondents. It can be concluded: The teaching environment in general and the university in particular is an important factor but is not considered a decisive factor for students' success in starting a business.

5. Discussion of research results

Comparison of the start-up environment between the two Foreign Trade University Campus II in Ho Chi Minh City. Ho Chi Minh City and University of Economics Ho Chi Minh City. In Ho Chi Minh City, the research results clearly show the advantages that explain why these are two typical and dynamic startup environments. FTU2 is evaluated as a school with very strong extracurricular activities and clubs (about more than 30 clubs, teams, groups) as well as stronger in soft skills training than UEH. The number of students who successfully start a business during or after graduation is also highly appreciated. Meanwhile, UEH is considered a more academic environment. As a school with relatively strong Union - Association activities in the country, UEH also increasingly asserts itself in the role of creating a playground with its own qualities for students, and at the same time, a place of convergence and crystallization of young people. energetic and enthusiastic.

The study shows an overview of two environments in Ho Chi Minh City. HCM. Although the results show that FTU is a better and more ideal start-up environment, each school has its own strengths in different fields or majors of teaching. From there, we give an opinion, saying that for each different audience, the assessment of the appropriate startup environment is different.

Towards the development of a multidisciplinary and sustainable teaching and learning environment, FTU2 and UEH each have their own directions in line with the school's culture and the upward change of society. In general, FTU2 is more about practice but equally focused on knowledge, while UEH is more academic but still creates a good environment for students to develop necessary skills in this 4.0 era.

6. Conclusions and recommendations

1. Conclusion

In the context of strong integration with the world economy today, entrepreneurship is the most concerned issue in Vietnam. Starting a business is expected to create economic growth, make positive contributions to socio-economic

development, create many jobs for the community as well as meet the increasing and diverse needs of society.

Along with that, foreign education and the continuous development of many schools in Vietnam are the environment for today's young people. Students and students are much more active in their activities instead of passive learning as before.

To learn more about this issue, the research team did a survey on students from two foreign trade universities, the University of Economics in Ho Chi Minh City and outside random surveys. The issues that have been resolved include: 1) Assessing the level of entrepreneurship of students at both schools and off-campus; 2) Assess the required properties based on actual surveys of students inside and outside the school; 3) Policies of the Government of Vietnam to support students to start a business.

In the face of the current strong wave of start-ups and innovations, the Government of Vietnam is making great efforts in building and perfecting the legal system and promulgating relevant documents to support start-up activities. For example: On May 18, 2016, the Prime Minister approved the project "Supporting the national innovation startup ecosystem until 2025" (Decision No. 844/QD-TTg). On February 7, 2017, the Ministry of Science and Technology (Science and Technology) approved the list of ordering tasks and temporary regulations on processing applications for participation in the Project "Supporting the national startup ecosystem until 2025". "(Decision 3362/QD-BKHCN). Along with consolidating the policy system, many start-up support activities have also been strongly implemented. Many large startup communities have gradually formed and operated effectively such as: Starhub.vn, Twenty.vn, Startup. VN. Along with that, a number of start-up incubators and support units have also been established in the private sector such as Topica Founder Institute, 5 Desire, Hatch! Program and the public sector such as incubators have been established in the private university sector.

2. Recommendation

In the process of implementing this topic, many problems have arisen with the scope of time, space and budget, leading to those problems have not been fully resolved, so we should There are solutions and specific actions such as:

- -Expanding the scope of research in Ho Chi Minh City, reaching more students.
- -Understand and appreciate the advantages and disadvantages that students are facing.
- -Having a good vision, anticipating changes in the current start-up environment, thereby offering reasonable policies to support students in the process of starting a business.
- -Building a healthy start-up environment for today's young people, not only economic students but also students of all other disciplines.

7. References

1. Barbara C. Shark Tales: How I Turned \$1,000 into a Billion Dollar Business; c2013.
2. Devi Gnyawali R, Daniel Fogel S. Environments for entrepreneurship development: Key dimensions and research implications. *Academy of Management Review*. 1994;19(4):698-726.
3. Vojak BA, Griffin A, Price RL, Perlov K. Characteristics

- of technical visionaries as perceived by American and British industrial physicists. *R&D Management*. 2006;36(1):17-28.
4. Solesvik MZ, Westhead P, Matlay H, Parsyak VN. Entrepreneurial assets and mindsets: Benefit from university entrepreneurship education investment. *Education + Training*. 2013;55(8/9):748-762.
 5. Souitaris V, Zerbinati S, Al-Laham A. Do entrepreneurship programs raise the entrepreneurial intention of science and engineering students? The effect of learning, inspiration and networking. *Journal of Business Venturing*. 2007;22(4):566-591.
 6. Gupta VK, Bhawe NM. The influence of proactive personality and stereotype threat on women's entrepreneurial intentions. *Journal of Leadership and Organizational Studies*. 2007;13(4):73-85.
 7. Krueger NF, Brazeal DV. Entrepreneurial potential and potential entrepreneurs. *Entrepreneurship Theory and Practice*. 1994;18(3):91-104.
 8. Shapero A, Sokol L. The social dimensions of entrepreneurship. *Encyclopedia of Entrepreneurship*; c1982. p. 72-90.
 9. Ooi YK, Selvarajah C, Meyer D. Inclination towards entrepreneurship among university students: An empirical study of Malaysian university students. *International Journal of Business and Social Science*. 2011;2(4):206-220.
 10. Duc LDM, Yen NTT, Tien NH. Corporate social responsibility and corporate financial performance: Case of listed Vietnamese companies. *Zeszyty Naukowe Politechniki Częstochowskiej. Zarządzanie*. 2018;32:251-265.
 11. Tien NH, Anh DBH, Ngoc NM, Nhi DTY. Sustainable social entrepreneurship in Vietnam. *International Journal of Entrepreneurship*. 2019;23(3):1-12.
 12. Tien NH, 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):7-18.
 13. Tien NH. Green entrepreneurship understanding in Vietnam. *International Journal of Entrepreneurship*. 2020;24(2):1-12.
 14. Tien NH, Minh HTT, 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.
 15. Tien NH. Relationship between working environment and labor efficiency: Comparative analysis between state-owned and foreign enterprises in Vietnam. *Proceedings of University Scientific Conference on: "The Role of Scientific Workers in Socio-economic Development of Quang Ngai Province and South Central Vietnam"*. Pham Van Dong University. June 2019, Quang Ngai, Vietnam; c2019.
 16. Tien NH. The role of human resource management in international business strategies of foreign enterprises in Vietnam. (preprint); c2020.
 17. Tien NH, Vinh PT, Thuc TD, Chi DTP. 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.
 18. Tien NH, Minh HTT, 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.
 19. Tien NH, 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):7-18.
 20. Tien NH. Customer service culture at VIB bank in Vietnam. *Himalayan Journal of Economics and Business Management*. 2021;2(4):44-51.
 21. Tien NH. The development process of CRM system at VinMart in Vietnam. *International Journal of Research and Growth Evaluation*. 2021;2(4):1-6.
 22. Tam BQ. The history of development of CRM system at AEON Vietnam. *International Journal of Research and Growth Evaluation*. 2021;2(4):737-743.
 23. Tien NH. Customer care and customer relationship maintenance at Ministop, FamilyMart and CoopSmile in Vietnam. *International Journal of Research and Growth Evaluation*. 2021;2(4):1-6.
 24. Tien NH. The formation and development of CRM system at Thien Hoa Electronics Supermarket in Vietnam. *International Journal of Research and Growth Evaluation*. 2021;2(4):1-6.
 25. Tien NH. The process of CRM system implementation at Dien May Xanh in Vietnam. *International Journal of Research and Growth Evaluation*. 2021;2(4):1-6.
 26. Tien NH. Comparative analysis of business environment in Binh Duong, Dong Nai and Ba Ria Vung Tau of Vietnam using EFE Matrix. *International Journal of Research and Growth Evaluation*. 2021;2(4):1-6.
 27. Tien NH. Customization and standardization of the business strategy of foreign enterprises in Vietnam – the McDonald's case and the food sector. *International Journal of Research and Growth Evaluation*. 2019;1(2):44-50.
 28. Tien NH. 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"*; c2018.
 29. Dana LP, Tien NH, Jose RJS, Dat NV, Duc PM. Analysis of McDonalds' entry strategy in Vietnam market. *International Journal of Advanced Research and Development*. 2020;5(3):23-29.
 30. Tien NH, Thuan TTH. 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.
 31. Thao VTT, Tien NH, Anh DBH. Sustainability issues in social model of corporate social responsibility: Theoretical analysis and practical implication. *Journal of Advanced Research in Management*. 2019;10(1):17-29.
 32. Nogalski B, Tien NH. Developing high quality human resource to benefit from CP-TPP and IR 4.0. *International Journal of Research in Management*. 2019;1(2):4-6.
 33. Pham TD, Phan MD, Ho TD, Nguyen VD, Bui QT, Vo KN. The strategic customer relationship management at CoopMart in Vietnam. *International Journal of Multidisciplinary Research and Growth Evaluation*.

- 2021;2(4):794-801.
34. Phan PP, Dang TPC. The role of international marketing in international business strategy. *International Journal of Research in Marketing Management and Sales*. 2019;1(2):134-138.
 35. Phung TV, Tran DT. 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.
 36. Jose RJS, Nguyen PM, Le DMD, Nguyen VTL. Analysis of MegaMarket's market penetration strategy in Vietnam FMCG industry. *International Journal of Educational Research and Development*. 2020;2(2):5-8.
 37. Jose RJS, Ha VD, Bui XB, Nguyen THO, Nguyen TV. Analysis of AEON's market penetration strategy in Vietnam FMCG industry. *International Journal of Advanced Educational Research*. 2020;5(4):1-5.
 38. Jose RJS, Nguyen PM, Bui VT, Than VH. Analysis of StarBucks' entry strategy in Vietnam market. *International Journal of Multidisciplinary Education and Research*. 2020;5(3):44-48.
 39. Jose RJS, Nguyen PM, Ho TD, Nguyen THO, Nguyen HP. Digital marketing strategy of GUMAC and HNOSS in Vietnam fashion market. *International Journal of Multidisciplinary Education and Research*. 2020;5(4):1-5.
 40. Jose RJS, Nguyen PM, Tran TT, Nguyen KC, Nguyen THO. 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.
 41. Jose RJS, Nguyen MN, Nguyen TH, Nguyen THO, Nguyen TV. 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.
 42. 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.
 43. Szpringer W. E-commerce - competition or regulation? Difin Publisher, Warsaw; c2010.
 44. 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.
 45. Truong Thi Hai Thuan. 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.
 46. Tien NH. Leadership in Socially Responsible Enterprises. Ementon Publisher, Warsaw, Poland; c2015.
 47. Tien NH. International economics, business and management strategy. Academic Publications, Dehli; c2019. Available from: <http://www.publishbookonline.com/download/13/1-1-18-179.pdf>
 48. Tien NH, Anh DBH, Thuc TD. Global supply chain and logistics management. Academic Publications, Dehli; c2019. Available from: <http://www.publishbookonline.com/download/10/1-1-17-419.pdf>
 49. Tien NH. Competitiveness of Vietnam's economy. Modeling analysis. PTM Publisher, Warsaw; c2013.
 50. Tien NH. Competitiveness of enterprises in a knowledge based economy. PTM Publisher, Warsaw; c2012.
 51. Tien NH, 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. Available from: <http://www.allsubjectjournal.com/archives/2019/vol6/issue10>
 52. Tien NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. *International Journal of Research in Management*. 2019b;1(1):14-17. ISSN: 2664-8806. Available from: <http://www.managementpaper.net/article/view/4/1-1-14>
 53. Tien NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. *International Journal of Research in Management*. 2019c;1(1):9-13. ISSN: 2664-8806. Available from: <http://www.managementpaper.net/article/view/3/1-1-13>
 54. Tien NH. Application of CRM in Agricultural Management. In: Proceedings of National Scientific Conference on: "Development of High-tech Agriculture in the Highlands in the Context of Regional Linkage and International Integration". Institute of Social Science in Central Region, Vietnam Academy of Social Science; c2019. ISBN: 978-604-956-652-3.
 55. Tien NH, Nhi DTY. Comparative Analysis of Knowledge Management Software Application at E&Y and Unilever Vietnam. *International Journal of Multidisciplinary Research and Development*. 2019;6(10):22-27. Available from: <http://www.allsubjectjournal.com/archives/2019/vol6/issue10>
 56. Tien NH, Vinh NDT. Analyzing the Prospects and Limitations of the ERP Market in Vietnam. *International Journal of Commerce and Management Research*. 2019a;5(5):46-50. Available from: <http://www.managejournal.com/download/899/5-4-45-619.pdf>
 57. Tien NH, Vinh NDT. Analyzing the Prospects and Limitations of the ERP Market in the World. *International Journal of Commerce and Management Research*. 2019b;5(5):42-45. Available from: <http://www.managejournal.com/download/898/5-4-44-988.pdf>
 58. Tien NH, Vinh NDT. ERP Application in SMEs in Vietnam - Limitations, Potentials and Development Solutions. *International Journal of Commerce and Management Research*. 2019c;5(5):75-78. Available from: <http://www.managejournal.com/download/905/5-4-46-182.pdf>
 59. Tien NH. Organizational Changes Problems in the ERP Systems Implementation. *Organization and Management*. 2007;(130):51-64. Warsaw Institute of Organization and Management in Industry.
 60. Tien NH, Grzeszczyk TA. Change Management in ERP Systems. *Economics and Organization of Enterprise*. 2006;(673):61-69. Warsaw Institute of Organization and Management in Industry.

61. Tien NH. The E-government Investment in Vietnam in the Period 2000-2005. *Economic Science*. 2006;(34):339-350. VIII Symposium at Economics and Management Institute, Swietokrzyska University of Technology, Kielce, Poland.