



International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 23-10-2020; Accepted: 27-11-2020

www.allmultidisciplinaryjournal.com

Volume 1; Issue 5; November-December 2020; Page No. 101-106

Green marketing development strategy in post Covid-19 period in Vietnam

Nguyen Hoang Tien¹, Nguyen Minh Ngoc², Dinh Ba Hung Anh³, Nguyen Diu Huong⁴, Nguyen Thi Thanh Huong⁵,
To Ngoc Minh Phuong⁶

¹ Ho Chi Minh City University of Food Industry, Vietnam

² Ho Chi Minh City University of Finance and Marketing, Vietnam

³ Ho Chi Minh City University of Technology, Vietnam

⁴⁻⁶ Ho Chi Minh City University of Transport, Vietnam

Corresponding Author: **Nguyen Hoang Tien**

Abstract

Green Marketing has never been more important and powerful as world trade has moved towards being environmentally friendly in the past few decades. Environmental pollution has significantly affected the economic development of Vietnam in the period of international integration, especially the post-Covid-19 period. Revolution in communications and transport, and further economic liberalization is growing rapidly in

emerging markets in line with increasing green marketing's capabilities with a wide range of communication channels, giving new customers more access to the benefits that green marketing offers for a better quality of life. The research will demonstrate how "the post-Covid-10 green marketing development strategy in Vietnam will affect and interact in international business.

Keywords: Development strategy, status quo, green marketing, COVID-19, Vietnam

1. Introduction

According to Cambridge dictionary, Green Marketing refers to the marketing activities of products that are considered good, environmentally friendly, expressed in the strategies of changing product design, packaging process, advertising activities to respond to meet the green needs of the user.

After struggling with an economy heavily damaged by the environment, the COVID-19 pandemic is happening on a global scale. Originated in December 2019 with the first recorded epidemic in the central Chinese city of Wuhan, stemming from a group of people with unexplained pneumonia. Local health officials confirmed that they have had prior contact, mainly with traders who trade and work at the Hainan seafood wholesale market, which is believed to be the first outbreak of the disease. A series of green movements emerged and became a global trend. The birth of many green concepts such as green products, green industries to green factories. To promote green consumption in the era of green development, to repel the Covid epidemic 19.

The Green Marketing trend has emerged and become a direct competitor to traditional marketing because this strategy is aimed at the benefits of the environment, the benefits of a clean, disease-free country, which is also a concern of top of the countries globally. Moreover, in addition to the practical benefits from the post-Covid 19 environment, businesses now aim to develop sustainably to create a competitive advantage over competitors and in line with many policies promoting Vietnam's post-epidemic environment-friendly economy. Both have the effect of awakening the conscience and protecting the environment after the pandemic outbreak.

2. Theoretical framework

2.1 Green marketing

Almost many people think that Green Marketing just stops at communication activities or advertising about products with a few features related to the environment. A few terms like recycling, reuse, eco-friendly, ozone-friendly are a few things that most consumers associate when it comes to Green Marketing. In fact, Green Marketing does not stop there, it can be applied to consumer goods, industrial goods or services.

Therefore, Green Marketing involves a lot of business activities such as product design, changing production lines, packaging as well as communication, this is not a simple task.

The concept of Green Marketing activity was first proposed by Hennion and Kinnear (1976, according to) ^[1] when previous works have recommended the importance of providing solutions to be able to overcome these problems. negative impact on the environment of marketing activities. Polonsky (1994) argues that Green Marketing is a combination of a range of activities including product modification, manufacturing process modification, packaging modification, as well as advertising alteration to create and promote any exchange to satisfy the needs and wants of consumers on the basis of minimizing negative impacts on the environment.

Peattie (1995, according to) ^[2] argues that Green Marketing is a comprehensive governance process, responsible for defining tasks such as predicting, responding to the needs of consumers and society in a sustainable manner. According to this understanding, we confirm that there really exists a relationship between ethics and Green Marketing. Environmental factors are seen as part of the ethical questions that marketers need to analyze and answer. Therefore, Green Marketing should be evaluated as part of social responsibility ^[3].

Ottoman (1993, according to) ^[1] found that the definitions of Green Marketing during this period were quite limited when they only focused on emphasizing the influence of enterprises on the environment but not towards persuading them. change that negative behavior. Ottman believes that Green Marketing needs to focus on developing products that satisfy all consumer needs, including quality, affordability, usability and compatibility, i.e. minimizing negative impact on the natural environment.

Recognizing these limitations, Peattie ^[4] described Green Marketing as marketing activities aimed at reducing the negative environmental and social impacts of existing products and production systems. and at the same time encourage products and services to have less influence.

More specifically, Kotler (2011, according to) ^[5] sees Green Marketing as the commitment of a business by providing safe and environmentally friendly products and services by using bags. The packaging is recyclable and biodegradable, adopts better pollution prevention methods and uses more energy efficiently.

In short, Green Marketing is not a completely separate form of marketing but still has some overlap with other forms of marketing. This has led to a misunderstanding of the nature of Green Marketing ^[6]. The difference of Green Marketing lies in its content and attached to the human values behind when businesses choose to use this marketing direction ^[7].

2.2 Green marketing development strategies

Today's environmental crisis is the most appropriate time to reassess the 4Ps (Product, Price, Promotion, and Place) of traditional marketing policies. Green marketers need to receive information regarding these new issues and reassess the marketing mix in a greener direction ^[7].

Green product strategy

Green products, also known as eco-friendly products or environmentally conscious products ^[8], are understood to be products designed to minimize the impact on the environmental factor in the whole. its life cycle ^[9]. Such reduction is shown in many aspects such as reducing the use of non-renewable resources or toxic materials and increasing the use of renewable resources (Robert, 1995, according to ^[9]). Ottman (1998, according to ^[10]) asserts that green products are more durable and less toxic because they are derived from recyclable materials. A green product strategy often includes activities such as recycling, reuse; or reduce

fabrication materials, reduce packaging materials, increase product durability in use and distribution process (Kinoti, 2011, according to) ^[10].

That said, the concern about green products has ceased to be the same as the previous theories, as consumers are not just looking for traditional tangible products. Businesses overestimate the green attributes of traditional products, leading to consumer refusal or even a negative reaction ^[11]. As a result, some companies are creating products that offer environmental value but combine these with functional appeal and emotional element ^[6]. Finally, in order to perfect the green product policy, Peattie ^[7] pointed out that businesses should increase their after-sales support, as green customers tend to see these after-sales services as a criterion to beat price of the product's durability.

Green price strategy

Green prices are defined as the prices set for green products that offset the price sensitivity of consumers, making them willing to pay more for the green attributes of the product (Grove *et al*, 1996, according to) ^[1]. This excess fee is absolutely necessary when Peattie and Crane ^[2] find that green product production requires higher costs than the traditional use of raw materials and production methods, as well as the burden of environmental taxes on the rise.

Green promotion strategy

Davari and Strutton ^[10] argue that promotion is considered as the most important tool of the mixed Green Marketing policy. Green promotion tools are often used to convey messages to encourage customers to become "greener". A green promotion policy should meet one or more of the following three criteria: (1) the policy directly or implicitly addresses and / or enhances the relationship between products and the biological environment. physical; (2) endorsing a green lifestyle with or without a prominent product / service; (3) represent, enhance, or maintain the corporate image associated with environmental responsibility (Banerjee, Gulas, & Iyer, 1995, according to) ^[10].

Green distribution strategy

Green distribution refers to management tactics related to the distribution of green goods, from production to consumption and the logistics of recovery ^[10]. In fact, there are very few users trying to find a greener product ^[12]; Therefore, how and where green products are available is the key to a business's survival. Consumers must continuously be exposed to green products throughout the market area.

Besides, with its distinctive characteristics, selling green products is not the same as selling traditional products. For this reason, Green Marketing staff will manage products from production to point of sale and finally to customers, in order to maximize distribution efficiency ^[13].

3. Methodology

The group researches documents with related content, studies different documents and theories by analyzing on the basis of the theory learned in the subject content. After grouping and analyzing the references, the system will be systemized and synthesized into an exercise focusing on the main content of the essay. Specific research process includes the following steps

Step 1: Select research topic

Step 2: Determine the research method

Step 3: Develop outlines and study plans

Step 4: Collect and synthesize data analysis

Step 5: Write the complete essay.

4. Research Results and Discussion

4.1 Current status of implementing green marketing strategy in Vietnam

Like many other countries, Vietnam is currently facing serious environmental pollution, which is a warning bell for businesses to change their sense of production and environmental responsibility.

A fairly typical representative of success in promotional activities but struggling in its own products, it is impossible not to mention Toyota. They have built Green action programs and campaigns since the early 1990s and achieved certain successes. Coming to Vietnam, Toyota has built a large-scale program called Go Green with two clubs in Hanoi and Ho Chi Minh City, Toyota has built and launched many other activities such as the series "Hanh green program" airs every Tuesday and Thursday night on VTV1 (each short episode gives viewers a message about the environment such as AH1N1 flu, dirty grease, pollution of rivers and lakes, bus exhaust, smoking...), a friendly school project, a small-scale biogas power generation project, a "Record picture of the environment" festival, "Green Idea 2009" contest ... Toyota has made remarkable success with building the image of a green business in the eyes of consumers through many supportive activities as well as directly participating in environmental protection. But with the ambition to bring Hybrid cars - vehicles using two different engine technologies, including a gasoline engine and an electric engine, into Vietnam to create a new trend of eco-friendly cars. Better emissions and lower emissions compared to traditional gasoline cars are still struggling because of high cost and maintenance costs; smaller capacity than a gasoline car due to the compact hybrid engine and light weight to maximize fuel efficiency; Not safe because in the case of an accident, hybrid batteries have a high voltage, making people in the car have a higher rate of electric shock, in addition, these cars are also very quiet when running on electricity, so no pedestrians should always hear their engines; Hybrid cars typically have less assistance in suspension and bodywork, and use lighter components, compared to conventional gasoline cars. Many people will feel the car is not "compact" and a bit difficult to control.

Ajinomoto Vietnam is an example of "comprehensive greening" that shows in many processes of bringing products to consumers, but still encounters their own motto on environmental protection. In the first period, Ajinomoto built an environmental management system EMS (Environment Management System), an environmental management organization according to ISO 14001: 2004 and became one of the leading companies in Vietnam to receive the certificate. Bureau Veritas Certification's ISO on Environment (Bureau Veritas Certification) in 2001. Ajinomoto is also probably the only company in the food industry to spend more than \$ 5 million to install a wastewater treatment system according to Japanese standards. Since 2004, Ajinomoto Vietnam has strengthened environmental management towards unifying CSR community responsibility (including 3 series of programs, namely Global Ajinomoto Citizen Day, Ajinomoto and community working together to clean the environment, Ajinomoto and the poor welcome Tet) with a number of activities such as the campaign "Make the Earth smile, the scholarship fund" Ajinomoto - Bring me to school "... Ajinomoto's thoughts have successfully created the image of a green business in the eyes of consumers. The incident occurred in September 2007, when rumors of Ajinomoto pouring red liquid directly onto the fields in Dong Nai spread rapidly in the media, but Ajinomoto was unable to present documents. intelligence. It happened a long time ago and now

the product is officially used by the farmers, but it is clear that this is still considered a longtime lesson of Ajinomoto. It can be seen that the product is good for the environment and the consumer, but the way you treat it, the way you bring it to the consumer, will greatly affect the customer's perception and will affect the success of the product.

Around the world, Green Marketing has become an active activity and has become an important research field for many companies and many large companies have been successful in applying Green Marketing to their product lines. "green" products, friendly with the environment. But in Vietnam this is a relatively new form. Although there have been a series of incentive activities to promote green products in our country, most Vietnamese businesses are still hesitant in implementing Green Marketing. Psychological obstacles, consumer awareness of people (such as the fact that consumers prefer affordable products with moderate quality), issues of green protection, pricing and product promotion have put a great deal of pressure on businesses and poses great challenges to Vietnam's economy and environment.

4.2 Vietnam situation in the post-Covid-19 period

The COVID-19 pandemic is an infectious epidemic with the agent of the virus SARS-CoV-2, happening globally. Originated in December 2019 with the first recorded epidemic in the central Chinese city of Wuhan, stemming from a group of people with unexplained pneumonia. Local health officials confirmed that they have had prior contact, mainly with traders who trade and work at the Hainan seafood wholesale market, which is believed to be the first outbreak of the disease. The whole world is influenced by Covid-19, including Vietnam with the sectors that will suffer the most decline due to epidemics such as agriculture, exports, especially aviation and tourism.

Post-Covid-19 can be understood as the period when the country no longer had cases of infection in the community, the epidemic was controlled, the people's lives and the economy gradually recovered. In Vietnam, according to the 6 o'clock bulletin on June 26 of the National Steering Committee for the prevention and control of the epidemic, COVID-19, up to now, there have been 71 days of no infection in the community. Specifically, both restore the economy in parallel with the prevention of this global pandemic.

4.3 Green Marketing development strategy for the post-COVID-19 period in Vietnam

In order to develop the Green Marketing strategy, especially in the post-COVID-19 period, Vietnam needs to reassess the 4Ps (Product, Price, Promotion, and Place) of the traditional marketing policy to come up with appropriate development and effective.

Green product strategy

Products are the core of meeting the needs of customers. If the product is not good, every attempt by other marketing methods will hardly succeed. Product elements in the Green Marketing strategy are shown through:

Design, an environmentally friendly product in the post-COVID-19 era, when the "price escalation" period, all resources and materials are limited to comply with the 3R (Reduction - Reuse - Recycling) principle. (i) Reduction, the product should be designed in such a way that the production can minimize the input materials or be made from materials that minimize the impact on the environment. (ii) Reuse, the product can be used multiple times. (iii) Recycling, a product must be recyclable, that is, the product is capable of being

reused to make a new product or has the ability to convert it into a material used to create another product.

Production, products must be made from clean materials with high productivity, available and easy-to-find materials that do not harm consumers' health as well as adversely affect the environment. Besides, enterprises can also eliminate ineffective production stages, consume a lot of energy, and have negative impacts on the environment; At the same time, businesses can also recycle waste from the production process into input materials.

Eco-labeling, this is a sign that helps consumers to recognize environmentally friendly products. Ecolabel can be created by the Enterprise itself and placed on its products as a commitment to environmental protection. However, usually most businesses assign eco-labeling to their products to independent third parties to ensure honesty and objectivity, and increase the value of customers' trust. This third party may be a non-governmental organization, a government agency, an industry association or another independent company.

Packaging, this stage requires the use of packaging that is easy to decompose, can be reused many times or recycled. In addition, businesses can choose packaging made of non-toxic, safe, and limited environmental pollution. Packaging with a compact size, suitable for the product helps businesses save significantly on packaging costs and storage and transportation costs.

Green price strategy

When applying the Green Marketing strategy, businesses need to apply the principle of product pricing based on customer perceptions of product value, not based on product cost. That means that pricing must come from what the customer feels about the product and their willingness to pay for a product that provides a benefit of use, health benefits and protective effects. Environment that is not on the basis of calculating production costs and desired returns.

Accordingly, businesses can price their products through two ways. The first is to set a higher price for green products than for conventional products. At this time, it is required that the company's products need to have superior characteristics, the features that are completely superior to the rest of the product to make customers willing to spend money to buy green products. of Enterprise. Generic green product descriptors would not work well with this high pricing approach. The second way is that businesses still value green products with other conventional products. In this case, customers will be willing to spend on eco-friendly products instead of sticking to the one they used to use.

Green promotion strategy

By means of trade promotion, businesses need to create awareness and initial perceptions of customers about green products and services. To ensure the consistency and increase the effectiveness of communication, all conveyed messages need to adhere to the brand positioning, helping customers distinguish the green product of the business from other normal products. The message of green product to customers should be clear so that customers can understand the product's health and environmental protection features, the benefits of green products outperforming other products; avoid hype or exaggeration.

Green distribution strategy

A good distribution policy will have a significant impact on the buying decision of consumers, because they will not be able to buy a green product if it does not appear in a

convenient distribution channel or the volume is scarce due to business. karma does not provide timely.

Green products are often suitable for modern distribution channels such as supermarkets, major shopping centers, reputable stores ... Enterprises can use their distribution channels or cooperate with other partners are committed to protecting the environment. In addition, businesses need to differentiate themselves in the distribution process of their green products compared to conventional products. For example, building a chain of stores that only distribute green products, committed to using environmentally friendly materials to create display items, the process of shipping green products. save fuel and create less emissions ... perform well the logistics model.

4.4 Opportunities and challenges for Vietnamese businesses implementing post-COVID-19 green marketing in Vietnam

Opportunities for Vietnamese businesses implementing post-COVID-19 green marketing in Vietnam

Firstly, in general, Vietnam is in the process of industrialization and modernization of the country, the economy has achieved a relatively high growth rate, leading to an improved consumption level of the people. Moreover, the process of economic restructuring and transformation of growth models from breadth to depth, based on factors of productivity and technology that are being prioritized by the Party and the Government are favorable opportunities. for Vietnamese businesses to implement green marketing strategies. On the other hand, the State has tightened the regulations on environmental protection, the legal system becomes complete, making businesses under pressure to "green" and also enjoy many incentives when applying policies. This book.

Secondly, after COVID-19 has helped increase consumption awareness, the requirements for green products, products that meet safety and quality standards and are environmentally friendly is an essential requirement of the people. This is a potential market for Green Marketing to help businesses exploit.

Third, to gain support from consumers. Green marketing is a potential field (with the support of consumers). Today, more and more individual and institutional customers are paying more attention to green marketing and awareness of protecting the natural environment. Especially in the post-COVID-19 period, consumers paid more attention to environmental issues. Thanks to this awareness raising, environmental-friendly products and green marketing businesses will receive more attention, creating a driving force for development.

Fourth, enterprises' self-awareness about green marketing is increasing. In the post-COVID-19 era, the issue of environmental protection, clean food was widely promoted in domestic media, mentioned in school teaching, commented on at all conferences. From central to local level, building a beautiful image in the eyes of consumers, attracting domestic and international investment capital, at the same time this is a way for businesses to develop sustainably and achieve their goal of increasing long term growth.

Fifth, green marketing strategy is currently a global trend, it is an opportunity for green products to dominate the market of consumers. In the increasingly fierce competition between businesses and countries in international trade, green products, eco-friendly and eco-friendly products will attract many potential customers. Many countries around the world have been tending to implement the program using green products, the commitment to implementing this program has

gradually become a trend of developed and developing countries. The fact also shows that there are many products and many major export markets of Vietnam have requirements for environmental standards for exported products. The "eco-label" criterion is also applied by the EU to textile products.

Sixth, green marketing activities in businesses receive a lot of support from the authorities.

Opportunities and challenges for Vietnamese businesses implementing post-COVID-19 green marketing in Vietnam

First, the biggest challenge for marketers is how to combine the need to "protect the environment" with other basic needs of consumers such as the correlation of cost - efficiency, safety when using, performance, symbolic value and comfort. Vietnamese businesses need to have the right strategy to both meet the needs of consumers and ensure the purpose of environmental protection.

Second, the implementation of the Green Marketing strategy will lead to high investment costs and high product costs. Green marketing is a combination of a series of activities, including modifying products, changing production processes, changing packaging, as well as changing advertising. To implement all stages of green marketing requires businesses to spend a large investment right from the start. Because of the investment in that chain technology, there is an increase in costs and inevitably, the price of the finished product also increases. As a rule, their products will be less competitive in the market. Vietnamese enterprises with small and medium scale, experience as well as scale and cutting related costs such as management costs are currently a headache.

Third, there is no high close coordination between businesses as well as authorities. To change the sense of community in general and consumer consciousness in particular, the essential thing that we need to do is whether we need to know the close association between businesses, the state as well as the strength of the other non-profit organizations. In Vietnam, the legal system on environmental issues is incomplete, and standards are set according to international standards, not practical in Vietnam. Moreover, we have not yet combined the power of non-profit organizations to create a trend that hits strongly on consumer psychology or, if so, that trend has not been active continuously and inevitably has not. There are many results.

Fourth, Vietnamese people love to use cheap products, do not appreciate the quality of the products (the main reason comes from the massive appearance of Chinese products in the market). On the other hand, they are skeptical of advertisements for "green" products because there are too many businesses cheating, not transparent ... Therefore, this is a great difficulty for Vietnamese businesses when deploying green marketing strategy.

Fifth, Vietnamese businesses are now mainly small and medium enterprises with limited capital, while implementing the green marketing process requires using modern science and technology, and expensive. In addition, the cost of raw materials, marketing and advertising products is not small at all. This is one of the great challenges facing Vietnamese businesses when developing Green Marketing strategies.

5. Conclusion and recommendation

5.1 Conclusion

Through learning and analyzing Green Marketing strategies, businesses need to focus on planning the implementation in the right direction to survive and develop sustainably. The

Vietnamese economy is developing very fast, with the participation of many economic sectors with increasing competition. Strictly applying Green Marketing strategy with a long-term plan will help businesses pursue profitability, develop sustainably, be socially responsible and embellish their image. Enterprises in the mind of customers, creating an advantage over competitors.

The research has summarized a number of studies related to Green Marketing activities in general to find new points to research in the group's topic, synthesize the theoretical basis related to the topic including issues. basic green marketing and the current situation of Vietnam after COVID-19 Situation analysis has shown the results achieved and the difficulties that companies face in implementing Green Marketing. From there, analyze the current situation to make effective and appropriate development strategies, point out the achieved results and the difficulties that businesses face in the process of implementing Green Marketing period. post COVID-19 in Vietnam.

5.2 Recommendation

The State needs to improve the legal environment as currently environmental and commercial issues in Vietnam are incomplete, not updated and asynchronous. There are international standards of the environment while Vietnamese businesses cannot do it. Therefore, completing the legal system will be an important step to help Vietnamese businesses implement Green Marketing well. Government can use measures to encourage businesses to implement Green Marketing such as partial capital support and technology to facilitate business growth. Strengthen communication and education on environmental protection and implementation methods, and raise awareness of the people. To absorb new applications in environmental protection and step up the socialization of environmental protection. Linking with other countries and international organizations to join hands to protect the environment, encourage and attract foreign capital to invest in businesses implementing the Green Marketing strategy.

For businesses, it is necessary to build human resources, especially resources for the Marketing Department: Green marketing is very new in Vietnam so it requires creative and high quality human resources. Enterprises should focus on three aspects: marketing planning process, budgeting and training people. Promote products, raise environmental awareness, and break consumer behavioral conflicts: Businesses need to properly and honestly promote their products to create trust with customers, helping them to easily choose green products. Create factors that drive consumer buying awareness, including either interest or ethics. Note, there must be a link between green products and consumers' interests: focusing on environmental factors, but not being able to put environmental factors first and forgetting consumers' benefits

6. References

1. Dangelico RM, Vocalelli D. Green Marketing: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*. 2017; 165:1263-1279.
2. Peattie K, Crane A. Green marketing: legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*. 2005; 8(4):357-380.
3. Polonsky MJ, Rosenberger PJ. Re-evaluating green marketing: a strategic approach. *Business Horizons*. 2001; 44(5):21-30.
4. Peattie K. Towards sustainability: The third age of green

- marketing. *The Marketing Review*. 2001; 2(2):129-146.
5. Papadas K, Avlonitis G, Carrigan M. Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*. 2017; 80:236-246.
 6. Dean TJ, Pacheco DF. Green marketing: a strategic balancing act for creating value. *Journal of Business Strategy*. 2014; 35(5):14-22.
 7. Peattie K. *Green marketing M and E Handbooks*, Pitman Publishing, England, 1992.
 8. Tseng S, Hung S. A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*. 2013; 59:174-184.
 9. Albino V, Balice A, Dangelico RM. Environmental strategies and green product development: An overview on sustainability-driven companies. *Business Strategy and the Environment*. 2009; 18(2):83-96.
 10. Davari A, Strutton D. Marketing mix strategies for closing the gap between green consumers' pro-environmental beliefs and behaviors. *Journal of Strategic Marketing*. 2014; 22(7):563-586.
 11. Crane A. Facing the backlash: Green marketing and strategic reorientation in the 1990s. *Journal of Strategic Marketing*. 2000; 8(3):277-296.
 12. Guyader H, Ottosson M, Witell L. You can't buy what you can't see: Retailer practices to increase the green premium. *Journal of Retailing and Consumer Services*. 2017; 34:319-325.
 13. Tomasin L, Pereira GM, Borchardt M, Sellitto MA. How can the sales of green products in the Brazilian supply chain be increased? *Journal of Cleaner Production*. 2013; 47:274-282.
 14. Tien NH. Develop leadership competencies and qualities in socially responsible businesses reality in Vietnam. *International Journal of Research in Management*. 2019; 1(1):01-04.
 15. Tien NH. Green economy as an opportunity for Vietnamese business in renewable energy sector. *International Journal of Research in Finance and Management*. 2019-2020; 3(1):26-32.
 16. Tien NH. Working environment and labor efficiency of state-owned enterprises and foreign corporations in Vietnam. *International Journal of Research in Human Resource Management*. 2018-2019; 1(1):31-34.
 17. Tien HT. Green entrepreneurship understanding in Vietnam. *International Journal of Entrepreneurship*. 2020; 24(2).
 18. Tien NH, Thao VTT, Anh DBH. Sustainability Issues in social model of corporate social responsibility. Theoretical analysis and practical implications. *Journal of Advanced Research in Management*. 2019a; 19(1).
 19. Tien NH, Anh DBH, Ngoc NM. Corporate financial performance due to sustainable development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019b; 26(4).
 20. Tien NH, Anh DBH, Ngoc NM, Nhi DTY. Sustainable social entrepreneurship in Vietnam. *International Journal of Entrepreneurship*. 2019c; 23(3):01-12.
 21. Tien NH, Anh DBH. Ecological aspect of sustainable development of rural areas. *International Journal of Research in Finance and Management*. 2019a; 2(2):05-07.
 22. Tien NH, Anh DBH. Agrotourism as factor of entrepreneurship in the countryside development. *International Journal of Research in Finance and Management*. 2019b; 2(1):53-55.
 23. Tien NH. *International Economics Business and Management Strategy*, Academic Publications, Dehli, 2019a.
 24. Tien NH. Risks of unsustainable economics development in vietnam. *International Journal of Management and Commerce*. 2019b; 1(4):4-9.
 25. Tien NH, Anh DBH, Thuc TD. *Global Logistics and Supply Chain Management*. Academic Publications, Dehli, 2019c.
 26. Tien NH, 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.
 27. Tien NH, Anh DBH. *Global strategic marketing management*. Ementon, Warsaw, 2017.
 28. Tien NH. *Leadership in socially responsible enterprises*, Ementon, Warsaw, 2015.
 29. Tien NH, 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*. 2019; 2(1):101-107.
 30. Tien NH. Ecological Aspect of Green Gas Emission Trading. Conference on "Sustainable Development and Climate Change", October 2017, TDM University, Viet Nam, 2017a.
 31. Tien NH. Risks of unsustainable tourism development in Vietnam. *International Journal of Research in Finance and Management*. 2019; 2 (2):81-85.
 32. Tien NH, Phuc NT, Phu PP, Duc LDM, Thuc TD. Natural resources limitation and the impact on sustainable development of enterprises. *International Journal of Research in Finance and Management*. 2019; 3(1):80-84.
 33. Tien NH, Phu PP, Phuc NT, Duc LDM, Thuc TD. Sustainable development and environmental management in Vietnam. *International Journal of Research in Finance and Management*. 2019; 3(1):72-79.
 34. Tien NH. *Responsible and Sustainable Business*. Eliva Press, Chisinau, Moldova, 2020.
 35. Tien NH, Viet PQ, Ngoc NM, Anh DBH. *Contemporary Security and Sustainability Issues*. Eliva Press, Chisinau, Moldova, 2020.