



International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 26-05-2021; Accepted: 12-06-2021

www.allmultidisciplinaryjournal.com

Volume 2; Issue 4; July-August 2021; Page No. 92-98

The formation and development of the CRM system of dien may cho lon in Vietnam

Dinh Ba Hung Anh ¹, Nguyen Hoang Tien ²

¹ Van Hien University, Vietnam

² Van Hien University, Vietnam

Corresponding Author: **Dinh Ba Hung Anh**

Abstract

Currently, the electronics supermarket market is very active, with many companies competing, making the battle now not only take place at the point of sale, on traditional advertising channels but are spreading and becoming increasingly popular on social media. Especially, long-standing electronics supermarkets have promoted activities on social media to win back the attention of consumers. And when it comes to social media, it is impossible not to mention that

Dien May Cho Lon currently has the third largest amount of discussion on social media due to regular promotions and electronic products that are constantly updated on the Facebook fanpage in the electronics supermarket market today. The success of Dien May Cho Lon thanks to the great contribution when the company applies CRM software in business activities.

Keywords: formation, development, CRM system, Cho Lon electronics

1. Introduction

1.1. Overview of issues investigated

With strong competition and the current trend of globalization, customers are faced with countless products, brands, prices, suppliers. Businesses that want to survive and develop need to be customer-oriented. customers and take customers as the center, bring the highest value to customers. When customers have more requirements to satisfy their needs, businesses need to have a strategy to develop close relationships with customers, which is also a way to maintain existing customer loyalty. and build relationships with potential customers. Through research, thoroughly understand the needs and habits of customers, approach and communicate with customers, manage customer information in the most systematic and effective way to offer the best products and services. the most suitable service that meets the needs and wants of the market. The reality shows that customer relationship management is quite popular in the world but still new in Vietnam, businesses still do not really realize and focus on the importance of customer relationship management.

1.2 The urgency of research

Customers are the determining factor in the existence of businesses in general and supermarkets in particular. Supermarkets that win the attention, support and loyalty of customers will be successful in the market. Customer-oriented business strategy is becoming the most important strategy of Supermarkets. How to bring satisfaction to customers is the problem that supermarkets are trying to do. Therefore, studying customer satisfaction for supermarkets is an important job that needs to be done regularly and continuously in order to promptly meet customer needs. Therefore, building a customer relationship management system to create and maintain sustainable relationships with existing customer groups, as well as potential customer groups, thereby best satisfying the needs of customers. Needs of customer groups, thereby increasing the value brought to customers and increasing profits of the supermarket. Stemming from the above practical requirements, the authors have chosen the topic "Customer Relationship Management at Cho Lon Electronics" for research.

1.3 Objectives of studies

- Through studying the current situation of Customer Relationship Management at Dien May Cho Lon in order to find out the limitations and shortcomings that need to be overcome.
- Clarifying the basic theoretical contents of customer relationship management, especially customer relationship management in retail business in the form of supermarkets.
- Evaluating customer relationship management at Dien May Cho Lon in order to draw advantages and disadvantages in

Customer relationship management.

- Provide solutions to improve customer relationship management in the future for supermarkets.

2. Rationale

2.1. Overview of CRM

CRM stands for Customer Relationship Management. It is the strategy of companies in developing close relationships with customers through research, thoroughly understanding the needs and habits of customers, approaching and communicating with customers systematically and effectively, manage customer information such as account information, needs, contact... in order to better serve customers. Through the customer relationship system, the customer information will be updated and stored in the database management system. Thanks to a special data detection tool, businesses can analyze and form a list of potential and long-term customers to devise reasonable customer care strategies.

Purpose of CRM

CRM originated from the idea of helping businesses use resources (human and technology) to thoroughly understand customer attitudes and habits, and evaluate the value of individual customer segments. With the help of an effective CRM program, businesses can:

- Gives customers the services as well more
- Improving the efficiency of the center's customer support line
- Help sales staff to fulfill orders in the fastest way
- Simplify the marketing and sales process
- Discover new customers
- Increase revenue from customers

CRM workflow

Talking about CRM activities, there are 5 main points that form a closed circle and when we start, we can start from any point (Note that customer-centric).

- Sales: this can be considered as a main task of CRM, in sales operations, there are activities around such as: Transactions, mailing labels, emails, quotes, appointments, contracts, delivery, etc. collect money.
- Marketing: when a customer buys our products, that means there is a transaction, the next step is to set up marketing plans to entice customers to buy more of our company's products.
- Service: when customers buy the SP of the company, further work is providing v dock is best for customers such as gift-giving on established companies, 14/2, 8/3, 20/11. The purpose is to attract customers to return to buy from the company for the next time.
- Analysis: when we create a list of target customers or customers who have purchased products of our company (Customers have made any transactions) The analysis will be considered as the key factor for the Sales, marketing, and service tasks such as analysis by age, region, best-selling products, and time.
- Collaborative: Provides the ability to interact with customers (phone, email, fax, web, SMS, post, in person). CRM helps businesses interact with customers through all channels (direct contact, mail, fax, phone, web, e-mail) and supports the coordination between teams of employees with customer channels. Collaborative CRM is a solution that ties

people, processes, and data together so businesses can better serve and keep their customers.

2.2. The role of the CRM system in the business strategies of supermarkets machines

For customers

CRM plays an extremely important role in the business strategy of electronics supermarkets when ready to take care of customers with the best services offered based on customers' preferences and desires. Contribute to promoting long-term relationships between customers and businesses, helping customers better understand the business. CRM helps customers track before - during - after using the service, to provide special benefits. Hotel restaurant old will feel seen those regarding requirements and their purpose is concerned seriously as: date of birth, interests, needs new customers will feel the professionalism dedicated in the shopping process, building trust, good relationship with customers.

For electronic supermarkets

- Businesses can store information about their customers, this information is always necessary for a business to conduct analysis and thereby find business opportunities with customers. From there, helping businesses build more effective business strategies.
- CRM helps electronics supermarkets keep customers and improve customer loyalty.
- CRM helps management of customers, listening to customer feedback, easy management of the business situation and development of the business in the past, present and predict the future. Support electronics supermarkets to promote products and brands quickly, easily and cost-effectively. In addition, it also supports the management of business staff in the most effective and focused way.
- Reduce costs - Increase profits.
- Minimize the other application software overlapping and inconsistent, making it difficult to use manual and and cost expenditure charged top investment. Setting up, management of and under the watch all the information message about war service so effective as possible.

For business people

- Simplify and automate daily business, eliminate paperwork and manual reports so you can spend more time on your main work.
- Evaluate your own business performance, estimate your income level, your ability to complete sales, practice your ability to work with a plan
- Reduce confusion - Increase efficiency - Reduce working hours

For regulators base

- Track the entire business situation of the company through intuitive numbers such as opportunities, sales, liabilities, costs, sales effectiveness. The information is built according to KPIs and displays charts to help businesses have a clear and intuitive view.
- Support business planning and decision making with accurate figures on sales, customers and markets.
- Monitor and evaluate the effectiveness of sales staff, the level of completion of sales and assigned work, and provide timely support to promote the business process

of employees.

- Digitize all customer data, convenient for exploitation, storage over the years and look up/compare when necessary.

2.3. Particularities of CRM systems in electronic supermarkets

Customer-oriented: CRM provides a comprehensive view of each customer, through which it is possible to classify customers into groups with different criteria, and define separate policies for each of those customer groups. With CRM you can know when a customer has purchased from you, how much money has been spent to buy your goods, whether they are satisfied with your products and services, whether they want and need it. CRM will establish communication channels with customers such as email, phone calls, reminders of customer anniversaries as well as provide tools for you to control the execution of the department, business, from which your customers will always receive the best care, the best satisfaction.

Automate business processes: CRM is not only about recording information about customers, but also acting as your online business office. With the features of a collaborative working system, CRM helps to quickly organize the online sales department, create sales teams with work assignment and maximum control for each group, each salesperson, right on the system.

Diverse features: CRM provides you with diverse features from internal management such as organization of sales departments, products, suppliers to detailed management of information about customers, contracts. VND, products, partners, revenue/cost estimates, business results statistics...

Maximum simplification: CRM is designed in direction of maximum simplification, applying the latest technologies so that information technology is really a useful tool, not a burden for businesses or increasing the depends on the company's technology. Make the most of your time with your customers, that's the design criterion of CRM.

Professionalism: the application of CRM in management will affirm and further enhance the professional working environment of each enterprise, thereby contributing to improving the company's reputation and position before customers and the government, its employees.

Flexible deployment: CRM is a web-based application so you can install it on the internet for access anywhere, anytime. CRM can also be installed in the internal network of the enterprise to achieve maximum access speed.

CRM is related to the entire buying cycle and behavior of a customer (*before - during - and after purchase*), as well as closely linked to the business process of the organization (*marketing - sales - and after-sales care*).

3. Research Methods

3.1. Sources and methods of data collection

- Surveys, in-depth interviews with leaders of departments and centers of electronics related to CRM and service work.
- Papers in the proceedings of the national conference "Customer Relationship Management", "Theory and practice of application in Vietnam".
- Sources of information collected from newspapers, specialized magazines and sources from the Internet.
- CRM information on websites:
 - www.goodreads.com

- <http://tailieumienphi.vn>
- <http://text123.net>
- <https://faceworks.vn>
- www.nms.com.vn
- <https://m.tailieu.vn>

Using statistical methods, comparing and contrasting the research results of scholars, summarizing to obtain a theoretical basis for the research paper. Data collection is a significant stage extremely important to the research process. However, data collection is often time-consuming, labor-intensive and costly. Therefore, it is necessary to clearly define the appropriate methods of data collection, as the basis for planning the data collection in a scientific way, in order to achieve the highest efficiency of this important period. Using research methods to exploit secondary sources of information, based on inheritance of existing studies and other relevant documents.

3.2. Research methods

- Research methods are used such as statistical methods, synthesis, qualitative comparison, literature review.
- Using statistical methods, comparing and contrasting the research results of scholars, summarizing to get a theoretical basis for the research paper.
- Methods of analysis and synthesis of theories, analytical studies study different documents and theories by breaking them down into parts to better understand the subject matter. Summary is linked on each side, a piece of information has been analyzed to create a complete and profound new theoretical system about the subject.
- Analyze and comment on practical studies on CRM at Dien May Cho Lon. Use the comparative method to compare the current status of Dien May Cho Lon and other electronic supermarkets, thereby serving as a basis for analysis and solutions.
- Using qualitative research methods, in-depth interviews with leaders of departments of Dien May Cho Lon about CRM work being done, as a basis for evaluating CRM system at Dien May Cho Lon.

3.3. Process of research

- Observe and combine with the results of practical research at Dien May Cho Lon on CRM and service work.
- Using methods of collection, analysis, statistics, researches, documents, topics related to Customer relationship management.
- Using research methods to exploit secondary information sources, based on inheritance of existing studies and other relevant documents.
- From the research methods to give results for the research process, conclude and give solutions and recommendations for the CRM system at Dien May Cho Lon.

4. Research results and discussions

4.2. Strengths and weaknesses of CRM system in Dien May Cho Lon

Strengths :

- Best price in the market

The factor that makes Cho Lon Electronic Supermarket different from other electronics is the selling price of the product. Here, all products such as refrigerators, washing

machines, dryers, air conditioners, television, cooker and electric cooker, oven, pot electricity, phone have listed the best price in the market. Especially, when buying online, customers also receive many attractive promotions and gifts such as vouchers, free products. With promotional offers when buying online, customers can convert the value and deduct money from the products being purchased according to the regulations of the Dien May Cho Lon system to save a part of the cost.

- Customers can compare items easier on the website of Dien May Cho Lon

Currently, Cho Lon Electronics Supermarket system is selling a variety of products such as:

- Refrigeration: Refrigerator, washing machine, air conditioner, dryer, freezer, refrigerator, wine cooler, accessories.
- Electronics: Led TV, speaker, system, Karaoke player, Amply, Microphone, electronic accessories, speaker, cassette.
- Appliances: Water Softener, rice cookers, water heaters, stoves infrared, microwaves, vacuum cleaners, blenders, air purifiers, dishwashers, cookware, home appliances.
- Telecommunications: Computer speakers, printers – fax machines, computer accessories.
- Mobile – Tablet: Mobile phones, tablets, mobile accessories.
- Furniture: Tables, chairs, sofas, cabinets - shelves, headboards, beds, mirrors.

With a product portfolio that includes a wide range of items from electronics to refrigeration and home appliances, people do not have to spend a lot of time going to different locations to buy necessary items. Not only that, in Dien May Cho Lon, items of the same type are arranged close together, make it easier than match the sample code, type design, calculate energy and cost money. Dien May Cho Lon also allows purchase online customers compare product features on the official website of the store.

Genuine quality products

Dien May Cho Lon commits that the items sold at the store system always ensure genuine quality. Therefore, when buying at Dien May Cho Lon, you can be completely assured of product quality. Besides, in addition to warranty policies from brands, Dien May Cho Lon also offers an additional one-year product warranty. And whether you shop online or in-store, this policy applies to all products.

Weaknesses

Facebook fanpage and e-commerce page are not good According to Buzzmetrics' statistics for the period from March 2017 to May 2017, Dien May Xanh is the electronics supermarket chain with the highest amount of public discussion on social media thanks to its active Facebook fan page and Facebook page. E-commerce often interacts to answer customer questions. Nguyen Kim and Cho Lon Electronics are the two electronics supermarket chains with the second and third largest public discussion on social media, respectively, due to their frequent promotions and constantly updated electronic products. on Facebook fanpage in the current electronics supermarket market.

4.3. Promoting and exploiting the strengths of the CRM system at Dien May Cho Lon

Always give customers the best price

The price advantage will help us retain the number of customers as well as attract more potential customers. Because the second thing after quality that customers care about is reasonable price

Genuine quality products

This is the strength and also the prestige to develop a strong system. Dien May Cho Lon needs to strengthen advertising slogan genuine goods to increase customer trust.

Incentives for customers to buy online and in stores

Delivery nationwide, free delivery in 63 provinces and cities for customers who order products with a value of 20USD or more.

Return products within 35 days if technical defects.

Return policy according to regulations of Cho Lon Electronics.

Payment of benefits

In addition to paying by cash, when shopping online, you can conveniently pay via your bank account, Visa or MasterCard. Card payment steps are absolutely secure, so you won't have to worry about your bank information being stolen.

Delivery fast

After placing an order, the nearest branch will contact customers to deliver on the same day.

Customers are supported to buy installments and many incentives, good warranty policy

DienMay Cho Lon often have very many offers incentives to customers goods bought online, because that to hunt is the price cheap, you can purchase at the time of discount, promotion, discharge goods. Promotional items sold online still have a genuine warranty policy, return according to the company's regulations. Buying online makes it easy to compare products at many different points of sale as well as save a lot of travel time. However, we need to consider choosing reputable addresses to avoid buying fake and poor quality products.

4.4. Overcoming weaknesses of the CRM system at Dien May Cho Lon

There is no 1 to 1 exchange policy in 30 days

Dien May Xanh has done a great job with this slogan because it helps customers trust the product more. Feel more secure when using the product. Dien May Cho Lon deployments similar policies to give customers a peace of mind to confirm the quality of the product.

Not active on social networking sites yet

Need to open more Fanpage to work more actively. Because the number of potential customers interested in social networks is not small.

Strengthen advertising to reach customers

Activity of electronics supermarket on social media – Video

content type is dominating. By successfully taking advantage of the "attractiveness" of various types of video content such as promotional clips (Link), cooking instruction clips (Link, Link), etc., it attracts a huge amount of interaction compared to the above competitors on social media. Besides, main activity on social media is promoting articles about products in combination with preferential programs for customers. The combination of brands with large fan pages about cooking instructions to promote home appliances through attractive cooking video clips is a good tactic to increase engagement on social media.

TV is a product that needs to be strongly promoted by Dien May Cho Lon which is due to the combination with big brands such as Samsung, Sony and attractive incentive programs for customers.

In addition to articles promoting products, interactive contests/mini games on the Facebook fanpage and on the website also help brands attract a large amount of user interaction and discussion with valuable prizes and entertaining content contests.

Need to re-train staff

The problem that creates the most negative discussions for Dien May Cho Lon is that the unprofessional/friendly staff make customers uncomfortable when shopping here or decide to switch to another electronics supermarket chain. Dien May Cho Lon needs to send our employees to school as well as recruit educated staff, especially pay attention to how employees behave with customers to promptly remind employees. Regularly send employees to school to enhance their professional skills.

5. Conclusions and recommendations

5.1. Conclusions

Through research, we know the system of Customer Relationship Management (CRM) is a business method, including the techniques and their ability to give the company control of the relationship effective customer than. To perform well the task of Management Customer relationship need to combine many different policies and different methods including access to customer, employee training, marketing, management information systems, all workers and business elements

must be adjusted to suit the criteria of placing the customer at the center. CRM is concerned with the entire customer cycle and buying behavior, and is closely tied to the organization's processes.

The study helps to understand the role of the CRM system for customers, for electronics supermarkets, sales staff and managers. Understand the characteristics of the CRM system. Learn about the history of the formation and development of the CRM system at Dien May Cho Lon electronics supermarket. Through that, the study analyzes the strengths of the CRM system at the current electronics supermarket, so that discussions can be made to help promote and exploit the system effectively. At the same time, analyze the weaknesses to promptly correct the shortcomings.

In the competitive environment of electronics supermarkets today, CRM plays a very important role. The company needs to work hard to implement CRM well to help Dien May Cho Lon achieve the set goals and business orientation.

5.2. Recommendations and suggestions

For the leader of Dien May Cho Lon

Upgrade the direct selling system (facilities) change the way of display and improve the delivery process and product maintenance.

- As for the facilities, it can be considered old and boring when the Dien May Cho Lon has been in operation for many years but has never been reformed (re-opened).
- For the display method of the system, it is quite outdated when it does not hit the psychology, does not catch the eye or does not segment the products that customers need. Products displayed are not diverse, some non-essential household products show signs of dust. This is probably Dien May Cho Lon, so it should learn more about its competitors, which is Dien May Xanh.
- The delivery and installation process at Dien May Cho Lon takes more time for customers than other retail chains, the maintenance process is stagnant.

- Upgrade online sales system, website and product information should also be upgraded regularly.

For sales and marketing departments, customer care at Dien May Cho Lon

- Create promotions to stimulate demand during special times of the year
- Create separate communication channels for self-brand PR and product introduction such as: facebook, youtube, zalo, website.
- Enhance online marketing. Use digital marketing tools to increase interaction with young customers (who really have a need to buy electronic products)
 - Apply SEO (search engine optimization, free of charge), AI technology so that your website is RankBrain (displayed in high positions when customers search on google).
 - If businesses use SEO is not good or time-consuming than expected and want to enable demand volume customers goods in the first paragraph of time short sales now can be pretty much all they use community tools google adword (buy ads from Google) to programs Promotions are displayed in beautiful locations to attract customers.

- The customer care system needs to be strengthened not only to take care of new customers but also to take care of old customers.

For customers of Dien May Cho Lon

- Brand value is also a core part when customers choose to buy products. Currently, the brand value of Big Market Electronics is somewhat not mentioned by consumers often, so businesses need to make efforts to find themselves in the hearts of customers.

5.3. CRM system development solution to face future business challenges and opportunities at Dien May Cho Lon

With the modern 21st century, the developing economy leads to increasingly fierce competition between companies and stores. And of course, the challenges and opportunities of the

market are increasing, the level of difficulty is getting higher and higher that every business has to solve quickly. Dien May Cho Lon is no exception. Especially now that the outbreak of COVID-19 epidemic, there are many problems arising. In order to maintain a high position, solid development foundation in Vietnam, Dien May Cho Lon must definitely come up with the best solutions to confront the current challenges and business opportunities. Especially the good application of current science and technology, the CRM system in particular to the business at the enterprise.

Acknowledgement: We acknowledge the support of time and facilities from Van Hien University (VHU) for this study.

References

1. Business strategy at Cho Lon electronics supermarket - According to ebookxanh.com
2. Evaluate whether Cho Lon electronics supermarket is reputable? - According to dienmaycholon.vn
3. General introduction about Cho Lon electronics - furniture supermarket. Theo - dienmaycholon.vn
4. <https://123doc.net/document/4446154-do-an-xay-dung-chien-luoc-ecrm.htm>
5. <https://faceworks.vn/chi-tiet/toi-uu-hoa-quy-trinh-quan-ly-khach-hang/>
6. <https://getflycrm.com/chien-luoc-marketing-cua-doanh-nghiep-nhat/>
7. <https://m.tailieu.vn/doc/tieu-luan-chien-luoc-king-doanh-tai-sieu-thi-dien-may-cho-lon-1634922.html>
8. <https://nms.com.vn/he-thong-quan-ly-thong-tin-khach-hang>
9. <https://tailiumienphi.vn/doc/tieu-luan-chien-luoc-king-doanh-tai-sieu-thi-dien-may-cho-lon-c086tq.html>
10. <https://text.123doc.net/document/101648-xay-dung-he-thong-thong-tin-quan-ly-dich-vu-cham-soc-khach-hang-tai-cong-ty-phan-mem-quan-ly-business-nghiep-fast.htm>
11. https://www.goodreads.com/book/show/105541.CRM_at_the_Speed_of_Light
12. <https://www.goodreads.com/book/show/5938763-customer-relationship-management>
13. Electronics business: New factors - According to Saigon businessman
14. Electronics market: green electronics dominate the game - According to Buzzmezztrics
15. Tien NH, Hung NT, Tien NV. The role of brand and brand management in creating business value - case of Facebook Vietnam, International Journal of Research in Marketing Management and Sales. 2019; 1(2):124-128.
16. Tien 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.
17. Tien NH. Knowledge Management in Strategic Alliances and Foreign Joint Ventures. Proceedings of University Scientific Conference of: "Young Lecturers and MBA Students", 141-149. Faculty of Economics, TDM University. Binh Duong, 2018.
18. Tien NH, 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.
19. Tien NH, 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.
20. Tien NH, 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.
21. Tien NH, 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.
22. Tien NH, 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.
23. Tien NH, 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", 108-114. Hanoi, 30 October 2018, Academy of Finance in partnership with IPAG Business Institute (France), York University (Canada) and Waikato University (New Zealand), 2018.
24. Tien NH, Anh DBH. Global Strategic Marketing Management. Ementon Publisher, Warsaw, 2017.
25. Tien NH, 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.
26. Tien NH. Application of CRM in Agricultural Management. Proceedings of National Scientific Conference on: "Development of High-tech Agriculture in the Highlands in the Context of Regional Linkage and International Integration", 216-223. April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019.
27. 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.
28. Tien NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. International Journal of Research in Management. 2019; 1(1):14-17.
29. Tien NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. International Journal of Research in Management. 2019; 1(1):9-13.
30. Tien NH. CP-TPP Chances and Challenges for Young Labor Resource in Vietnam, Proceedings of University Scientific Conference on "The Impact of CP-TPP Agreement on Young Labor Resource and Vietnam Economy" Ho Chi Minh City Open University, 2019, 118-123.
31. Tien NH, Minh HTT. Leadership, Power and Influence in State-owned Enterprises in Vietnam, International Journal of Commerce and Management Research. 2019 ; 5(5):71-74.
32. Tien NH, Kuc BR. The Economic Integration Process of Vietnam – Achievements and Limitations, International Journal of Research in Management. 2019 ; 1(3):6-11.
33. 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, 2019.
34. Tien NH, Ngoc NM. Successes and Limitations of the Economic Linkage in the Vietnam's South-East Region, Proceedings of University Scientific Conference on: "Changing Model of Economic Growth for South East Vietnam", Thu Dau Mot University, 2019, 314-323.
 35. Tien NH. Enhancing Effectiveness of FDI Usage in Southern Economic Region of Vietnam, Proceedings of NATIONAL SCIENTIFIC CONFERENCE on "Solutions for Attracting Investments for the Development of Southern Economic Region of Vietnam", 177-186. April 2019, Banking University, Ho Chi Minh City, 2019.
 36. Tien NH. Solutions for Vietnam to Adapt and Integrate with CP-TPP in an Era of Industrial Revolution 4.0, Proceedings of University Scientific Conference on "The Impact of CP-TPP Agreement on Young Labor Resource and Vietnam Economy", 109-117, Ho Chi Minh City Open University, 2019.