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## The formation and development of CRM system at Nguyen Kim in Vietnam

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### Abstract

This study explores the CRM system of Nguyen Kim electronics supermarket. Nguyen Kim is a fairly old electronics supermarket in Vietnam. The CRM system at Nguyen Kim was formed very early and gave Nguyen Kim the title of No. 1 Electronics Center in Vietnam voted by consumers. The strength of Nguyen Kim CRM system is a

complete and accurate customer information collection system. Nguyen Kim's weakness is the application of the CRM system in customer care, and the lack of attention to customer feelings. In order to fully exploit the strengths of the CRM system, Nguyen Kim should improve the application of CRM in business.

**Keywords:** CRM, system development, Nguyen Kim, electronics supermarket

### 1. Introduction

According to Euromonitor's statistics, over 70% of Vietnamese households already own basic items such as refrigerators, washing machines, televisions, personal computers, and rice cookers. About 30% of households own more advanced items such as air conditioners, microwave ovens, vacuum cleaners. This will make it more difficult to open a new store of an electronics retailer. According to market analysis companies, after the miraculous growth period of the electronic retail industry, at this time, the development chart of the electronics retail industry begins to move sideways, but it may take 1-2 years coming will be clearer. Market research firm GfK Vietnam assessed that people's electricity consumption demand has begun to slow down. Specifically, the mobile phone market in Vietnam grew only 1% in 2018 compared to 9% in 2017. Meanwhile, the electronics sector grew higher, such as electronics (up 23, 5%), refrigeration (12.5%), electrical appliances (3.7%). GfK Vietnam believes that this year's electronics retail market will decline in all categories compared to previous years. Specifically, the television industry may slow down, only growing by about 10%, air conditioning by 11%, and other industries growing below 10%. Experts assess the long-term prospects of the top 3 leading electronics retailers that hold nearly 60% of the total Vietnamese market (Mobile World, FPT, Nguyen Kim) which is not really positive because the penetration rate of electronic goods is about to reach the maximum threshold. Specifically, in big cities like Ho Chi Minh City, Hanoi, Da Nang, Can Tho, Hai Phong the number of people using electronic goods and technology accounts for 84% of the population.

The e-retail market used to be a big pie of large corporations and small stores, but up to now, it can be said that this market has passed the hot period and started to decline. Large retail chains such as TGDD, Dien May Xanh, FPT Shop, and Nguyen Kim are all occupying an overwhelming market share compared to the retail business. The current and upcoming trend is that large chains will step up operations to gain more market share from small stores and make the market more concentrated. Established in 1992, Nguyen Kim's early steps were as an Electronics business store in District 1. With strategic business vision and constant efforts, Nguyen Kim has become one of No. 1 retail brands in Vietnam market. The strength that makes Nguyen Kim not only stops at genuine high-quality products, the specialization in each department, but also high responsibility, professional management and skilled technical team, serving dedicated, reputable, reasonable price to meet the different requirements and needs of customers. With the motto "All for customers, customers for all" and future orientation, Nguyen Kim always strives to provide customers with the best quality. The trust and support of customers in the past time is a great encouragement on the way of development of Nguyen Kim. Nguyen Kim promise to constantly improve, serve our customers the best to fulfill the mission and trust of our customers.

Customers are always the target that businesses aim to orient products and services. And come up with marketing strategies. Understanding that core value, Nguyen Kim always puts customer interest first. Nguyen Kim's CRM system has achieved certain successes. Especially in establishing and maintaining relationships with customers.

## 2. Theoretical basis

### 2.1 Overview of the CRM system

#### What is 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 efficiently, manage customer information such as account information, needs, and 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. In addition, businesses can also handle customer problems quickly and effectively. Establishing good relationships with customers is especially important to the success of every company. A CRM system is simply the application of software to keep track of customer data. However, a more complex system requires a combination of factors: information, people, policies and the company's efforts to attract and retain customers.

#### Purpose of CRM

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

- Provide customers with better services
- Improve the efficiency of the call center
- Help sales staff to fulfill orders as quickly as possible
- Simplify the marketing and sales process
- Discover new customers
- Increase customer revenue

#### 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).

1. **Sales:** this can be considered as a main task of CRM, in sales operations, there are activities around such as: transaction, mailing label, email, quotation, appointment schedule, contract, shipment, etc.
2. **Marketing:** When a customer buys our products, there is a transaction, the next step is to set up marketing plans to entice customers to buy more products of our company.
3. **Service:** When customers buy products from the company, the next job is to provide the best services to customers such as giving gifts on the occasion of the company's establishment, February 14, March 8, November 20. The purpose is to attract customers to return to buy from the company for the next time.
4. **Analysis:** When we create a list of target customers or customers who have purchased our company's products (Customers have made any transactions). The analysis will be considered as the key element for the company's products. Sales, marketing, and service follow-up such as analysis by age, region, which products are best-selling, when and whatever the CRM user wants.
5. **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 row. Collaborative CRM is a solution that ties people, processes, and data together so businesses can better serve and keep their customers.

In these 5 steps we start from whatever step we want. To use CRM successfully, we must build a good external process and when applied to CRM, the probability of success will be very high. For CRM success it all depends on the leadership at each company.

### 2.2 The role of the CRM system in the business strategy of electronics supermarkets

#### a. Continue to exploit unconverted customers

Using the data contained in the CRM, the sales department can determine which customers have been contacted by the Sales department but have not purchased the product/service. Use the details captured from those interactions to help build personalized campaigns to further tap those customers who haven't converted.

#### b. Determine the source of revenue

CRM enables tracking and reporting on marketing leads and revenue, providing leadership with detailed marketing ROI metrics.

#### c. Don't waste time on non-potential customers

Another benefit of CRM is that it helps you identify contacts who barely interact with your business or whose needs really don't match the product you offer. This gives you time to focus on potential customers to shorten sales closing time.

#### d. Identify innovative marketing opportunities

CRM contains valuable renewal marketing data such as subscription expiration dates and service call conversations, allowing the sales team to build new business campaigns.

#### e. Identify gaps in the customer journey

With each campaign planned and with specific reporting data, the sales department easily recognizes gaps and inefficiencies in the campaign. From there, we can improve, change actions to strengthen the customer's experience and shopping journey.

#### f. CRM helps drive purchases

Digital Marketing campaigns are often designed to drive e-commerce sales. Customer shopping habits involve researching products, comparing prices, and taking several similar steps before making a purchase decision. With CRM, you can identify when a customer researched one of your products, allowing you to place targeted advertising on social media and other platforms to maintain your relationship and their concern.

#### g. Correct strategy tuning

Different customers are exposed to different forms of marketing. For example, some customers are most likely to encounter content marketing via social media. Others may subscribe to your email list, while others are more likely to find marketing content when they do relevant online searches. CRM allows us to understand how each individual customer encounters your marketing campaign. Die tumors allows us to target potential customers each with it i solution marketing designed to reach them. By using this data, one can personalize a marketing strategy, which tends to lead to higher sales and increased brand loyalty.

#### h. Cut the cost

An effective marketing campaign offers a strong return on investment. You may want to achieve certain goals, like increasing sales or increasing brand awareness, but you also want to be sure the revenue the campaign generates exceeds its costs. CRM reduces marketing costs by offloading much of the work other employees will have to do. With tools specifically designed to manage and analyze customer data, the business team can focus on other tasks. This leads to a more efficient use of time, and can even reduce the need to hire more staff.

### 2.3 Features of CRM system at electronics supermarkets

#### Features of the electronics industry

In fact, the electronics supermarket is not like other supermarket models because of the large capital expenditure, the product value is too high, the large scale of purchasing, sales and after-sales operations are diversified and complex. From the stage of planning to purchase, it is necessary to ensure that the balance of sales and inventory is balanced. Stitching up orders, entering goods to record debt needs absolute accuracy, managing the series of each item from the import stage. Unlike general or other retail items, customers buy goods immediately, electronic items often have a delay because sales staff receive orders from customers then place orders, approve orders and sell goods. So the issue of instant order inventory is quite important to help businesses track and control the amount of goods in stock and customer needs right from the stage of ordering.

An issue that any supermarket needs to pay attention to is inventory management: The problem of loss, damage, and inventory directly affects the profit of the business, how to keep a close eye on the market. For each item, fast and reasonable inventory turnover are the top issues

#### Features of CRM system of electronics supermarkets

Due to the specificity of the industry, the CRM system at electronics supermarkets is often integrated with other tasks as follows

- **Sales management**

Sales management based on sales plan, Average sales calculated over time period. Helping leaders make timely decisions, the accounting department closely monitors and manages revenue and liabilities.

- **CRM integration**

CRM system allows customer management throughout the entire process from potential customers, the sales opportunity, the sales transaction, the warranty service, customer service after the sale, management guest profile, management selling opportunities, aggregates of appointments and transaction process, aggregates of service our customers, customer care through services GUI and SMS mail automatically, payment card, point card, look up transaction history, accumulate card points.

- **Integrated warranty and technical care**

This is a necessary feature in any business, supermarket dealing in household electronics, the CRM system can fully and conveniently meet any warranty or repair service.

- **Integrated VoIP VoIP PBX**

Integrating CRM with a meaningful IP PBX system allows access to caller data automatically based on caller ID information from the customer database. When the IP PBX system receives an incoming call, it will notify the

CRM software to automatically popup detailed information about the caller on the screen of the customer service staff. If it is an old customer, the software automatically views detailed purchase history, card accumulation, and care request. If the caller does not have updated information in CRM's customer database (for example a new lead or new lead), then a popup window will pop up allowing the agent to instantly update the caller's details into the CRM database.

### 3. Research methods

#### 3.1 Sources and methods of data collection

This study conducts interviews with customers and employees of Nguyen Kim, asks questions related to customer care, store customer information and introduce new products to find out what special features Nguyen Kim's CRM system has. Nguyen Kim always receives feedback about customers' products or services via fanpage or email, hotline number or directly to the store, Nguyen Kim creates every convenient opportunity for customers to respond, listen to their needs and request.

In addition, Nguyen Kim has a Warranty Center service directly on Nguyen Kim's website, where customers can look up information about their products by themselves. Know the date of purchase or see the warranty period of the product, always respond best to problems that occur with customers without having to measure whether their products are good or not.

Customer information is the most important, Nguyen Kim collects and stores customer information every time a customer buys a product, in order to be able to take care of customers and guarantee customer products in the most effective way.

Installation, consulting, technical support and repair services are available directly at the store, with staff always receiving customer information and handling customer requests.

#### 3.2 Research methods

Methods of analysis and synthesis of theories: analyzing sources of documents on relevant websites and research books. In addition, the inductive method is also used to study theoretical issues and present opinions on related issues.

Practical research methods: Specifically, practice research at Nguyen Kim company and refer to research works of different authors on CRM issues. Use an integrated approach to goal-directed recommendations.

### 4. Research results

#### 4.1 Advantages and disadvantages of CRM of Nguyen Kim

Vietnamese enterprises operating in the field of CRM are facing many obstacles in researching and developing a comprehensive customer relationship management system. Most of this difficulty comes from the difference in experience when compared to veteran companies from abroad, along with the domestic technology platform that is not really outstanding, leading to many loopholes in manipulation. Develop CRM implementation process. However, to meet the needs of communication with customers and overall management of business activities in the market, many domestic enterprises have made continuous efforts to improve, support partners to the maximum, and prove their position in the market. Position of Vietnamese brands in the modern CRM market. So, let's find out and compare the benefits of CRM between Vietnam and abroad.



- **Benefits of implementing internal CRM**

**Reasonable cost:** An outstanding advantage of pure Vietnamese CRM is that the cost is extremely competitive and attractive even for startups that are not really rich in budget or teams, small and micro-sized companies. Specifically: with only a figure from 25,000 VND/person/month, you can completely own a fully functional CRM system, provided by a Vietnamese company. The difference is quite large if you compare it with foreign CRM, CRM systems from prominent brands in the world will limit advanced features if you only pay the same amount above, leading to some problems. Management and operation are limited within the permitted scope.

**Native language:** Language is an important factor affecting the effectiveness of using and exploiting functions on software. Internal CRM has a friendly Vietnamese interface, easy to use, and convenient for users. In addition, some systems are also bilingual Vietnamese - English, giving you more options.

**Various features:** Although not providing as many functions as those of external CRM systems, internal CRM still gathers a variety of important functions, allowing automation support for most business activities in the enterprise. For startups, workgroups, small companies, the necessary features that all domestic software can meet include: customer information, invoices, contracts, revenue and expenditure, management documents, reports. For large-scale companies such as corporations, multi-branch corporations will need more features of automation, integration, customization, data analysis, some domestic software already has features. This feature is not as powerful as foreign CRM systems.

**Support to solve problems quickly and in a timely manner:** In addition to comparing the quality of CRM tools, timely support is also an important parameter that cannot be ignored. CRM Vietnam has a great advantage as a local company, so you can quickly contact the technical department through many channels such as team viewer, phone, chat, even request on-site support.

- **Disadvantages of applying internal CRM**

Technology platform is not really strong. Despite possessing a young, creative human resource and a spirit of constant learning from advanced technologies, the domestic technology resources are still not really rich, equipment or transmission lines are not very rich. Still face many obstacles. Appeared in the world since the 1970s, but in the early 2000s, the application of customer relationship management solutions really started in Vietnam. Due to the difference in access time and technology, the experience in building a CRM implementation process is still poor, facing many problems in installation and operation.

- **Benefits of implementing an external CRM**

Huge feature system. The brand-name CRM vendors such as Bitrix24, Salesforce, HubSpot are systems with super modern features (analysis - automatic data storage, multi-channel communication), very suitable for large-scale companies.

- **Disadvantages of external CRM**

**High cost:** Currently, foreign CRM systems often have prices ranging from a few hundred to several thousand dollars per month, the more features, the higher the price. This is not a low number; even large companies need to consider carefully before deciding to cooperate.

**Difficulty of support:** Software from abroad will have certain difficulties if you need help, due to the difference in time zones, languages, long distance phones so in most cases

you will have to find documents, research and practice on your own. Proficient before starting implementation.

#### 4.2 Promoting and exploiting the strengths of the CRM system at Nguyen Kim

A CRM system to work effectively needs to collect the following data.

- Information about the list of customers
- Information about products and business areas of the enterprise
- Digital data on sales and purchases
- Data on customer/partner response to your business's communication and promotional campaigns
- Sales process, product handover method and shipping and delivery specifications
- Corporate customer marketing channels
- Demographic data if available Data on online sales that the business owns

In addition to the above updated data, CRM implementation also needs the assertiveness of the business owner. In fact, the application of CRM also needs the consistency of the entire enterprise, the open attitude of the head, accepting changes of the staff to achieve better results for the business in this era number conversion.

Steps to apply and implement the perfect CRM system. Depending on the large and small scale in each business field of each different enterprise, the implementation of CRM will have certain processes. However, most will still be done through the following basic steps.

- **Step 1:** Build a strategy to approach, maintain and manage relationships with customers
- **Step 2:** Choose the right CRM solution for your business goals
- **Step 3:** Clearly define goals and detailed tasks for each department based on the common goals of the business when applying CRM
- **Step 4:** Integrate and test the system
- **Step 5:** Train employees on how to use and exploit the ICT. application
- **Step 6:** Collect employee feedback in the process of using CRM to respond to the solution provider to adjust the system to be more appropriate and effective. At the same time evaluate the effectiveness of the operation and the benefits that CRM brings to the business.

Some important notes when applying CRM in customer data mining.

Clearly define the goal of using CRM of each department. As a place to store and exploit customers, the use of CRM has the meeting of many different departments such as: marketing department, sales department, customer care department, accounting, human resources. Therefore, before when setting up a CRM implementation, businesses need to determine what are the duties and functions of each department in using this system, and to what extent the rights and obligations are limited. All are aimed at ensuring the most effective customer care process and optimally exploiting the working performance of the staff in the enterprise. As mentioned above, departments when using CRM, in addition to being clear between tasks and functions, also need a good and smooth coordination during the implementation of the campaign. This will help optimize the working process, save time and cost, and bring high efficiency in the operation of the business.

Exploit customer data effectively. The main purpose of

applying CRM is to make more optimal use of customer data. Accordingly, when acquiring customer data, in order to have optimal access, departments need to carefully study customer portraits, needs, "pains", troubles that they are facing in order to do this, relevant departments must do their job well and support each other in researching and approaching customers. Specifically, the marketing department is responsible for finding and building customer portraits to bring back the best quality data source. Meanwhile, the sales department and customer care department must have a deep approach to clearly identify the needs of each customer. From there, combined with the marketing department to adjust the approach strategy, promoting a superior sales rate.

Regularly control work progress on CRM. For those who are CEOs, business owners, and managers, they need to regularly monitor the work progress and performance of employees on CRM. This will help you ensure that your employees are using the CRM in the most efficient and consistent way. Not to mention, in the end, CRM is just a tool to help you handle your work more efficiently, not to help you manage the entire job. That's why managers need to closely follow the process of using CRM in their team.

Finally, in order to successfully exploit data and apply CRM in customer management, businesses need to pay attention to important factors such as users, corporate culture and the right CRM solution to be ready for more effective and successful change.

### **4.3 Overcoming the weaknesses of the CRM system at Nguyen Kim**

#### **No specific strategy**

Businesses cannot just spend money to buy a CRM software to use without having a specific plan and strategy. An effective CRM strategy will result in the following.

- Improve customer service, increase customer satisfaction.
- Automated business process support
- Build a database and improve the efficiency of customer information processing.
- Helps businesses more insight on demand, customer behavior cave
- Increased coordination between departments
- Save costs, support the implementation of effective business strategies.

Thus, businesses need to clearly define the benefits that CRM brings and how to deploy CRM to achieve those goals. CRM is a long-term strategy and must be invested in both processes, solutions, and people, not just technology. Failure to develop a strategy can cause businesses to have problems when operating CRM, prone to errors, not taking advantage of data, not automating business processes in the digital transformation era, leading to failure.

#### **There is no internal consistency**

CRM tool is not only for a single department to work, any department in the business also needs to participate in using CRM (sales, marketing, management). The use of a technology product in operation itself requires training, understanding, and proficient and fluent use. If a business uses CRM without a manager monitoring closely, the extrusion departments do not learn and use, the CRM strategy will fail.

### **Choosing the wrong CRM**

Every industry, every business size, every work process is different. Therefore, CRM products also need to be flexibly adjusted to suit the needs of businesses. If your business develops its own CRM software, you can optionally develop it to best suit your business. However, if you're considering buying another party's product, consider choosing CRM software that's user-friendly, easy to use, fully functional, and capable of flexibly upgrading and customizing.

#### **Implement CRM in a hurry**

CRM is a long-term strategy. CRM implementation is never a one-time investment in a short time. In order to avoid failures when implementing CRM, businesses, in addition to building strategies and considering products, also need to focus on resources, human resources, support infrastructure, etc. If the deployment is too hasty. Many common problems businesses encounter such as: employees are overwhelmed and overloaded when applying new technology, data is not fully updated, security infrastructure is not ready, the role of departments has not been established.

#### **Do not consider the customer as the center**

Choosing to use a CRM solution means that businesses are looking to improve the relationship between businesses and customers. Thus, the customer factor is put on top, instead of the technology factor as many people mistakenly believe. No matter how well you use a technology solution, if it makes it difficult for customers to reach you, you have failed. To set up and use these features so effective upgrade, improved CRM, the enterprise needs to understand and grasp the Father c portrait clients, needs, difficult to solve them.

#### **Poor customer data**

CRM is a place to centrally store customer data and exploit that data in the most effective way. However, one of the reasons leading to failed CRM implementation is the input data of the business is inaccurate, misleading, missing updates, polymerization is p ... data sketchy, deviations can cause businesses do not understand customer problems to quickly fix, leading to incorrect decisions. To overcome this, businesses should regularly review and monitor customer data. Build a standardized sales and customer care process and synchronize data to have the best quality data source.

#### **Only invest in CRM 1 time and do not upgrade**

Investing in CRM is not simply a business that just buys a product and uses it forever. Over time, any product has a certain change and development. When the business is growing in size and innovation, the CRM system at that time also needs to change. To avoid failure in CRM implementation, businesses upgrade and adjust CRM to be most suitable, regularly monitor and maintain the system.

## **5. Conclusions and recommendations**

### **5.1 Conclusions**

CRM not only benefits the company but also the customers. Because customers and customer satisfaction are the goals of customer relationship management. Customers who bring great profits to their company also have many needs for benefits and incentives, requiring the company to interact and study customer needs. Customer relationship management will be the solution to the above problem. It not only brings great benefits to the company but also benefits the customers. Because customers and their satisfaction is the

goal that CRM aims at. Through customer relationship management of Nguyen Kim Electronics Supermarket, the relationship between customers and the company is increasingly close, customer data is updated as a basis for understanding customer needs. Thereby, the company's policies and strategies will be adjusted accordingly. Thus, we can see that CRM is an extremely necessary requirement in today's fierce competition because customers and their satisfaction is the goal of CRM. Through CRM, the relationship between Nguyen Kim and customers will be closer, the customer's data warehouse will be effectively managed, thereby capturing all the smallest changes in tastes and habits. Consumption habits of customers. Customer relationship management (CRM) is a business practice that includes methods, techniques and capabilities that help businesses manage customer relationships more effectively. The fundamental goal of CRM is to help business organizations better manage their customers through the introduction of reliable business systems and methods. In order to do a good job of Customer Relationship Management, it is not simply installing and applying the software well, but it is also necessary to combine many other policies and different methods including approaching customers, Employee training, Marketing, information system management, all factors in the business must be adjusted to suit the criteria of placing the customer at the center. Along with the proposed solutions along with the company's operational efforts, we hope that the company will find the right and suitable solution to well implement the CRM work, the set goals and business orientation. of the company.

## 5.2 Recommendations

Nguyen Kim should also take effective measures to make CRM operations more effective. Organize surveys, vote, evaluate, and collect customer satisfaction opinions on the service attitude of employees. For how to assess and accurately and objectively about the quality of service, think every 3 or 6 months, Nguyen Kim should make table had them i customers see the satisfaction level of the customers for the supermarket, from that immediately adjusts what factors make customers not really satisfied with the employee service attitude, thus helping Nguyen Kim serve customers better and better.

Periodically organize meetings and exchanges between employees and leaders on issues related to CRM activities. Strengthen training in communication skills, customer care, and customer management.

Expanding and perfecting the distribution network is an important topic for traditional supermarkets. It allows to eliminate or minimize the risk of losing competitiveness. An extensive distribution network will hinder the entry and development of new competitors.

Nguyen Kim's plan in the coming time is to continue to add more new products and utilities to best meet customer needs, especially prioritizing electronic customer services. Building professional CRM software to improve the efficiency of sales, marketing activities and customer care.

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