



International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 18-07-2021; Accepted: 05-08-2021

www.allmultidisciplinaryjournal.com

Volume 2; Issue 4; July-August 2021; Page No. 794-801

The strategic customer relationship management at Coop Mart in Vietnam

Nguyen Hoang Tien ¹, Pham Thi Diem ², Phan Minh Duc ³, Ho Tien Dung ⁴, Nguyen Van Dat ⁵, Bui Quang Tam ⁶, Vo Kim Nhan ⁷

^{1,2} Van Hien University, Vietnam

³ Da Lat University, Vietnam

⁴ University of Economics Ho Chi Minh City, Vietnam

⁵ Tay Nguyen University, Vietnam

⁶ Nguyen Tat Thanh University, Vietnam

⁷ Tien Giang University, Vietnam

Corresponding Author: **Nguyen Hoang Tien**

Abstract

With today's strong competition and globalization trend, customers are faced with countless products, brands, prices, suppliers, and businesses that want to survive and develop. Customer-oriented and customer-centric, bringing the highest value to customers. When customers have more demands on satisfying 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 in order to offer the best products and services. the most suitable service that meets the needs and wants of the market.

In fact, customer relationship management has been quite popular in the world, but it is still new in Vietnam, businesses are still not really aware and focused on the importance of customer relationship management. Therefore, in the current fierce competition, in order to acquire and retain customers, Co.opmart supermarkets must have appropriate customer management policies. Building a customer relationship management system will create and maintain sustainable relationships with existing customer groups as well as potential customer groups. demand, adding value to customers and increasing profits for Co.opmart supermarkets. From the above reasons, research on the formation and development of CRM system at Co.opmart has been carried out.

Keywords: CoopMart, customer care, customer relationship management

1. Introduction

1.1 Overview of the research problem

In order to complete the content of the topic, the author has collected documents for his research based on theories of marketing and customer relationship management, research articles on the formation and development of customer relationships, development of CRM system at Coopmart of some previous authors, as well as articles and websites about customer relationship management. Here are some references.

- Le The Gioi, "Value-oriented marketing management". The author has clearly shown the customer-oriented values in modern goals. Understanding customer behavior is one of the important factors to create better service for customers and create customer satisfaction for businesses. In addition, the author introduces readers to the basic concepts of CRM, considering CRM as a general process of providing higher value and satisfaction to customers.
- Marketing management in the 21st century has brought readers a new approach to modern marketing. The document has emphasized that the official operational objective of the business is to attract and retain customers, thereby creating economic profit, growth for the business, sorting and understanding the needs, characteristics and behavior of each of its customer groups.

2. Theoretical Basis

2.1 Overview of the CRM system

The CRM system is a solution to support businesses in storing and updating all kinds of information about customers from the needs of services and products from the business, thereby helping businesses keep track of all information and interactions between businesses and their customers. Thereby, a CRM system helps businesses to provide solutions to customers with the best services so that users can have the perfect service/product experience of the business. CRM system is a support tool to help you manage all customer information in the most detailed way. The CRM system helps businesses analyze important types of potential customers or partners. Most businesses today are customer-oriented as the top business trend.

In fact, CRM is a system that centralizes all information and links all operating departments in the business. Then, all interactions with customers through many forms such as: Email, sms messages, voice calls, appointments, data storage files are stored and tracked. For a CRM system built and deployed on a standard process to help businesses analyze, evaluate and classify potential, non-potential, high or low priority customers and through the storage and update system Latest information from customers helps businesses increase sales closing rate significantly.

2.2. The role of CRM in the business strategy of retail supermarkets

Trading function

The CRM system works similarly to Microsoft's Outlook program. It allows you to transact e-mail within the CRM user network, and at the same time to transact mail with the outside by declaring POP3 accounts.

Analysis function

The CRM system allows the company to create and analyze information to manage and track what needs to be done, such as which customer, for how long, under which project or topic, by whom. Responsible.

Planning function

The CRM system helps you arrange individual and collective work schedules, including daily, weekly and monthly calendars.

Function of declaration and management

The CRM system allows to declare and manage relationships with customers to understand who they are on the basis of simple profile information about them. CRM will help determine which customers have regular relations with the company, which customers the company has working appointments with, which customers are partners related to which plans need to be prioritized.

Communication management function

The CRM system allows to manage and track phone calls in the company, helping you to plan at what time to call who, how long to call and whether you have made or forgotten.

Archive and update function

The CRM system allows you to read and write documents of any kind, so that users of the software system can share with each other about shared documents, documents needed for everyone to participate in. survey. Especially when the

employee goes on a long-distance business trip, he can still easily use his company's common document repository, and at the same time can send new documents to his colleagues despite the geographical distance. It can be said that CRM has completely eliminated sending attachments via email to people sporadically as before.

Functions to support projects

The CRM system allows you to declare and manage the necessary information about the projects that your company needs to plan and implement. Along with the main information about the project, you can manage the list of project members, which companies they belong to, how the work goes, when the appointments are, a contract should be signed. You can also divide a project into smaller projects and schedule them.

Discussion function

The CRM system creates an environment for public information exchange throughout the system through writing news, responding to news. Besides, CRM software can help groups of people exchange online to express their views, their opinion on a certain issue, whether they are sitting at the office or on a business trip.

Contract management function

The CRM system allows to manage a list of attached contracts, even if they are original contracts saved in PDF format.

Administration functions

The CRM system allows company administrators to define the roles and positions of salespeople and customer relations staff, thereby managing and promoting their full role.

2.3. Features of CRM system at retail supermarkets

CRM software brings high efficiency to businesses in managing warehouses, retail points, supermarkets, groceries, stationery, cosmetic stores, clothing stores, fashion, phone centers, electronics have small and medium models. In order to help business save costs, especially CRM software is easy to use, free support and unlimited time and features.

Customer care management system

1. Customers can access their purchase history
2. Order status (if any)
3. Warranty period (if any)
4. Promotions
5. Customers look up the accumulation of points on shopping cards
6. Security management of access to the system

Customer management

1. Manage customer details and contact information
2. Manage transaction activities related to customers: Quotation, sales
3. Customer sales statistics
4. The ability to calculate the sales of customers in the TOP of the highest sales
5. Support customer care service functions

Sales management

1. Sales at the counter, sales on delivery
2. Order Management

3. Order processing: Retail sales, wholesales, project sales
4. Manage the status of orders
5. Manage the customer return process, the price to be paid.

Manage invoices, debts, payments

1. Debt management, debt limit of customers
2. Invoice processing
3. Manage payments

Purchasing Management

1. Set up other pregnant goods
2. Order analysis (analyze by inventory, sales, samples, etc.)
3. Manage the process of ordering goods, approving orders, ordering suppliers
4. Manage invoices and input documents

Automatic reminder system

1. Remind customer debt
2. Remind accounts receivable, payable.

In addition, the CRM system also has the following characteristics: Promotion management; Manage shopping card program, gift vouchers; Management and coordination of warehousing, delivery, and installation; Optimal shipping management; Warranty and maintenance management; Manage employee bonus points; Management of raw materials warehouse. The above is the system of information that retailers need to manage in sales. But to make sales management easier than ever, sales management software is now the first choice of most businesses.

3. Research Methods

3.1. Sources and methods of data collection

Source of data information

- Reports and research articles by specialized authors and organizations
- Textbooks and specialized materials and mass communication
- Libraries, statistical reports of ministries, branches and localities
- Report/survey sheet of previous classmates
- Internet, social networks such as facebook, google.

Data collection methods: Are methods of collecting data that is available inside and outside the business, that is, secondary data. However, by means of modern telecommunications such as the web, e-mail, telephone, networked video recorder, researchers can indirectly approach the subjects to be researched to collect both primary and secondary data.

- Observation method: is a method of collecting primary data about customers, about competitors by using people or machines to record the phenomena and behavior of customers and system staff businesses, and competitors. The purpose of the observation is to record the behavior and words of employees and customers when they are at places dealing with customers.
- Interview method: is a method of collecting primary data by interviewing selected subjects. This is the only method to know the opinions and intentions of customers.
- Experimental method: to create artificial conditions to determine the outcome when we change a certain

variable while keeping other variables constant, that is, to discover the causal relationship of which two variables or test hypotheses.

3.2. Research Methods

Based on the theory of customer relationship management, marketing theory to research and analyze the actual data at Coop.mart supermarket. Method of description: Describe the current operation of Coop.mart supermarket. Methods of statistics, synthesis, comparison, analysis and evaluation to locate and provide solutions to improve customer relationship management at Coop.mart supermarket

4. Research Results and Discussions

4.1. Strengths and weaknesses of CRM at Coop Mart supermarket

Strengths

Good interaction with customers

- For customers shopping at Co.opmart supermarket
- For individual customers who already have a customer card: Loyalty, Member, Vip... Co.opmart supermarket identifies this as the target customer. Taking good care to strengthen the sustainable relationship between supermarkets and customers is a particularly important requirement. Co.opmart always strives to meet the maximum needs of customers.
- + For corporate customers who buy first, pay later: maintain the relationship between customers and supermarkets, and at the same time consider debts to avoid losses.
- For new customers who have a relationship at Co.opmart supermarket: Group of customers who have not yet registered with the supermarket. Co.opmart's customer relationship point of view is to always monitor, care, and disseminate benefits... so that they become loyal customers of the supermarket.
- For customers who have bought goods at Co.opmart supermarket within 6 months but have not had any more purchases: supermarket staff call to visit and attract them to shop again at the supermarket.

Personalize according to customer

- Co opmart supermarket has implemented many separate pricing and distribution policies for each customer segment, generating positive signals.
- Enthusiastic staff and professional advice on products are advantages for Co opmart supermarket to make a difference compared to competitors.

Weaknesses

Customer care in peak periods is still limited

Usually, customer service staff will divide cases and handle customer messages manually. However, at peak periods, the customer service department will be easily overloaded such as seasonality (discount season, new product launch, holidays) or special events (extreme weather events, technical problem solving). At these times, it is not possible to handle cases manually.

Customer service staff's right to self-handle is not appropriate

Providing the right level of self-treatment to customer service reps is not easy. You certainly don't want them to talk to customers like rigid robots, but you also can't let them say

whatever they want. Great customer service experiences are often accompanied by meaningful and highly personalized interactions, but still need to be consistent in the way they communicate and deliver quality feedback.

▪ **Unable to reach and connect with customers**

When receiving customer problems, customer service staff may not be able to immediately grasp the information that needs to be handled, causing them to wait and move to another department for resolution.

▪ **The system of receiving customer feedback is not professional**

70% of businesses rated as providing the best customer service are thanks to using a customer feedback collection system? However, the coopmart supermarket system cannot do that.

4.2. Promoting and exploiting strengths of the CRM system at Coop Mart

The foundation for building CRM at coopmart: includes 3 basic issues: creating value for customers, seeing each product as an operational process and the responsibility of the supplier. The most important foundation is creating value for customers. The aim is not only to maximize the benefits of individual activities, but also to build sustainable relationships with customers, which are mutually beneficial. CRM creates value for customers and suppliers are the central factor, bridging the three areas of production, products and customers. CRM must see each product as a process of action involving supplier and customer exchanges. No company sells a pure product or service, but rather different forms of CRM. The company does not sell products or services, but the company only sells benefits and solutions to customers. In order to implement CRM well, the company not only satisfies the expressed needs of customers, but also the needs of customers that have not been expressed to the outside, especially the future needs of customers row.

Promoting the strengths of the CRM system at coopmart.

Step 1: Create a database

This is a prerequisite for implementing CRM of every business. There are many methods of information collection such as: direct contact with customers, questionnaires, website, e-mail, phone, etc. Customer database is a common property of the business, not of the company any individual.

Step 2: Analyze the data

The analysis is not the same for each business, but the amount of information about current and future customers that need to be assessed is about the same. Analyze data to solve customer-centric problems.

Step 3: Select target customers

This is an important step, it is necessary to add more information about the market, competitors, etc. Need accuracy so as not to lose important customers among potential customers.

Step 4: Targeting tools

Building separate programs for different audiences, especially interested in target customers, tools must be aimed at target customers to entice customers to come to the

business.

Step 5: The program builds relationships with customers

Implement the tools set out to attract target customers to the business. Meet the needs of target customers that the business sets at a higher level than competitors.

Step 6: Interact

Interact with customers through direct communication, phone, e-mail or web to capture customers' thoughts in order to understand customer needs, thereby best meeting those needs to satisfy customers.

4.3. Overcoming the weaknesses of the CRM system at Coop Mart

▪ **Customer care in peak periods is still limited**

Usually, customer service staff will divide cases and handle customer messages manually. However, at peak periods, the customer service department will be easily overloaded such as seasonality (discount season, new product launch, holidays) or special events (extreme weather events, technical problem solving). At these times, it is not possible to handle cases manually.

In this regard, the provision of an information technology system lies in dividing customer cases quickly and scientifically in normal time or when running event programs in order to reduce the load on the team customer care as well as helping to take care of customers in the best way.

▪ **Customer service staff's right to self-handle is not appropriate**

Providing the right level of self-treatment to customer service reps is not easy. You certainly don't want them to talk to customers like rigid robots, but you can't let them say whatever they want, either.

Provide self-treatment for more appropriate customer service staff, open training classes for customer service specialists in the best and professional way to bring customers closer to the product. Great customer service experiences are often accompanied by meaningful and highly personalized interactions, but still need to be consistent in the way they communicate and deliver quality feedback.

▪ **Unable to reach and connect with customers**

When receiving customer problems, customer service staff may not be able to immediately grasp the information that needs to be handled, causing them to wait and move to another department for resolution.

Provide customer problems in the most complete way, improve the handling ability of customer service staff

▪ **The system for receiving customer feedback is not professional**

70% of businesses rated as providing the best customer service are thanks to using a customer feedback collection system? However, the coopmart supermarket system cannot do that.

Open the customer feedback system, collect and respond to the comments that customers have contributed.

5. Conclusions and Recommendations

5.1. Conclusions

It can be said that customer relationship management plays an extremely important role in the existence and development

of supermarkets. Customer relationship management not only benefits Coop.Mart supermarkets but also benefits customers, from which the relationship between Coop Mart supermarkets and customers will become close and tied. closer, improving customer satisfaction and loyalty. Also through customer relationship management, Coop.Mart supermarket's data warehouse about customers is also updated to make data analysis results more accurate catch the situation of customers, listen to the needs as well as the feedback from customers. With the desire to contribute a part to the development of customer relationship of Coop.Mart, our group project has systematized the basic issues as well as activities of customer relationship management at Coop.mart. Based on market research, the characteristics of the CRM system, the discussion of the strengths and weaknesses of the CRM system for Coop.Mart supermarkets in order to draw out recommendations and propose necessary solutions for improvement. than a CRM system. This helps Coop.Mart build a better image in the minds of customers, through which urgent proposals and solutions Coop.Mart will adjust accordingly while improving business performance and aiming to developing a CRM system to overcome all future challenges at CoopMart.

5.2. Recommendations and suggestions

For Coop Mart leader

Always ensure the quality and safety of the food input of the product

- Building trust with customers to be a place to trade in clean and hygienic food by quickly setting up a quality inspection center, regularly checking the quality of goods, ensuring guarantee to consumers that the goods are fresh and clean.
- Building a stable supply of goods, building many brands under the Coopmart brand, with quality control, especially fresh goods, vegetables and fruits.

Building a competitive and accumulative pricing strategy for reinvestment is vital for Coopmart in the upcoming competitive period. Because consumers have a lot of choices in deciding to buy a product. They do not hesitate to take the time to consult the prices of many places before deciding to buy, and when they have chosen a place they like, they are often faithful to that point of sale.

The price policy determines the regular promotions, more flexible. To do this, the leader must find the source with the most competitive price. The implementation measure is to quickly set up centers to collect agricultural products with direct prices, link with farms and farmers, reduce intermediaries in order to bring goods to consumer's at the most competitive prices. .

Today, shopping in supermarkets has become familiar to everyone, not only for high-income people but for everyone. It is a modern, spacious and airy place, which is the weekend choice of families for shopping as well as entertainment. Therefore, it is necessary to invest in a place to play and entertain after a tiring working day. These services include amusement parks for children, cinemas, food courts, and bookstores.

Improved loyalty and loyalty programs. This program creates a close relationship between customers and supermarkets, helping to share benefits with customers. However, further improvement is needed to make it easier for customers. Currently, customers who want to accumulate

points have to bring a membership card, causing inconvenience. Therefore, it is necessary to be more flexible in managing customer information, can use identity cards, phone numbers, or just manage by name.

For marketing, sales, customer service departments, at Coop Mart

Promote promotional activities, to boost brand popularity.

In order for the quality of sales service of Coop mart to be improved quickly and effectively, solutions must be implemented synchronously and drastically at the same time from the government, the State and the efforts of the whole employees of Coop Mart.

Creating a better service style, supermarket business, like any other business, needs to be refreshed and upgraded regularly to create a new, attractive feeling and avoid boredom.

Respect for customers: Effective customer care is to make customers feel their value and importance to each business. Anyone, when using the product/service of each business, wants to be respected.

Each individual customer service worker must always maintain and constantly hone his or her listening skills. Keep your eyes on the speaker and focus on what they are saying. Never interrupt a customer's words even if what they say is not reasonable, or not true at the time.

For customers of Coop Mart

Give suggestions to the supermarket through the suggestion box, if the customer is not satisfied during the shopping process or in the customer care service.

Customers should keep their personal belongings such as keys, parking cards because the supermarket is large, so it is best to send personal belongings to the storage counter to better secure their items.

Customers can ask staff about the use and price of the product to get answers about the product more easily.

On weekends and holidays, customers should queue without jostling so that the sales department can work as quickly as possible.

When traveling with children, you should pay attention to observe the baby to avoid incidents when the baby plays, affecting everyone around.

Do not open water bottles or tear off products without paying. Limit the product mess, can contact the staff so they can help arrange.

5.3. CRM development solution to face challenges and opportunities at Coop Mart

In today's business environment, tracking, processing and retaining customers is very difficult, and considering future business growth also encounters many dilemmas. The application of a CRM system will help businesses improve their business situation and overcome challenges to find a new path in marketing or their business. With the current times and new trends, businesses should:

- Have a complete, professional CRM system to be able to respond quickly to all business needs, to manage CRM customer relationships effectively.
- Take into account the amount of data to be collected and ensure that the system allows for expansion as needed.
- Give due consideration to the data collected and stored. Collecting all kinds of data the company has is quite heavy, but only the necessary data. Storing unused data is a waste of time and money.

- A CRM system should have a flexible product pricing function suitable for specific customers. The customer's individual characteristics must be recognized and reacted accordingly.
- Manage and own all information and data working with customers

Manage contacts, transactions, invoices with customers

History of chats, calls, videos

Integration with customer care switchboard

Stay connected with all customers

- Having its own communication channel with customers: call, chat, video
- Integrate email, call, chat, schedule, etc channels inside CRM
- Customers quickly contact through many channels: facebook, website, gmail

Manage sales team effectively, support sales staff better

- Decentralization management, assigning jobs, assigning customers to sales staff
- Help staff manage appointments, calls, communication history with customers
- Full tools to help sales management and customer care better

Integrate all channels facebook, zalo, website, google

- Interact, chat with customers 24/7
- Ensure customer data, advertising data is centralized on one system
- Easily track and evaluate the effectiveness of marketing and promotional campaigns

Full, accurate, and up-to-date reports on the system

- Full report of sales, revenue, sales
- Self-create report templates according to flexible information fields, easy to edit
- Export report data to different file formats

Organize effective care and marketing campaigns

- Organize customer care campaigns with diverse and flexible email marketing
- Connect with many google channels, facebook, website to make marketing reports
- You can create your own websites for free to use CRM effectively

Get more done in less time

- Schedule appointments, calls, work schedules with customers
- Create a reminder schedule for each customer
- Get all information about customers on 1 Lead

References

1. Introduction to CoopMart. http://www.coopmart.com.vn/trangchu/gioithieu/gioi-thieu-ve-coopmart_2209.html. Accessed July 15, 2020
2. Customer relationship management at CoopMart Da Nang supermarket http://www.luanvanmienphi.com/2017/11/quan-tri-quan-he-khach-hang-tai-sieu_22.html. Accessed July 15, 2020
3. Design the supermarket sales management system. <https://nhanh.vn/thiet-ke-he-thong-quan-ly-ban-hang-sieu-thi-n57816.html>. Accessed 7/15/2020.
4. Three major weaknesses of the Vietnamese retail system. <https://tuoitre.vn/ba-diem-yeu-lon-cua-he-thong-ban-le-vn-144791.htm>
5. Solutions to improve the quality of supermarket sales services of the Co.opMart system (CoopMart) in the 2009-2015 period. <http://www.zbook.vn/ebook/giai-phap-nang-cao-chat-luong-dich-vu-ban-hang-sieu-thi-cua-he-thong-coopmart-coopmart-giai-doan-2009-2015-47038/>. Accessed July 15, 2020
6. Why CoopMart is still the leading retailer in Vietnam. <https://zingnews.vn/vi-sao-coopmart-van-la-nha-ban-le-hang-dau-viet-nam-post743457.html>. Accessed July 15, 2020
7. Advantages and disadvantages of CRM software. <https://faceworks.vn/chi-tiet/uu-va-nhuoc-diem-cua-phan-mem-crm/>. Accessed July 15, 2020
8. Impact of relationship management on customer satisfaction. <http://www.khoahocphothong.com.vn/tac-dong-cua-quan-tri-quan-he-den-su-hai-long-cua-khach-hang-47835.html>. Accessed July 15, 2020
9. Co.opMart to exercise consumer rights. http://www.coopmart.com.vn/trangchu/TinCoopmart/thang-6-den-coopmart-de-thuc-hien-quyen-nguoi-tieu-dung_543.html. Accessed July 15, 2020
10. Application of transaction chain in organization and operation management of enterprises. <http://tailieu.vn>. Accessed June 10, 2020
11. 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.
12. 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.
13. Tien NH. Knowledge Management in Strategic Alliances and Foreign Joint Ventures. Proceedings of University Scientific Conference of: Young Lecturers and MBA Students. Faculty of Economics, TDM University. Binh Duong, 2018, 141-149.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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. Hanoi, 30 October 2018, Academy of Finance in partnership with IPAG Business Institute (France), York University (Canada) and Waikato University (New Zealand), 2018, 108-114.
20. Tien NH, Anh DBH. *Global Strategic Marketing Management*. Ementon Publisher, Warsaw, 2017.
 21. 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.
 22. 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. April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019, 216-223.
 23. 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.
 24. Tien NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. *International Journal of Research in Management*. 2019; 1(1):14-17.
 25. Tien NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. *International Journal of Research in Management*. 2019; 1(1):9-13.
 26. Tien NH, Anh DBH, Ngoc NM, Nhi DTY. Social Entrepreneurship in Vietnam. *International Journal of Entrepreneurship*. 2019; 23(3):1-12.
 27. Tien NH. *Human Resource Management*. VHU Publisher, Ho Chi Minh City, Vietnam, 2020.
 28. Tien NH. *Strategic International Human Resource Management*. Ementon Publisher, Warsaw, Poland, 2017.
 29. Tien NH. *Responsible and Sustainable Business*. Eliva Press, Chisinau, Moldova, 2020.
 30. Tien NH, Anh DBH, Thuc TD. *Global Supply Chain and Logistics Management*, Academic Publications, Dehli, India, 2019.
 31. Tien NH, Thao VTT, Hung Anh DB. Sustainability issues in social model of corporate social responsibility. Theoretical analysis and practical implications, *Journal of Advanced Research in Management*, 2019, 19 (1).
 32. Tien NH. Green Entrepreneurship Understanding in Vietnam. *International Journal of Entrepreneurship*, 2020, 24(2).
 33. Tien NH, Minh HTT, Ngoc NM, Nhan VK. Family business in Vietnam and in Poland: Review of characteristics and trend of development, *Journal of Southwest Jiaotong University*. 2020; 54(6):1-19.
 34. Duc LDM, Thuy HTX, Yen NTH, Tien NH. Corporate Social Responsibility and Corporate Financial Performance Case of Listed Vietnamese Companies, *Zeszyty Naukowe Politechniki Częstochowskiej. Zarządzanie*. 2018; 32:251-265.
 35. Tien NH. *International Economics, Business and Management Strategy*, Academic Publications, Dehli, India, 2019.
 36. Tien NH. *Principles of Management*. Financial Publisher. Ho Chi Minh City, 2020.
 37. Tien NH, Minh HTT, Duc LDM, Mai NP. Enhancing Sustainability in the Contemporary Model of CSR: a Case of Fast Fashion Industry in Developing Countries. *Social Responsibility Journal*, 2020.
 38. Tien NH, Viet PQ, Duc NM, Tam VT. Sustainability of Tourism Development in Vietnam's Coastal Provinces. *World Review of Entrepreneurship Management and Sustainable Development*, 2020.
 39. Tien NH. *Leadership in Social Responsible Enterprises*. Ementon Publisher, Warsaw, 2015.
 40. Tien NH, Anh DBH, Ngoc NM. Corporate Financial Performance due to Sustainable Development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019; 27(2):-12.
 41. 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.
 42. Tien NH. *Change Management in a Modern Economy. Modelling Approach*. PTM Publisher, Warsaw, 2012.
 43. Tien NH. *Competitiveness of Enterprises in a Knowledge Based Economy*. PTM Publisher, Warsaw, 2012.
 44. Tien NH. *Competitiveness of Vietnam's Economy. Modeling Analysis*. PTM Publisher, Warsaw, 2013.
 45. 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*. 2020; 2(1):101-107.
 46. Tien NH, Hung NT, Vu NT, Bien BX. Risks of Vietnamese Enterprises in Trade Relations with China. *International Journal of Research in Finance and Management*. 2020; 3(1):1-6.
 47. Tien NH, Anh DBH. Trade Freedom and Protectionism of Leading Economies in Global Trade System, *International Journal of Commerce and Management Research*. 2019; 5(3):100-103.
 48. Tien NH. Develop Leadership Competencies and Qualities in Socially Responsible Businesses – Reality in Vietnam, *International Journal of Research in Management*. 2019; 1(1):1-4.
 49. Tien NH, Ngoc NM. Comparative Analysis of Advantages and Disadvantages of the Modes of Entering the International Market, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):29-36.
 50. Tien NH, Ngoc NM. Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):12-17.
 51. Tien NH. Challenges and opportunities for enterprises in the world of the 4th industrial revolution, Proceedings of national scientific conference on Accounting, Auditing and Vietnam Economy in the Face of 4.0 Industrial Revolution, November 2017, Quy Nhon University, Quy Nhon, Binh Dinh province, 2017, 441-445.
 52. Tien NH, NTH Dung, TTT Trang, VT Hien, BTN Phuong. Factor Affecting Tourists' Return Intention. A Case of Binh Quoi Village in Ho Chi Minh City. *Journal of archeology of Egypt / Egyptology*. 2021; 18(9):493-507.
 53. Ngoc PB, Tien NH, TTT Trang. Current Path to Community Based Sustainable Tourism Development of Khanh Hoa Province in Vietnam. *Journal of archeology of Egypt / Egyptology*. 2021; 18(9):508-525.

54. Ngoc NM, Tien NH. Branding Strategy for Gamuda Land Real Estate Developer in Ho Chi Minh City Vietnam. Celadon City Project. "Psychology and Education. 2021; 58(5):3308-3316.
55. Ngoc NM, Tien NH, TH Thu. The Impact of Financial Structure on Financial Performance of Logistic Service Providers Listed at Ho Chi Minh City Stock Exchange. Journal of archeology of Egypt/Egyptology. 2021; 18(2):688-719.
56. Ngoc NM, Tien NH, PB Chau, TL Khuyen. The Impact of Financial Structure on Business Performance of Real Estate Enterprises Listed at Ho Chi Minh City Stock Exchange. Journal of archeology of Egypt/Egyptology. 2021; 18(8):92-119.
57. Tien NH, NQ Giao, TTT Trang, NP Mai. Sustainability Issues in the Development of Higher Education Industry. Hong Kong journal of social sciences. 2021; 57:79-90.
58. Tien NH, DBH Anh, LDM Duc, TTT Trang, PB Ngoc. Subjective Well-Being in Tourism Research. Psychology and education. 2021; 58(5):3317-3325.
59. Tien NH, NTH Dung, TTT Trang, PB Ngoc. Assessing Customer Satisfaction for Can Gio Tourist Destination in Ho Chi Minh City. Journal of archeology of Egypt/Egyptology. 2021; 18(14):249-268.
60. Tien NH, DL Diem, TTT Trang, PB Ngoc. Development of Tourism in South Central Coastal Provinces of Vietnam. Journal of archeology of Egypt/ Egyptology. 2021; 18(8):1408-1427.
61. Tien NH, HTT Minh, NH Diep, LH Vu, DT Hai, TTH Thuan. ASEAN and China in Vietnam's International Relations in the Region. Journal of archeology of Egypt/ Egyptology. 2021; 18(8):2661-2680.
62. Tien NH, HTT Minh, NH Diep, LH Vu, DT Hai, TTH Thuan. China and USA in Vietnam's International Relations in the Region. Journal of archeology of Egypt/ Egyptology. 2021; 18(8):2681-2710.
63. Tien NH, DBH Anh, PB Ngoc, TTT Trang, HTT Minh. Brand Building and Development for the Group of Asian International Education in Vietnam. Psychology and education. 2021; 58(5):3297-3307.