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## Assessing the current state of business communication in FDI enterprises in Vietnam

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### Abstract

In the current information explosion era, communication in foreign-invested enterprises plays a very important role. Communication becomes the fastest and most effective bridge to bring new products or brands closer to the community and businesses in the best way. Once the competition in the business is increasingly fierce, the transition to the target customers and how to do business effectively is not easy at all. Therefore, in order to build and attract foreign-invested enterprises, it is necessary to have strong, simple and easy-to-understand communication that recipients can see and receive deeply. Therefore, businesses need to be stronger in the field of communication to be able to develop like that.

**Keywords:** assessment, evaluation, communication, foreign enterprises, Vietnam

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### 1. Introduction

For many years, Vietnam has always been on the list of countries attracting investment from FDI enterprises equally in the world. In addition to supporting the development of investment enterprises through improving the investment environment, enhancing competitiveness, applying science and technology to simplify administrative procedures, foreign enterprises also accepted by Vietnam to apply many communication models to promote the brand image widely throughout the country. Communication in an organization or business is a collection of all propaganda activities, transmitting information from the business to different audiences such as the public, potential customers, partners, competitors and also employees in that business. Organizational communication or corporate communication has two main divisions corresponding to two different purposes. Firstly, promoting the image, brand, or products and services owned by that unit to the outside public in order to build a trusting relationship between the business and the public. Second, conveying official messages and information from the representative of the enterprise to all internal employees in order to build a close, cohesive and loving relationship with each individual into the overall picture of the collective. Those two departments are called external communication and internal communication respectively.

The media contributes to helping foreign enterprises investing in Vietnam promote their brands, bring their products and services closer to potential customers. Thereby increasing the conversion rate: attracting customers to know, interest and use your products and services. Therefore, businesses need to build appropriate communication messages to achieve the highest communication efficiency. The essence of communication activities is a series of deliberately planned actions to improve the customer's view of an organization or business, release information to the media and attract attention. Organizations and businesses that carry out communication must have the ability to persuade, know how to create influence of the brand on the public. While the effect achieved is not easy to measure, creating a unique image and increasing goodwill from customers and the public are the end results that your brand expects.

## 2. Overview of the research problem

-Communication is a type of social interaction in which at least two actors interact with each other, sharing common rules and signals:

+ In simple form, information is transmitted from sender to receiver

+ In a more complex form, the information exchange links sender and receiver.

- Communication shows the relationship between people and helps people understand each other, not only understand others but also understand themselves. Communication is the driving force that promotes the formation and development of personality. People will understand themselves better, understand the thoughts, feelings, thoughts and needs of others. Good communication will create a solidarity, creating close, intimate and good relationships, helping to facilitate work in the collective. Reduce frustration, conflict...

- Communication in business administration helps people learn and receive information, thereby making accurate and timely decisions for business activities.

- Communication in Business Administration plays an increasingly important role, especially because the business environment is undergoing great changes, organizations, partners, management style and content...have also changed. many requirements that managers need to establish standards of behavior to suit the situation in order to make appropriate decisions.

### 2.1 Functions of communication in management

#### 2.1.1 Purely social function

Is a communication function serving the needs of society or a group of people, or

+ God of information, organization In activities, husband and wife communicate with each other to inform each other about information to help the organization's activities operate effectively.

+ Control function. This function. is expressed in the aspect of mutual interaction of communication In communication, people use methods of mutual influence such as: voice, persuasion, group pressure... to control others. These functions are extremely important in management and business activities. By different forms of sub-division such as ordering, persuading, creating arguments, managers enjoy employee activities to accomplish the common purpose of the business. Together through various forms of interaction in communication, businessmen can agree with partners on beneficial commercial contracts.

+ Action coordination function in an organization often applies many transmitters with different mission functions. However, in order to collect an organization to operate in a unified manner, the members of the organization still have to communicate with the most to coordinate their actions effectively.

+ Function to motivate and stimulate: This function is related to the field of human color production. In the process of communication, people do not convey knowledge to each other, exerting the effect of controlling each other, but writing creates emotions that stimulate their actions. In their activities, managers sometimes use forms of communication with employees such as praise, encouragement, words and deeds to show concern for their families, themselves to work for the senior level. satisfied, thereby stimulating to work better

#### 2.1.2 Psychosocial skills

- Is a test of communication skills to serve the needs of each member of society, including:

+ Function to create relationships. For hostages, the state of isolation, isolation from those around is one of the most feared states of the party. Communication helps the number of people in us see the relationship with people

+ Emotional balance function. Each of us sometimes has feelings to express. Happiness or sorrow, hope or disappointment, joy or sorrow, all want to be shared by others. Only in communication can we do and empathize with and release our emotions.

+ Personality development function. In communication, people acquire social experiences, people's souls become privileged, deep knowledge of emotions and worldviews are formed, consolidated and developed. Through communication ethical standards, as well as a sense of responsibility, duty and principle, altruism, honesty... are not only expressed but also formed in us through Communication while people learn how to fake behaviors and attitudes, recognize themselves to improve their own personality qualities.

#### 2.2 Urgency of the topic

Foreign direct investment has been playing an important role in the economic development of many countries around the world. Foreign direct investment has provided many important advantages which can lead to the transfer of technology and know-how, improved access to international markets and enhanced competition. In Vietnam, the Law on Foreign Investment has been revised and expanded the autonomy for provincial governments in foreign investment management such as granting investment licenses, leasing land, providing import and export permits and labor recruitment. This policy allows the provincial government to develop in an innovative way that attracts more foreign investors and foreign investors can consider many factors when investing in Vietnam such as location selection suitable for maximizing investment efficiency.

-In the context that Vietnam is participating in and implementing new-generation free trade agreements along with the shift in the global value chain by focusing on building domestic linkage chains, adding value, skill enhancement and innovation, along with the strong influence of the industrial revolution 4.0, with breakthrough technologies have made competition to attract FDI in the region and in the world. The world is getting more and more intense. In order to achieve the goal of attracting foreign direct investment capital mentioned above, the work of attracting foreign direct investment capital plays an important and decisive role. For the above reasons, the group's selection of the title of the essay topic "Assessment of the current state of communication in foreign-invested enterprises in Vietnam" is scientifically and practically appropriate. with the general orientation of socio-economic development of the whole country

#### 2.3 Purpose and tasks of the study

- Purpose of the study Research paper to propose some solutions with scientific and practical basis to enhance communication about foreign direct investment capital in Vietnamese enterprises in the context of economic development. new development.

- Research mission
- + Systematize the general theory of communication in foreign-invested enterprises in Vietnam
- + Analyzing the general situation of communication in foreign-invested enterprises in Vietnam
- + Evaluation of successes, limitations and causes of success, limitations of the general practice of communication in foreign-invested enterprises in Vietnam
- + Research systematically and synchronously solutions to enhance communication in foreign-invested enterprises in Vietnam in the new development context

## 2.4 Subjects and scope of research

- Research object: foreign-invested enterprises in Vietnam
- Research scope
- + Content: Assessing the general situation of communication in foreign-invested enterprises in Vietnam
- + Space: Vietnam
- + Theoretical and practical significance of the topic
- In terms of theory: Systematize the general theoretical basis of communication in foreign-invested enterprises in Vietnam (FDI capital). The essay clarifies the nature and role of communication in foreign-invested enterprises.
- In terms of practice: The essay analyzes the general situation of communication in foreign-invested enterprises in Vietnam; evaluate the results of attracting FDI into Vietnamese enterprises. Analysis of success and limitations, the causes of success and limitations in attracting FDI into enterprises. And draw conclusions about the influence and influence of groups of factors as well as the influence of observed variables. The essay clarifies the viewpoints, objectives, communication orientations in attracting foreign direct investment capital into enterprises and proposes groups of solutions to enhance the attraction of FDI capital into Vietnamese enterprises in the current context. new scene.

## 3. Reality

The world is in the era of information explosion, the implementation of communication in foreign-invested enterprises in Vietnam is extremely important. Communication has long been considered as a tool to bridge the gap between businesses, partners and customers. It is the activities related to promoting, sharing information related to the business with customers, the press, suppliers... There are many ways to communicate for businesses such as by word of mouth. (interview, press conference, video), visual (photo, graphic, illustration) or written (website, press, bulletin board...). The above forms are aimed at creating a well-groomed, strong brand image on internal and external communications of the enterprise. In order for an enterprise to be successful in terms of business strategies or achieve its set goals, it is necessary to have reasonable, consistent and effective communication at work between people. between directors and employees... Nowadays, when a business develops strongly and expands domestically or abroad, the role of communication becomes even more important.

For many years, Vietnam has always been one of the countries attracting a lot of FDI in Southeast Asia. Besides paying attention to supporting the development of domestic enterprises, our country has also been very interested in taking care of foreign-invested enterprises in Vietnam. Communicative communication is an issue that businesses attach great importance to, as learned earlier, communication

communication is a type of social interaction in which at least two actors interact and share with each other. To be able to continue to exist and develop in our country, these foreign-invested enterprises have built for themselves a lot of communication channels to communicate and reach out to the customers they give them. is potential.

For businesses, communication plays a very important role. These are the three key roles for all businesses, both domestic and foreign:

Communication is a powerful way to bring your brand's brand to potential customers. Through mass communication channels such as newspapers, television, radio... Images and messages about the business will reach the most public. Especially, in today's 4.0 technology era, they can be spread and shared strongly on the internet, on social networking sites at the fastest speed.

- Communication communication helps to orient customers. Through activities such as promoting, sharing, conveying messages... We can easily build trust in the brand of the business with customers. From here, businesses can get a large number of loyal customers.

- Communication is a multi-dimensional interactive activity. Businesses can recognize positive or negative feedback from the public (customers, employees, partners...). From there, it is easy to promote the positive information or correct and adjust the bad information affecting the business.

In Vietnam, since 2005, when the Internet has been popularized strongly and social platforms have exploded, communication activities have also become very active and easy to access . reach out to everyone. Seeing this opportunity, foreign businesses have attacked the media network to be able to promote their products to Vietnamese customers. We can easily identify the main areas of communication in Vietnam that foreign businesses are regularly participating in, such as:

- Organize discussions on online forums of businesses, on the feedback function (comment) of electronic newsletters (news on electronic newspapers, news on websites, status or social network entries).

- News and publishing activities on the internet, such as posting articles on the main website of the business, writing blog entries about their new products, posting video clips on YouTube, uploading images of products and activities. activities of businesses on the Internet (Facebook, Instagram...).

- Activities of connecting and spreading information on the electronic network environment, such as tagging content items for partners, loyal customers, sharing document content related to businesses or partners or clients.

According to statistics, as of January 2021, Vietnam's population will reach 97.8 million people, with the urban population rate of 37.7%. In which, there are about 68.17 million Internet users (accounting for about 70.3% of the population). According to statistics as of June 2021 of NapoleonCat (a tool to measure social network indicators), the total number of Facebook users in Vietnam is nearly 76 million people, accounting for more than 70% of the national population, an increase of 31 million people compared to 2019. Guest social networks such as: Instagram with 10,717,000 users as of 2021, currently Zalo has more than 60 million users and has become a large "made-in Vietnam" social network. current best...

Through the above numbers, we can see that the number of

people using social networking sites is extremely high. This has contributed to making products of foreign-invested enterprises in Vietnam easily accessible to users.

For example: In the summer of 2021, a big campaign of Coca-Cola with the message "Share a Coke" - "Share Coke" was started and created a "shock" powerfully boiling the whole country of Australia at that time. And in Vietnam, the campaign "Give Coca Cola, connect friends" also created a strong viral reaction. The public showed interest when showing their names and relatives on Coke cans/bottles and sharing them with everyone. As a result, there were more than 40,000 conversations about just printing names on Coca cans, the keyword "Giving Coca-Cola to connect friends" yielded 54,400 search results on Google, searching for the keyword "Share a Coke Vietnam" yielded 548,000 results (results obtained after a month of campaign implementation).

*Communication message "Share a coke..." of Coca Cola*

Or with Sunlight, the brand of dishwashing liquid familiar to Vietnamese consumers has launched the "Sunlight for Men" campaign. With this campaign, Sunlight not only brings a new marketing campaign but also brings a revolution in thought when the target audience is men - who are still quite "unknown" to the kitchen. Especially, Sunlight also launched a limited edition of "Sunlight for Men", the special feature is that this product is not retail but is a free deal when buying Sunlight dishwashing liquid over 3.8kg. Meaning that Sunlight does not intend to sell this new product, but only considers it as a tool to convey its message. As a result, Sunlight received a storm of interactions on social networks with 47,000 interactions and nearly 6,000 discussions and shares.

At the beginning of 2022, Honda, a manufacturer that accounts for 80% of the Vietnamese motorcycle market share, launched the campaign "Bring money back to your mother" in conjunction with rapper Den Vau. In order to promote the Honda Winner X product line, Honda has helped Honda approach potential young customers and affirm its position. Honda implemented the campaign by releasing the Music Video "Bringing money back to mom", parallel deployment of MV promotion posts and introduction of new product features, thanks to the influence of the Black Vau campaign. of Honda has become a hot name on social networking sites, organizing the Winner League livestream in conjunction with Black Vau so that young people have the opportunity to interact with idols as well as the opportunity for Honda to introduce Winner X. The worthy reward for Honda's efforts is that the MV reached more than 74 million views and No 1 top trending within a few hours of its release. From the above, we can see how businesses have taken advantage of social networks to promote their new products. Thereby showing that communication makes an important contribution to helping foreign businesses promote their products, brands and services closer to potential customers. Thereby increasing the conversion rate: attracting customers to know, pay attention to and use your products and services. Therefore, businesses, especially foreign-invested enterprises in Vietnam, need to build their own effective and appropriate communication channels to achieve the highest communication efficiency.

However, besides the lucrative benefits of communication, it also has many shortcomings, risks and limitations such as:

- Many sources of information reflect unofficially. Cannot control the content, form of advertising as well as verify the

quality of the product and the distributor. This has somewhat limited the trust of customers in businesses, especially foreign-invested enterprises in Vietnam.

- Unable to evaluate and verify the quality of the product. Counterfeit products, imitation goods, poor quality products are many. Running seller ads can be annoying for users when the ads appear all over the place.

- More serious when businesses desire small profits that create false advertisements about their products. If customers buy them with poor quality, it will greatly affect the material benefits and health of customers.

#### 4. Solution

##### - For external communication

Focusing on customer communication is vital to the long-term success of any business. In the first stage, communicating with customers needs to ensure that the product or service that the business provides can satisfy the needs of each customer. In the long run, thanks to communication and exchange, foreign-invested enterprises in Vietnam can have a foothold. But not subjectively, businesses continue to seek satisfaction from customers.

Foreign-invested enterprises in Vietnam must first have in-depth knowledge of the customs and culture of that country. A business can face many difficulties if their management team does not learn in advance the do's and don'ts when approaching the culture in Vietnam. Businesses can choose to hire or train local employees who already have a basic understanding of the cultures in Vietnam. Or businesses can also recruit highly qualified human resources during training in Vietnam to perform communication behaviors. Communication skills also need to be combined with the diversity of vocabulary and the richness of languages, to be able to confidently exchange information between businesses and customers. catch more customers.

After solving the problems of communication, language and cultural barriers, foreign-invested enterprises in Vietnam must focus on building long-term cooperative relationships with foreign investors. customer partners are cooperating in investment and development. Training and equipping employees with the necessary knowledge to be able to answer questions and present the benefits of customers when using products or participating in investments. In order to attract customers and get contracts with the meaning of long-term cooperation . Keeping in touch with customers is also a good way to be able to support as well as answer customers' questions about products remotely via SMS, mobile, gmail, ...

Businesses not only stop at reaching old customers but also find ways to expand to attract new customers. Unique marketing strategies are also devised to attract new potential customers. The way to quickly reach out to customers is usually via youtube, gmail, facebook, ... or in the most common way is to distribute leaflets, organize events (can try products), attend participate in games to receive coupons, .... Events when organized also need to invest carefully in the content because it will determine whether customers feel interested and curious about the product. of that business.

It's also a good idea to get customer feedback so you can see what customers think of your business. Customer surveys should be evaluated periodically because opinions can also change over time, so it is necessary to know to be able to change strategies quickly to please customers and partners. .

Receptionist position is also an important part to show the face of the company, so it is necessary to be strictly trained in gestures and words to create peace of mind for customers when using services or products. products at enterprises, including business cooperation partners.

In addition, managers of foreign-invested enterprises in Vietnam must also pay attention to market trends so that businesses can keep up with market trends. Thanks to the communication between customers and businesses, when understanding the principles of supply and demand in the company's products, managers can figure out which products are popular or which need improvement. friendly, combined with customers' opinions, can offer other products that are suitable and can satisfy customers' needs.

#### **- For internal communication**

Promote solidarity and coordination among members at offices, departments and centers in information gathering and internal communication. Departments and centers must be responsible for providing internal information for internal communication activities and should have clear regulations to ensure that members strictly implement them.

Building an internal communication implementation process is a must-have job quickly. Only when there is a complete process can the coordination and implementation of internal communication between units and departments really be smooth. To implement solutions to promote internal communication activities to improve the efficiency of internal communication activities at the Company:

+ *First: There must be consistency from strategy, plan, message, actions from the highest levels of leadership, subordinate units, functional departments as well as the spirit of solidarity, creativity, seriousness and responsibility of all employees in the company. A very important factor is that the company's leaders must arrange a sufficient budget for implementation.*

+ *Second: Plan to implement necessary internal communication activities*

is performed according to the following procedure:

-Step 1: The company issues the annual business plan/strategy

-Step 2: The GC-TT Department develops a marketing strategy for the whole company, thereby determining the communication message across the company.

-Step 3: The department in charge of internal communication develops the internal communication plan for the year along with the budget and implementation message. The construction principle is to choose the forms of communication that take advantage of the available resources of the company and the unit. It is important for business leaders to have the right awareness of internal communication and the exploitation of press channels for internal communication. If the leadership has not seen the important role of internal communication, it is difficult to get the appropriate investment and conditions for professional internal communication in the enterprise to be born and operate effectively. Another equally important thing is that the communication specialist in the company must have the qualifications and capacity, good awareness of the profession. If internal communication personnel do not have the capacity, it is difficult for internal communication to achieve the desired results. Finally, the implementation conditions, facilities and technology must be ensured so that

internal communication can operate and make good use of the press channel. There is a need for proper investment  
+ *Third: It is necessary to know how to select internal information. The information needs to be carefully selected if you do not want to have internal turmoil in parts of the business. It is necessary to enhance trust among employees in the company through team building times or meetings to share work experiences.*

To be able to control the source of information, businesses need to use the Vietnamese national domain name, ending with ".vn" because now there are many public and private organizations using the Vietnamese national domain name. Nam ".vn". And businesses can also register to use Vietnamese domain names for business purposes.

In addition, on each website, enterprises also need to publicize the page name, name of the governing body, principle of purpose, head office address, phone number, hotline, email box (E-mail address). And according to the law, businesses are required to have a license issued by the Ministry of Information and Communications or the Department of Information and Communications (including full information such as: license number, licensing agency, license date...).

In order to control commercial advertising activities, businesses need to comply with the regulations on prohibited advertising acts of commercial law and the law such as tobacco, alcohol with an alcohol content of 15 degrees or more, products breast milk substitutes for children under 24 months old, nutritional supplements for children under 6 months old; feeding bottles and artificial nipples, etc. In addition, advertising activities of enterprises must comply with general advertising conditions such as: advertising business activities of goods and services must have a business registration certificate; have documents to prove that for goods with regulations and standards; For products that are likely to affect human health, a certificate of standardization from a competent state agency is required, such as drugs, cosmetics, insecticides, medical examination equipment, etc. At the same time, businesses also need to comply with the provisions of the Law on Advertising on conditions, standards, as well as rights and obligations of subjects participating in advertising activities. For example, enterprises must have the responsibility to "Ensure the quality of products, goods and services consistent with advertising contents" (point b, clause 2, Article 12 of the Law on Advertising). Or for advertising service providers hired by enterprises, they must perform the following obligations: Check documents related to advertising conditions of organizations, individuals, products, goods and services to be advertised. advertising and carrying out relevant procedures under the advertising service contract; Take responsibility for advertising products directly implemented by themselves, etc. (Article 13 of Law on Advertising).

For online commercial advertising, in addition to complying with general conditions, enterprises must also comply with a number of other conditions such as: Websites of foreign organizations and individuals providing advertising services. across borders in Vietnam must comply with the provisions of Vietnamese law on management, provision and use of internet services and online information; 15 days before advertising, owners of electronic information pages of foreign organizations and individuals providing cross-border advertising services in Vietnam must notify in writing the

Ministry of Culture, Sports and Tourism. Schedule information on the name and address of the Vietnamese advertising service dealer authorized to perform advertising services. And for advertising service providers, it must be an enterprise with the function of providing advertising services established and operating under Vietnamese law.

In addition, depending on the severity of the violation that businesses must comply with, they will be handled when violating in online commercial advertising activities. In order to be able to control the quality of products and distributors, first Enterprises need to implement product quality standards objectively according to a number of quality standards prescribed by external agencies and organizations such as: food safety inspectors, industry associations, regulatory agencies, etc. government management, etc. The next step is for businesses to define their core quality standards and focus on the most important standards to get the fastest results. The third step is to establish a product quality control process, that is, to plan the development of a quality control process.

## 5. Conclusion

Communication is perhaps the most powerful action we take every day: at work and in our daily lives. Thus, there are three points to note in the concept of communication, the first is a two-way exchange, the second has at least two objects involved in the communication process, the third the information must be shared by both parties. clearly understand. If one of these three elements is missing, the communication is incomplete. Communication within a group or an organization has four basic functions: controlling, motivating, expressing emotions, and acquiring information. Of these four functions, none is considered more important than the others. For teams to function effectively, managers need to maintain a form of control over members, encourage members to act, and enable them to express emotions and make choices. It can be asserted that every communication process that occurs in a group or an organization is a combination of one or more of the above functions. We all know very clearly that communication is an important tool for businesses to reach and maintain long-term relationships with customers. Communication plays an important role in business, helping people learn and receive information, thereby helping to make the right behaviors to help businesses avoid business failures. business. Communication communication is a type of social interaction in which at least two objects interact with each other through which people can exchange information, emotions, perceptions, influence each other. is determined by the relationship between people and factors to satisfy certain needs, but communication is a complicated process by many different factors. The world is in the process of informationization, communication helps to orient customers and through brand promotion, sharing and transmission activities, we can gain the trust and credit of partners. The partner is working with foreign-invested enterprises in Vietnam, it is a bridge between businesses and partners. In the medium and long-term vision, communication in foreign-invested enterprises in Vietnam remains a central task for economic growth. However, businesses need to proactively identify and thoroughly identify the negative sides of FDI communication to the economy - politics - society, especially paying attention to the environment, thereby offering solutions. and develop specific plans to overcome the inadequacies and challenges

encountered. Orientation of FDI communication. Identify strategic partners in FDI communication and effective approach. Although the opportunity to receive FDI is great, the competition in communication and communication for FDI investment is becoming more and more fierce, especially in the context of limited capital supply and the heavy impact of the Covid-19 pandemic. All businesses take advantage of communication to communicate with external resources to maintain and restore. Therefore, competition for FDI communication between developing enterprises with similarities in market, development level, technology and labor is becoming increasingly fierce.

Therefore, in the coming time, Vietnamese businesses need to focus on finding ways to better communicate. It helps promote and transform multi-sector economic development. It is time for leaders to change their minds, catch up with trends, and pay more attention to the long-term benefits that communication brings, so that they can develop and compete in a competitive environment. school as it is today. In order for businesses to succeed in the country or even abroad in implementing their strategies or goals, communication is indispensable. Therefore, communication is an indispensable part of the business of foreign-invested enterprises in Vietnam.

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