

International Journal of Social Science Exceptional Research

Evaluating customer care activities at businesses: Theoretical basis

Tran Huy Cuong ^{1*}, Huynh Thi Ngoc Quy ², Nguyen Duc Hai ³
Van Hien University, Vietnam

* Corresponding Author: **Tran Huy Cuong**

Article Info

ISSN (online): 2583-8261

Volume: 02

Issue: 06

November-December 2023

Received: 27-08-2023;

Accepted: 30-09-2023

Page No: 128-136

Abstract

Customers are the lifeblood of our company and all other companies. This is one of Wal Mart Corporation's statements about customers, showing that the role of customers is of key significance in our business. Business activities. Fully understanding customers is one of the important theoretical bases that is decisive in the ability to choose the right business opportunity and effectively use the business's potential.

Keywords: customer care, theoretical basis, business, performance evaluation

Introduction

Concept of customer

Some concepts about customers:

Customers are "assets that add value". And of course it is the most important assets even though their value is not recorded in the company's reports. So companies need to always view customers as a source of capital that needs to be managed and constantly mobilized. (As Tom Peters once shared).

"Creating customers" is the company's goal. When serving customers, keep in mind that we are not helping them, but they are helping us by giving us the opportunity to serve. (Opinion of the father of management - Peters Drucker).

Customers are people who come to us with their needs, and our job (the job of salespeople) is to satisfy those needs. (According to Sam Walton, president of Wal-Mart Group).

In short, although the definitions of customers differ in terms of language and expression, they still reflect the most basic characteristics of customers. From there we can derive the general concept of customers as follows: "Customers are a collection of individuals, groups of people, organizations, businesses, who need to use products and want to satisfy that need".

Customer classification

Customer classification can be based on different criteria, including some basic classification types such as: Old customers - New customers, internal customers - external customers, potential customers - current customers. In this topic, we consider the classification of internal customers - external customers.

Customer classification can be based on different criteria, including some basic classification types such as: Old customers - New customers, internal customers - external customers, potential customers - current customers. In this topic, we consider the classification of internal customers - external customers.

Internal customers: employees are the "customers" of the business, and employees are also each other's customers. The employee is the representative who introduces the product, is authorized to contact and convince customers to buy the product. Internal customers participate in the process of providing products and services to external customers. If internal suppliers do not serve internal customers well, external customers will not be served well either.

The company needs to understand customer relationships and retention among other company issues. Therefore, managers need to pursue to gain good relationships and trust from these internal customers.

External customers: These are people who carry out transactions with businesses, in many forms: face-to-face meetings, phone transactions or online transactions. This is the traditional way of understanding customers. Without customers like these, businesses cannot exist. These are also the customers who bring the main source of revenue for the business. They include the following 3 subjects:

- Buyers: People who collect information about products, make choices, make purchasing decisions and pay.
- Users: Individuals or organizations that actually use the business's products and services.
- Beneficiaries: Individuals or organizations that benefit from using a product or service.

The purchasing decision process from recognizing needs, searching for information and evaluating options leading to the decision to buy is influenced by three groups of users, buyers and beneficiaries. Therefore, to improve products and services better and better, businesses need to pay attention and try to satisfy these 3 objects.

By expanding the concept of customers, businesses will be able to create a more perfect service because only when businesses care about employees, build employee loyalty, and at the same time, When employees in an enterprise have the ability to work together, care about meeting the needs and satisfying their colleagues, only then will they have the best working spirit and be able to serve the company's external customers. company in an effective and unified manner. Depending on each development goal, businesses classify customers and choose appropriate marketing methods for each type of customer.

Customer role

There are many ways to write about the role of customers, but the author boldly gives the simplest understanding: customers are the ones who give us everything, so companies must view customers as a necessary source of capital. managed and promoted like any other capital source. Customers are the most important people to us. They do not depend on us. There are many ways to write about the role of customers, but the author boldly gives the simplest understanding: customers are the ones who give us everything, so companies must consider customers. Commodities are a source of capital that needs to be managed and promoted like any other source of capital. Customers are the most important people to us. They do not depend on us.

Customer behavior

Consumer behavior is understood as the reactions that individuals express during the decision-making process of purchasing goods and services. Knowing consumer behavior will help businesses come up with appropriate products, marketing and product sales strategies. Today, businesses research consumer behavior with the purpose of identifying their needs, preferences and habits.

Manufacturing and business enterprises need to research consumer behavior to select appropriate market segments before making a decision to sell a certain product. When they want to expand the scale of operations from one area to

another, from one country to another, their success or failure depends on the level of acceptance by local people. To overcome this barrier requires manufacturers and traders to master the behaviors and habits of local consumers and the factors that influence their consumption behavior. Therefore, marketers must understand human behavior of different ages, social statuses, and cultures to be able to provide products and services to the right audience in a space and environment appropriate time.

Customer expectations and satisfaction

Customer expectations

Customer expectations are the customer's wishes about a product or service, formed before using the service. Perception is the customer's evaluation of that service. When using a service, customers compare the perceived service (perception) with the desired service (expectation) and if the actual use of the service meets the expectations, the customer feels satisfied.

Thus, the level of satisfaction is a function of the difference between the results received and expectations. Customers can feel one of the following three levels of satisfaction. If actual results are worse than expectations, customers will be dissatisfied. If actual results match expectations, customers will be satisfied. If the actual results exceed expectations, the customer is very satisfied, happy and excited.

Buyer expectations are formed on the basis of the buyer's past shopping experiences, the opinions of friends and colleagues, and the information and promises of marketers and competitors.

Of the four sources of information that create customer expectations, including: word of mouth, personal needs, past experiences, and corporate advertising communication information, only the fourth source is available. is within the control of the business. So how to communicate is a very important issue. Advertising needs to be attractive to attract customers, but at the same time, it must not exaggerate what the business can serve because then it is easy to create too high expectations for customers, which the business cannot meet. As a result, customers are not satisfied.

According to research by Dr. Ha Nam Khanh Giao, customer expectations need to be considered and analyzed so that businesses can meet customer expectations in accordance with the actual capabilities of the business, according to the following stages:

Pre-purchase phase: research what customers expect, communicate to customers what to expect, regularly provide services that customers expect to help customers form specific expectations can.

Stage during service delivery: communicate with the customer during the service implementation, if possible need to improve the service to meet customer expectations, if not able to explain why the service is not can be improved.

Post-purchase phase: Check that expectations are being met, develop follow-up programs, develop solutions to unsatisfied customers.

Customer satisfaction

Customer satisfaction is understood as the level of a person's feeling state that results from comparing the results obtained from a product or service with that person's expectations. Customer satisfaction is based on three basic groups of factors:

- Product and service factors: diversity of products provided, price, product quality and specifications, quality of "after-sales service"...
- Convenience factors: location, delivery conditions, exchange conditions, opening hours, payment method.
- Human factors: skills and qualifications of salespeople, attitudes and behaviors of employees when serving customers.

Among the three main groups of factors above, the product and service factors are often placed on top because they are the most basic needs of customers when using the service. All remaining groups of factors only support increasing customer satisfaction levels.

Thus, there is a cause and effect relationship between needs and expectations, that is: the higher the customer's expectation level, the more the customer's expectations are and that expectation is satisfied when the value brought to the customer is greater. Customer's value is much greater than the cost to obtain that value. Combined with customers' good feelings and attitudes towards products and services, customers will be truly satisfied with the products and services and gradually the business will gain long-term trust from customers.

Customer care

Concept of customer care

The term "customer care" is often fully understood as a salesperson's enthusiastic welcome to customers. However, contact with customers is only part of a business's customer care strategy.

There are many ways to understand customer care:

Customer care is everything a business needs to do to satisfy customers' needs and expectations. (According to Nguyen Thuong Thai (2007), Sales and sales management of Post Office enterprises, Post Office Publishing House, p164)

Customer care are activities that have a direct impact on customers to maintain and develop services, bring satisfaction and trust to customers, and ensure VNPT's business efficiency on the basis of regulations. State regulations on Posts - Telecommunications - Information Technology (According to VNPT's regulations on customer care operations)

Customer care is about serving customers the way they want to be served and doing what is necessary to keep the customers you have. (According to the authors of Business edge (2007), Customer care, promoting competitive advantage, Publishing House, p17)

In short, customer care is everything a business must do to satisfy the needs and expectations of customers, that is, serve customers the way they want to be served. and do what is necessary to keep the customers we have.

The role of customer care

Build and maintain customer loyalty

Business customers are divided into two types: current customers and potential customers. Current customers are people who are using the business's products and services. Potential customers are people who may buy a business's products in the future. To maintain current customers, that is, to make customers who have used your products and services continue to use them, businesses often focus on customer care. To attract potential customers, businesses invest in marketing activities such as advertising, marketing...

According to the experience of merchants, retaining an existing customer is easy to do and saves costs from 6 years. 7 times more than attracting a new customer. Therefore, businesses today focus on maintaining existing customers rather than conquering new customers. Customer care activities will help them do that.

From retaining customers to turning them into loyal customers is absolutely no difficulty. Therefore, customer care helps businesses build a large, loyal customer base. This is the source of valuable assets for businesses today. Having loyal customers will reduce the burden of competitive pressure.

Customer loyalty is expressed through behavioral models including:

- Customers buy once.
- Customers buy occasionally
- Customers buy frequently.
- Promoter of products and services.

Customer care contributes to attracting potential customers

Although the object of customer care activities is current customers and the purpose is to maintain current customers, if customer care is good, it also has a positive impact on conquering potential customers. Some recent studies show that: A satisfied customer will tell four other people and a dissatisfied customer will tell four or more other people. That means if a customer is served well they will tell others (family, friends, colleagues...) about their satisfaction. Unknowingly, this customer was advertising the business to potential customers. The image and reputation of the business are highlighted in their eyes and the possibility that these people will come to the business when needed is very high. Attracting potential customers in this case is done indirectly through current customers. This is a free advertising method that is very effective.

However, it would be disastrous if that customer is unhappy with the business and complains to those around him about it. Customers tend to be better at complaining than praising. No matter how well your business does, just one mistake is enough to cause harm to your business. The impact of these complaints is difficult to predict. It will shake the image and reputation of the business. Then the business not only loses current customers but also loses a significant number of future customers.

Customer care is an advantage in today's business environment

Good customer care helps businesses reduce business costs: good customer care means customers will have fewer complaints and complaints, so it won't take time and money to handle those complaints. Satisfied customers will have more loyal customers, thus reducing costs for customer marketing.

Good customer care will motivate employees: if a business takes good care of its customers, the business will grow, so people with high incomes will encourage employees to work and at the same time take care of their employees. Customers also encourage employees to regularly practice skills to have promotion opportunities.

Customer care is a factor in improving a business's competitiveness: a business's competitiveness is the ability to offset costs, maintain profits and is measured by the

business's market share of products and services. On the market. For service businesses, competitiveness is expressed through indicators such as price, service quality, business promotion, labor organizational structure, customer loyalty and business position. Industry in the market. Thus, customer care is one of the strategic solutions to gain customer loyalty, help businesses maintain and develop market share, enhance reputation and create competitive advantages for businesses. Customer care contributes to creating value for customers and increasing business value: in the value chain for customers there are service values and human values. To increase value for customers, we must increase service value and human value, reduce mental costs, that is, create the highest satisfaction for customers through the relationship between customers. People to people and service quality. Thus, only customer care activities can create that value. Customer care is a free and effective advertising method. In a competitive market, the important issue for businesses is not only to sell, but to retain long-term customers. By doing this, we get the benefits of saving marketing costs and bringing businesses many new customers. If we lose a customer, we first lose revenue and profits.

Purpose and requirements of customer care work

The purpose of customer care

Customer care activities are carried out by businesses to achieve 3 main purposes:

Firstly, to increase the competitiveness of businesses. As analyzed above, enhancing customer care activities means increasing the surrounding value of products and services. This will help businesses' products become more competitive. Advantages in product features or price can be leveled in a short time, but a business that possesses a good customer care culture will be very difficult to copy by competitors.

Second, customer care will bring satisfaction and trust to customers. Along with the increased value received, the level of satisfaction when using the business's services will also be higher. Enjoying an enthusiastic care and support regime from the company, customers will feel appreciated, thereby contributing to increasing loyalty to the business.

The third purpose is to ensure business efficiency of the enterprise. Customer care activities will help businesses run more smoothly and increase business efficiency. For example, accepting many forms of payment, saving time for both parties,...

Based on the information obtained through customer care activities, managers will outline appropriate customer care strategies and policies for each customer group as well as each specific stage, in order to meet customer needs. meet the increasing needs of customers.

Customer care requirements

The organization, management and implementation of customer care must be specialized to each department and each labor position. Every employee in the business has his or her own customers. That customer can come from outside or within the business. Therefore, management must equip employees with customer care knowledge to bring greater efficiency to business operations.

The customer care department at member units must be organized on the basis of customer size, product and service

characteristics, and production organization of the unit. Based on the characteristics of the nature, size of customers and the business itself to establish the most appropriate and effective customer care system.

The powers and responsibilities of the customer care department must be clearly and specifically assigned. Assigning responsibility to a department will help customer care activities be organized more professionally and with more investment.

In short, customer care is the duty of every member of the business. Raising the awareness and qualifications of the workforce regarding customer care is the responsibility of the unit leaders, the person in charge of the department, as well as each employee in the enterprise.

Some general principles in customer care

Suitable for customer needs

Each different business has different products and services, so there will be different customers in different spaces and service times. The company needs to meet the exact needs of customers. Avoid errors that affect the customer care process and customer psychology when using the company's products and services.

Suitable for each customer segment

In segmentation, the market is divided into many customer segments. Each segment has different customer care processes. Therefore, you must pay special attention to how each department takes care of customers. During the customer care process, you need to listen to customers, understand customer psychology, make customers feel most secure and follow the correct principles. Avoid influencing customers.

Suitable for purchase stages

The buying stage is divided into many small stages. Each stage has its own, different principles. Therefore, customer care during this purchasing stage also requires extreme attention. Pay attention to customer care and ensure the sales process goes smoothly.

Customer care methods

Centralized direct care

Characteristics: This is a form of customer care at customer service centers. These centers are located in favorable geographical locations. The centers possess quality human resources and modern facilities to be able to perform customer care activities in the best way.

Advantages: Through direct communication, salespeople have the opportunity to understand customers clearly, recognize customer attitudes and then be able to adjust their behavior, with the support of specialized machinery and equipment. Especially modern, customers are cared for more carefully and enthusiastically. In addition to verbal language, there is also the impact of body language, which effectively expresses interest better.

Disadvantages: The cost of building a center is high, the number of centers is limited, so businesses can only locate in a few locations, where there is a large population and high customer density. That's why not all customers have the opportunity to come in person to receive service at customer care centers.

Decentralized direct care

Characteristics: At the customer's location, this form will be applied to large customer groups and special customers. The business sends a separate team of customer care specialists to the customer's address.

Advantages: Very high efficiency, proving the business's concern for customers. Customers will feel truly respected by the business because this form of care brings convenience in traveling and saves them maximum time.

Disadvantages: Requires businesses to have a large force of customer care specialists. Furthermore, this form of care also requires a huge cost to maintain. Therefore, customer care at the customer address is only applicable to large customer groups and special customers.

Indirect care

Characteristics: A form of customer care carried out through modern means of communication such as: By handwritten letter, by phone, via the Internet. This form is increasingly widely used with the development of communication means. Human resources: It is necessary to organize a team of professional staff and establish a multimedia information system to serve customers, and organize a customer care apparatus.

Each business is different and will have the most appropriate way to organize its customer care system so that the business's customers are best served. For each different customer group, there will be a suitable form of care, so the customer care apparatus is organized very flexibly in each business. Therefore, there is no unified model for organizing the customer care apparatus.

The customer care department of the business is responsible for general management and coordination of all activities of specialized staff and sales staff. In companies where customer care activities are given special importance, this department can be upgraded to the Sales and Marketing Department under the company Director.

To enhance the operational efficiency of the customer care apparatus, businesses today often build an internal customer care information system. In this system, the tasks and functions of the component departments are clearly defined, in which the customer care department plays the main role, responsible for coordinating the activities of other departments. Customer information entering the system (input information) is processed according to a unified, reasonable process to obtain feedback information (output information) in the fastest and most effective way.

Criteria for evaluating customer care systems

Basic factors affecting the quality of customer care: According to the definition of customer care, it is the activities aimed at customer satisfaction. In order to fully satisfy customers, we must satisfy customers in all three aspects: product factors, convenience factors and human factors.

To fully satisfy customers in all three aspects above, it is necessary to have good coordination between departments in the business to provide quality services, at the right time, at the right time, at the right price. At the same time, for customer care activities to be effective, the following two factors directly affect the quality of customer care: human factors and customer care management.

Human factors

The human factor is the most important factor that determines the quality of customer care. Because people determine behavior - attitude and ability in the process of serving customers:

- Attitude: is the way each person views the issue they are concerned about. Here, the foundation of a good customer care attitude is considering the customer as the most important person and satisfying their needs as the most important task. And only when employees clearly realize that satisfying customer needs is the most important thing, will they be willing to consider serving customers as a more important task than all other tasks.
- Behavior: is the behavior we actually show to customers. A business's employees may have a good attitude towards customers but not knowing how to show that good attitude is also considered a failure. The basis of good behavior when dealing with customers.
- Capacity: is the ability to provide services according to customer requirements. It is an essential element in determining service quality, sometimes even considered the most important element. Competence does not come naturally but is a product of the process of cultivating, learning and accumulating. Competent people are always able to identify and solve problems quickly, even when those problems are new and not pre-programmed in a pre-existing process.

Managing customer care

The quality of customer care depends on customer care management. Customer care management has the role of orienting, organizing, implementing, supervising, checking and evaluating customer care activities.

Good communication skills: Communication is one of the most important skills of a customer service employee, because they are the ones who directly contact and talk to customers.

Therefore, communication skills and eloquence are indispensable criteria for evaluating customer care systems when businesses conduct interviews with candidates for this position. Communication skills are expressed through spoken language or body language to express thoughts, opinions, feelings, and presentations clearly and convincingly, while promoting two-way communication.

You can evaluate candidates' communication skills through their answers and questions. A potential candidate for the position of customer service representative is someone who is able to master the interview and demonstrate all the preparations.

Listening and Patience: Patience and listening are very important in customer service. Usually customers who contact support are confused, even frustrated. Being listened to and handled patiently will help customers feel secure about the problem they are facing...

Ability to solve problems and handle situations: Handling situations is the ability to detect, analyze and evaluate problems (people, things, phenomena), to comprehensively understand and come up with solutions. appropriate solutions and solutions. Customer care will meet many different customers, different communication situations arise, this requires them to have agility to quickly solve and handle problems.

Ability to control emotions: Encountering difficult and

difficult customers is inevitable, so the ability to control emotions is also a very important criterion when taking care of customers. People who control and master their own behavior and attitudes in all situations, even very negative.

Meaning of customer care activities

For customers

Customers will experience the best products and services that the business offers. Customers will always receive attention during the purchasing process. All activities are aimed at customer psychology and satisfaction.

Focus attention on customers, find out customer information in advance to grasp customer psychology. Manage customer care time appropriately. Empathize and listen to customers. Quickly resolve customer problems.

Keep in touch and interact regularly with customers. Always respect customers, maintain a polite and civilized attitude when interacting with customers. Understanding, helping and consulting enthusiastically whenever customers need it. Grasp purchasing needs and what customers are aiming for. Customers will receive all the best and most favorable things in customer care.

For Businesses

Leaving a deep impression on customers is the meaning of customer care for businesses. Of course, businesses never want a bad impression to appear in the eyes of customers. Reflects the overall business form of the enterprise. Because customers are the ones who directly bring revenue to businesses. Therefore, the meaning of customer care is to bring revenue to businesses.

Attracting new customers for businesses, new customers are the audience that businesses need to exploit. This is the meaning of customer service that businesses need to focus on. Nowadays, customers are also very smart and sophisticated when choosing certain products or services. Therefore, finding new customers for businesses is extremely difficult. If the care department does not create credibility for the business. It will be difficult for them to attract new customers for themselves.

Retaining current customers: Retaining existing customers will save a lot of costs compared to finding a new customer. Therefore, businesses today pay special attention to maintaining current customer files in addition to conquering new customers. Customer service has been doing that job. A professional customer care service will always maintain good and lasting relationships with current customers. By satisfying them, these customers will continue to return to consume the product while also acting as an effective promotional channel to potential customers.

To minimize customer complaints and negative feedback. No product or service can meet 100% of customer needs, so customer care appears to satisfy the limitations of a business's products and services.

Maintaining a stable customer base is a strong competitive weapon in the market. The trend of globalization of the world economy has had a significant impact on today's competitive market. There are more and more competitors appearing, the problem of product quality or price of goods is almost the same, so businesses with better customer care services will be chosen more and more. stand firmly in the market.

Factors affecting customer care activities

The external factors

External factors affect customer care activities. These factors of the macro environment can be mentioned as: Political environment, legal environment, economic environment, culture, society, natural environment and technological environment.

Political and legal environment: Includes the legal system and by-law documents, State tools and policies, legal agencies, and state operating mechanisms. A stable political and legal environment, with no religious or ethnic conflicts, no wars or riots, creates conditions for businesses to perform their activities well in general and care activities. customer care in particular.

Economic environment: Includes many factors such as economic growth rate, investment policies of the State, interest rate trends in the economy... An economy with a high growth rate will create favorable conditions for businesses. Businesses expand investment, and consumer demand also increases. That is the condition as well as the motivation for businesses to promote customer care activities to maintain and attract customers.

Cultural and social environment: Aspects that form the socio-cultural environment have a strong influence on business activities such as: Concepts of ethics, aesthetics, lifestyle, profession, and lifestyle. customs, traditions, social concerns and priorities, and the general level of education of the society. These factors affect a business's customer care decisions such as the level of care, form, etc.

Natural environment: Includes geographical location, climate, natural landscape, land, rivers and seas, underground mineral resources, marine resources, environmental purity, water and air . For businesses, the natural environment will directly impact customer perceptions. Therefore, a favorable natural environment will create conditions for customer care activities to be performed well.

Internal factors

Competitors affect a business's customer care activities. If competitors have good customer care policies, it will push businesses to offer better care activities to stand firm and develop in the market.

The competitive situation in the market also affects many customer care decisions of businesses. In fiercely competitive markets where there are many businesses providing the same products and services with similar quality, customer care is the weapon that helps businesses create their own identity. to attract and retain customers.

Customer care is a customer-oriented activity that best satisfies customer needs, so it can be said that customers are the key factor affecting the customer care activities of a business. . For each different customer group, different care methods are needed.

References

1. Anh DBH, LDM Duc, PB Ngoc. Subjective Well-Being in Tourism Research. Psychology and education. 2021; 58(5):3317-3325.
2. 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.
3. Diem PT, Vu NT, Nhan VK, Vang VT. The Strategy of CRM System Development ment at Mega Market Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):802-806.
 4. Diem PT, Vu NT, Dung HT, Dat NV. The Process of CRM System Implementation at Dien May Xanh in Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):761-768.
 5. Diem PT, Vu NT, Dung HT, Bien BX, Duc PM. Customer Care and Customer Relationship Maintenance at Ministop, Family Mart and CoopSmile in Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):744-751.
 6. Diem DL, 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.
 7. 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.
 8. Duc LDM, Thuy Cooperative, Yen NTH. Corporate Social Responsibility and Corporate Financial Performance Case of Listed Vietnamese Companies, Zeszyty Naukowe Politechniki Czestochowskiej. Zarzadzanie. 2018; 32:251-265.
 9. 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.
 10. 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.
 11. Dung NTH, TT Trang, VT Hien, Editor 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.
 12. Dung NTH, TT 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.
 13. Giao NQ, TTT Trang, NP Mai. Sustainability Issues in the Development of Higher Education Industry. Hong kong journal of social sciences. 2021; 57:79-90.
 14. 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.
 15. Mai NP. Green Entrepreneurship Understanding in Vietnam. International Journal of Entrepreneurship, 2020, 24(2).
 16. Minh HTT, Dan PV. Branding building for Vietnam higher education industry-reality and solutions, International Journal of Research in Marketing Management and Sales. 2019; 1(2):118-123.
 17. 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.
 18. Ngoc PB, 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.
 19. 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.
 20. Ngoc NM. 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.
 21. Ngoc NM, 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.
 22. Ngoc NM, 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.
 23. Ngoc TT Trang, HTT Minh. Brand Building and Development for the Group of Asian International Education in Vietnam. Psychology and education. 2021; 58(5):3297-3307.
 24. 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.
 25. 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.
 26. 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.
 27. 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.
 28. Tam BQ, Diem PT, Duc PM, Dung HT, Dat NV, Nhan VK. The Strategic Customer Relationship Management at CoopMart in Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):794-801.
 29. Tam BQ, Diem PT, On PV, Anh VT, Dat NV. The History of Development of CRM System at AEON Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):737-743.
 30. Tam BQ, Diem PT, On PV, Anh VT, Hung NT. The Formation and Development of CRM System at Thien Hoa Electronics Supermarket in Vietnam. International journal multidisciplinary research and growth evaluation. 2021; 2(4):752-760.
 31. 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.
 32. 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).
33. Tan NH. International Economics, Business and Management Strategy, Academic Publications, Delhi, India, 2019.
 34. Tan NH. Principles of Management. Financial Publisher. Ho Chi Minh City, 2020.
 35. Tan NH. Leadership in Social Responsible Enterprises. Ementon Publisher, Warsaw, 2015.
 36. Tan NH. Change Management in a Modern Economy. Modeling Approach. PTM Publisher, Warsaw, 2012.
 37. Tan NH. Competitiveness of Enterprises in a Knowledge Based Economy. PTM Publisher, Warsaw, 2012.
 38. Tan NH. Competitiveness of Vietnam's Economy. Modeling Analysis. PTM Publisher, Warsaw, 2013.
 39. Tan NH. Develop Leadership Competencies and Qualities in Socially Responsible Businesses – Reality in Vietnam, International Journal of Research in Management. 2019; 1(1):1-4.
 40. Tan 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”, 441-445, November 2017, Quy Nhon University, Quy Nhon, Binh Dinh province, 2017.
 41. Tan NH. Develop Leadership Competencies and Qualities in Socially Responsible Businesses-Reality in Vietnam. International journal of research in management. 2019; 1(1):01-04.
 42. Tan NH. Solutions for Sustainable Development of Binh Duong Tourism. Proceedings of University Science Conference on: “Binh Duong Tourism, Enhancing Competitiveness towards Sustainable Development”, 55 -67. Binh Duong Department of Culture, Sport and Tourism, 2018.
 43. Tan NH. Hanoi Culture of Cuisine as Factor Attracting Tourists to Vietnam. Proceedings of University Scientific Conference on: Values of Gastronomic Culture in Tourist Activities 101-105. Faculty of Social Science and Humanities, Department of Culture and Tourism. May 21, 2018, Tien Giang University, 2018.
 44. Tan NH. Sustainable Development of Higher Education – A Case of Business Universities in Vietnam. Journal of human university natural sciences. 2020; 47(12):41-56.
 45. Tan, NH. Solutions for Tuyen Quang and Binh Phuoc International Tourism Products and Services Development. Comparative Analysis. International journal of research in marketing management and sales. 2019; 2(1):131-137.
 46. Thien NH. Trade Freedom and Protectionism of Leading Economies in Global Trade System. International journal of commerce and management research. 2019; 5(3):100-103.
 47. Thien NH. 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.
 48. Thien NH. 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.
 49. Thien NH. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. Cogent business and management, Taylor and Francis Publisher. 2020; 7(1):1-17.
 50. Thien NH. Staff Motivation Policy of Foreign Companies in Vietnam. International journal of financial management and economics. 2020; 3(1):1-4.
 51. Thien NH. Working Environment and Labor Efficiency of State Owned Enterprises and Foreign Corporations in Vietnam. International journal of financial management and economics. 2019; 2(2):64-67.
 52. Thien NH. International Distribution Policy-Comparative Case Study of Samsung and Apple. International journal of research in marketing management and sales. 2019; 1(2):24-27.
 53. Thien NH. Sustainability of Coastal Tourism Development: Comparative Analysis of Vietnam's Northern and Southern Provinces. Journal of southwest jiaotong university. 2021; 55(6):1-19.
 54. Thien NH. Knowledge Management in the Context of Industrial Revolution 4.0. International journal of commerce and Economics. 2020; 2(1):39-44.
 55. Than 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.
 56. Than NH. Application of CRM in Agricultural Management. Proceedings of National Scientific Conference on: Development of High-tech Agriculture in the Highlands in the Context of Regional Linkage and International Integration, 216-223. April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019.
 57. Than NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. International Journal of Research in Management. 2019; 1(1):14-17.
 58. Than NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. International Journal of Research in Management. 2019; 1(1):9-13.
 59. Than NH. Human Resource Management. VHU Publisher, Ho Chi Minh City, Vietnam, 2020.
 60. Than NH. Strategic International Human Resource Management. Ementon Publisher, Warsaw, Poland, 2017.
 61. Than NH. Responsible and Sustainable Business. Eliva Press, Chisinau, Moldova, 2020.
 62. Vang VT, Hung NT. Comparative Analysis of Business Environment in Binh Duong, Dong Nai and Ba Ria Vung Tau of Vietnam Using EFE Matrix. International journal multidisciplinary research and growth evaluation. 2021; 2(4):769-778.
 63. Viet PQ, Duc NM, Tam VT. Sustainability of Tourism Development in Vietnam's Coastal Provinces. World Review of Entrepreneurship Management and Sustainable Development, 2020.
 64. Vu NT, Dung HT, Duc LD M. Determinants of real estate bubble in Vietnam, International Journal of Research Finance and Management. 2019; 2(2):75-80.
 65. 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.
 66. Vu NT, Bien BX, Anh VT. The Development Process of CRM System at VinMart in Vietnam. International

journal multidisciplinary research and growth
evaluation. 2021; 2(4):728-736.