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Improving startup capacity in Vietnam E-Commerce industry

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Abstract

This article highlights the opportunities and challenges of the e-commerce industry in improving startup capacity in Vietnam. Currently, the e-commerce industry is growing strongly and gradually attracting many young people to pursue it. However, along with development opportunities, e-commerce in Vietnam also faces many challenges in building a healthy and sustainable e-commerce market. Therefore, we need to come up with synchronous solutions to resolve the above challenges. From there, we propose some directions that we can develop more effective and quality e-commerce training programs. This will be the content discussed in the above report.

Keywords: opportunities and challenges, entrepreneurial capacity, Vietnam

1. Introduction

1.1. General situation

In recent years, the e-commerce market in Vietnam is experiencing positive changes. Especially in the context of the COVID-19 pandemic's severe impact on the economy, e-commerce is increasingly promoting the advantages of a smart and convenient online shopping platform. Besides, Vietnam is also a country with a young population with the ability to grasp information technology quite quickly, so the Vietnamese market can adapt quickly and strongly to this field.

Strong development of e-commerce will open up many new opportunities for Vietnamese startups. Besides helping to save costs and support transactions between parties, e-commerce also creates favorable conditions for businesses to promote their brand image, products and services to customers and partners.

Vietnam is currently considered the market with the fastest e-commerce growth rate in Southeast Asia. It is forecasted that the growth rate will continue and will exceed the mark of 11.8 billion USD in 2020. Especially, after the COVID-19 pandemic, e-commerce will continue to boom and create consumer trends. completely new. Since the pandemic broke out, the demand for shopping through e-commerce platforms has increased sharply. To date, more than 70% of the Vietnamese population has access to the Internet, of which nearly 50% of Vietnamese users have shopped online, 53% of people have used e-wallets, and paid for purchases. online. Especially in two big cities, Hanoi and Ho Chi Minh City, they account for 70% of the total transaction volume on e-commerce platforms.

1.2. Urgency

It is necessary to have objective research projects on the laws of movement and development of e-commerce, from which to build and deploy strategic solutions to develop this field of activity and improve startup capacity in Vietnam. Male.

1.3. Target

Firstly, it is necessary to complete the legal framework for e-commerce development. Currently, e-commerce is a newly developing field in Vietnam. In addition, this is also a very specific field, which is the combination of technology and market, between real and virtual elements, between existing entities and entities in digital space. Therefore, the legal framework in general still has many blank areas that need to be improved, especially consumer protection policies. Therefore, perfecting policies and laws on e-commerce, building an ecosystem for e-commerce and digital economy is an important content that needs to be determined to orient e-commerce development in the coming time.

Second, promote human resource training for e-commerce. E-commerce transactions require a strong team of information technology experts, constantly keeping up with new information technology achievements that arise to serve e-commerce and capable of designing new information technology components. software that meets the needs of the digital economy.

Third, it is necessary to invest directly and have policies to continue to encourage; attract social investment; Private investment to develop technical infrastructure for electronic payments. Further promote the provision of public services, such as: Electronic customs; tax declaration and tax payment; Carry out electronic import and export procedures. In addition, it is necessary to support businesses to distribute goods domestically and internationally effectively at the lowest cost.

Fourth, it is necessary to ensure safety for e-commerce transactions. E-commerce has many positive impacts but is also vulnerable to hackers spreading viruses; attacks on websites, etc. On the other hand, bad transactions also appear on the Internet such as drugs, smuggling, selling fake goods, etc. Therefore, there needs to be a mechanism to control violating activities.

2. Theoretical basis

2.1. Concepts and startup issues of the e-commerce industry

The concept

When talking about the concept of electronic commerce (E-Commerce), many people confuse it with the concept of Electronic Business (E-Business). However, e-commerce is sometimes considered a subset of e-business. E-commerce focuses on online buying and selling (external focus), while e-business is the use of the Internet and online technologies to create effective business operations whether or not no profit, so increased benefits to customers (internal focus).

Some e-commerce concepts defined by world reputable organizations are as follows:

- According to the World Trade Organization (WTO), "E-commerce includes the production, advertising, sales and distribution of products that are bought, sold and paid for on the Internet, but delivered and received in a tangible way." , both delivered products as well as digital information via the Internet".
- It can be seen that the scope of e-commerce is very wide, covering most areas of economic activity, the purchase and sale of goods and services is just one of thousands of application areas of e-commerce. In the narrow sense, e-commerce only includes commercial activities conducted on open computer networks such as the Internet. In fact, it is commercial activities through the Internet that gave rise to the term eCommerce.

Startup issues in the e-commerce industry

- Forget that people can't touch your products, this point seems extremely obvious but is often overlooked because companies know so much about their products. It's surprising how many ecommerce sites ignore proper enlarged images, contextual images, and product descriptions. Look at the top performing websites in your market and pay attention to how they describe and image their products.
- Put your budget into web development and ignore marketing. In the real world, you'll get free traffic just by

setting up shop on the corner. The same does not apply to e-commerce. The "if you build it, they will come" mentality still exists in the minds of enthusiastic entrepreneurs new to the internet. If you want a successful website, plan to spend as much on marketing and optimization in the first year as you do on website development.

- Stuck in an endless cycle of design revisions. In traditional marketing or in store operations, you have to get it right the first time, because it would be too expensive to have to redo your store sign a week after you opened. However, tools available online allow you to easily develop and optimize your website over time. As General George Patton III of the United States once said: "A good plan today is better than a perfect plan tomorrow." This also applies to websites. Don't expect a perfect website from the start. Instead of focusing on perfection, make sure to optimize after the website launch.

2.2. The nature of the economy is based on startups, opportunities and challenges

Nature

In essence, e-commerce is still the activity of buying and selling goods. The difference is that instead of taking place directly between individuals or organizations, the buying and selling will take place on the Internet, on e-commerce sites. These electronic sales platforms must be registered according to the law.

If in the past, traditional commerce forced buyers and sellers to have a gathering place to exchange information and products, e-commerce only requires mouse clicks to choose to buy, confirm and pay. Paying for an order means the buying and selling process is complete. This helps reduce effort and manpower, saving time for both parties.

Opportunity and challenge

Opportunity

- COVID-19 was an unexpected catalyst for recent e-commerce growth. Despite the miraculous growth rates in recent years, Vietnamese e-commerce is forecast to continue developed when the pandemic outbreak created a new consumption trend in the industry, especially among young consumers. According to Nielsen, since the pandemic broke out in 2020, demand for shopping through domestic e-commerce platforms has increased sharply. Up to now, more than 70% of the Vietnamese population has accessed the Internet, of which 53% of people use e-wallets and pay when shopping online. Of these, two big cities, Hanoi and Ho Chi Minh, account for 70% of the total transaction volume on e-commerce platforms.
- Vietnam is a rapidly growing Internet economy, COVID-19 has also helped accelerate digitalization. Businesses, instead of using traditional business methods, have begun promoting online business. In Vietnam, traditional retail channels, mother and baby stores and MSMEs are still the mainstay of the retail sector, accounting for a significant proportion of nearly 80% of total retail output.
- With more and more people shopping primarily online, Vietnam's online shoppers are expected to grow from 45.6 million in 2020 to 70.9 million in 2025 at a CAGR of 12%. In 2021, the proportion of online shoppers

increased 1.2 times compared to 2020.

Challenge

- Network and Data Security, the biggest challenge faced when it comes to eCommerce today is the issue of security breaches. There is a lot of information and data related to customers and technical problems with the data will cause serious problems for retailers' operations as well as brand image.
- Online identity verification, when a shopper visits an eCommerce website, how does the retailer know if the information and details about the buyer are correct or not, then the verification solution Online identity is a way to identify buyers who have provided accurate information and are truly interested in the products.
- Converting visitors into paying customers is considered the biggest challenge for eCommerce. A website or online store can have a lot of visits, impressions, and clicks. However, to generate sales, you must get customers to pay for purchases.

2.3. Factors affecting the startup capacity of businesses in the e-commerce industry

• Market share of e-commerce market in Vietnam

Metric.vn data shows that Shopee, Lazada, Tiki and Sendo are the 4 e-commerce platforms with the largest market shares in Vietnam. Specifically:

Shopee is currently the e-commerce platform with the largest market share in the market, with sales of up to 43.12 billion VND, accounting for 72% of the market share in 6 months, from November 2021.

Ranked second is Lazada with a market share of 20.9%, equivalent to sales of up to 12.54 billion VND.

Tiki and Sendo are far behind compared to the two competitors above.

• E-commerce spending by industry

According to the report "Digital in Vietnam 2022" by We are social, Hootsuite, the amount of spending on groceries on e-commerce by customers is increasing faster than the number of users. It can be said that the development of e-commerce has led to the growth of the grocery industry. In particular, during the Covid-19 pandemic, especially in the first 3 months of 2021, online grocery was the only industry to achieve a positive growth rate of 13%.

Data from Statista's "Digital Market Outlook" report shows that online shopping spending by customers in the food and beverage industry increased by more than 35% throughout 2021, with total revenue for the year reached 588 billion USD.

Overall, global revenue of the online consumer goods industry – including groceries, fashion, electronics and other household items – will grow by more than half a trillion USD in 2021 (up to 18 billion USD). %, reaching a total of 3.85 trillion USD for the entire year.

• Forecasting the future of the e-commerce market in Vietnam

2023 is predicted to be an optimistic year and there will be many new and interesting changes for the global e-commerce market in general and the e-commerce market in Vietnam in particular. After 2 years of relying too much on online shopping due to the Covid-19 pandemic, by 2023, consumers

are ready and starting to return to traditional shopping. Therefore, the revenue of the online retail industry will certainly decline, however, it will still be much higher than before the pandemic happened and there will still be many opportunities to continue to grow.

A few prominent future e-commerce trends:

- Omnichannel – OmniChannel
- Powerful applications for mobile devices
- Commerce across communities – Social Commerce
- Dedicated to customer care and support
- Inflation and tightening of spending

2.4. Improve the start-up capacity of businesses to maintain the competitiveness of the e-commerce industry

Cross-border e-commerce is quickly becoming a core factor of the global economy and an inevitable trend that no country can stand aside from.

However, in that difficult context, we see many businesses, especially small and medium enterprises, making efforts, taking advantage of opportunities, constantly looking for solutions, applying information technology to Transform and promote online business methods during the epidemic season.

An increasing number of successful businesses achieve high online revenue and the majority of businesses are present on most domestic and foreign e-commerce platforms. Cross-border e-commerce today has become a very effective and sustainable way of selling goods or services to international customers through online forms: Websites, online stores or platforms e-commerce.

Participating in international e-commerce distribution channels is truly an opportunity for businesses to consume, access export markets, connect trade and reach a large number of consumers participating in shopping. online effectively (Vietnam is being evaluated as a country with a large number of consumers participating in online shopping).

*Competitiveness of the e-commerce industry:

Vietnam's e-commerce sector is witnessing a new wave of competition, as more businesses enter the market and old businesses deploy more services.

- New recruits massively entering the market: Since the beginning of 2020, the e-commerce market has witnessed the massive entry of a series of new businesses. The first "big player" is Nagakawa Group to join the "4.0 game" by joining hands with major e-commerce platforms, launching the online sales website shop.nagakawa.com.vn. This rookie's ambition is to "pioneer the development of e-commerce in the refrigeration and household appliances industry". This will most likely be a formidable opponent of Dien May Xanh, MediaMart...
- Although growth is quite positive, many economists also believe that competition in the e-commerce field in Vietnam is very fierce. Many big e-commerce names have "disappeared" within 10 years after their birth. As in the period 2001-2010, big names appeared and disappeared including: VDC Supermarket, Electronic Market, GoPhatdat, VnEmart...; period 2011-2020: 123Mua, Muachung, Nhomua, Vatgia, Deca, FoodPanda, Zaloza, Adayroi... also "disappeared". In the period 2021-2025, it is predicted that two more e-commerce platforms in Vietnam may "die prematurely". Purely Vietnamese e-commerce platforms have to compete with Facebook, Viber, Zalo, Tiktok... from

abroad with great potential.

- "Veterans" increasingly dominate the playing field: if the appearance of new recruits entering the market in niche segments, or expanding the ecosystem like new breezes, makes the market lively and attractive. More importantly, the participation of a number of giants rich in financial resources and modern technology is a potential threat to e-commerce platforms such as Lazada, Tiki, Sendo, Shopee...

3. Research Methods

3.1. Data sources

e-commerce industry research, it is extremely important to access and have some complete data to do reporting. Therefore, in addition to focusing on the theoretical basis, our team also needs to find out appropriate data sources related to our topic. Here are some data sources taken from reputable websites that we found something like:

- World bank (<http://data.worldbank.org/>)
- Ministry of Finance (<http://www.mof.gov.vn/>)
- Vietdata (<http://www.vietdata.vn/>)
- Ministry of Labor, Industry, Trade and Social Affairs (<http://www.molisa.gov.vn/>)
- Ministry of Industry and Trade (<http://ttm.vecita.gov.vn/>)

3.2. Collection method

During the research process, collecting data takes a lot of time and costs as well as effort. However, this is an extremely important part, laying the foundation for research and analysis to proceed smoothly.

Secondary data collection method

- Primary data is data that is not yet available, collected for the first time, collected by the researcher himself. In fact, when secondary data does not meet research requirements, or cannot find suitable secondary data, researchers will have to collect primary data. (Source: Wikipedia)
- The method of collecting relevant secondary data requires search work, including two interconnected stages:

Step 1: Determine whether the type of data you need is present in the form of secondary data.

Step 2: Locate the exact data you need.

Primary data collection method

Observation method (observation)

Method content

Observation is a method of collecting data by controlled recording of events or human behavior. This data collection method is often used in combination with other methods to cross-check the accuracy of the collected data. Can be divided into:

Direct observation and indirect observation:

Direct observation is conducting observations while an event is taking place.

Indirect observation is observing the results or effects of behavior, rather than directly observing the behavior.

Disguised observation and public observation:

Disguised observation means that the subject being studied does not know they are being observed.

Observation tools: people, devices...

Mail interview method (mail interview)

Method content

This data collection method is done through sending prepared questionnaires, with stamped envelopes, to the person who wants to investigate by mail. If everything goes well, the investigation subject will answer and return the questionnaire to the investigation agency also by mail.

Applicable when the person we need to ask is difficult to face, because they live too far away, or they live too scattered, or they live in a reserved area that is difficult to access, or they belong to the business world and want to be met through security. secretary...; when the issue to be investigated is difficult and private (for example: family planning, income, spending, etc.);

Telephone interview method

Method content

When conducting this data collection method, the investigator will conduct an interview with the subject being investigated by phone according to a pre-prepared questionnaire.

Applicable when the research sample includes many subjects who are businesses, or people with high incomes (because they all have phones); or the research subjects are scattered in many areas, then interviewing by phone has a lower cost than interviewing by mail. It is recommended to use a combination of telephone interviews with other data collection methods to increase the effectiveness of the method.

Personal interviews

Method content

When implementing the data collection method through direct personal interviews, the investigator directly meets the subject being investigated to interview according to a prepared questionnaire.

Applicable when the research phenomenon is complex and needs to collect a lot of data; When you want to poll the audience's opinion through short questions that can be answered quickly,...

3.3. Data analysis method

Marketing analysis

According to Statista, about 25% of all online shoppers will leave your website if the display layout, location, and navigation are too confusing.

According to Accoji, nearly 40% of customers will abandon your website if overwhelmed by too many options. Nearly 75% of customers feel frustrated with irrelevant products. To mitigate this, you need to segment your customer base and provide customized shopping experiences over time that align with individual wants and needs.

Shoppers spend more time than ever researching the products they want to buy. If your e-commerce site doesn't show up for one of their many online searches, then you can't survive. So the most effective marketing method is SEO, which includes search engine optimization on product descriptions and blog page content. From there, customers are more likely to see products in your e-commerce website on the first page of Google, Bing.

Marketing in ecommerce refers to any marketing activity done through a social media platform, including organic posts and paid ads.

Top platforms for e-commerce social media marketing are:

Facebook, Instagram, Twitter, Pinterest, Youtube, Tiktok, ...
- Appearing ads on multiple platforms in many different and formats will help you reach more customers.

Risk analysis:

Risks in e-commerce can be divided into four basic groups:

- Data risk group
- Technology risk group
- Risk group on the organization's transaction process procedures
- Legal and industry standards risk group

These risk groups are not completely independent of each other, but sometimes they occur at the same time and cannot be clearly separated. If these risks occur simultaneously, the damage to the organization can be huge in terms of reputation, time and investment costs to restore operations to normal.

3.4. Research Process

Step 1: Identify and clarify the research problem

Step 2: Research related theories and assessment models

Step 3: Determine the research model

Step 4: Build a measurement scale and questionnaire for the research

Step 5: Investigate, collect and process research

Step 6: Analyze research data

Step 7: Present the research results

Step 8: Conclusions and recommendations, completing the research

4. Research results and discussion

4.1 Characteristics of the e-commerce industry

The characteristics of e-commerce are expressed in many aspects and everything is excellent, fast and modern, meeting the new development trend of the times.

In terms of form: E-commerce is a buying and selling transaction activity based entirely on an online platform. If traditional commerce requires buyers and sellers to have a gathering and transfer location, e-commerce has shortened those steps by just clicking the mouse to learn about and choose to buy products.

Sellers and buyers do not need to meet face to face but can still transact successfully. That is how e-commerce works.

About the subject: E-commerce will include 3 main subjects: Buyer, seller and intermediary unit which is the internet provider and certification agency. These agencies will play the role of storing all trading information between the two parties and ensuring the reliability of information in transactions.

About scope of operations: Globally, there are no borders in commercial transactions. As long as you have the internet, no matter where you are, you can participate in transactions based on a reliable trading address such as: Website, social network.

Unlimited time: Parties can conduct e-commerce transactions at any time as long as there is a telecommunications network and electronic means connected to these networks.

The characteristics of e-commerce help units easily find good partners or the most satisfactory products thanks to its non-distance and timeless characteristics, which increases accessibility of the market and especially the ability to process transactions quickly and optimize, bringing the best user experience.

In e-commerce, information systems are considered invaluable resources, creating markets for transactions. E-commerce activities take place online, which means that if sellers want to sell their products, they must have a product information system as well as customer care services for buyers to have. You can access the best services before deciding to buy them.

This information must ensure high reputation, accuracy and reliability based on: Images, videos, actual product reviews, customer care services, origin, origin of the product. ... then it can attract buyers.

Enterprises provide their information systems to customers through large and reputable e-commerce platforms such as: Amazon, shopee, lazada ..., or establish their own direct advertising channels such as: **Sales website** (e-commerce website), facebook, instagram ... These channels act as "online markets" with the most optimal user experiences to help exchange and transaction activities take place successfully.

In short, the characteristics of e-commerce promise to turn this into a promising industry in the future, promoting economic integration, globalization, giving humanity a better life. more modern and comfortable, promoting the development of society.

In the process of businesses participating in the supply chain of goods and retail on e-commerce (online sales), ECOMCX is proud to be the unit with hundreds of businesses that have been implementing e-commerce. success. Please contact us immediately so we can work together to make e-commerce grow stronger.

4.2. Current status of startup capacity in the e-commerce industry compared to other sectors of the Vietnamese economy

In recent years, the e-commerce industry has consolidated its position as one of the most popular forms of purchasing in Vietnam while the digital industry continues to play an important role in the Vietnamese economy. With such impressive potential, Vietnamese e-commerce has risen to become an attractive market in Southeast Asia. With that real situation, let's find out the current situation of e-commerce in Vietnam in the following article.

The e-commerce boom in 2021 is supported by improvements in electronic payment methods in 2022. That year, the Ministry of Industry and Trade also successfully organized the online shopping program "Online Friday" to strongly promote the development of e-commerce and digital economy in Vietnam.

The growth rate of retail sales on e-commerce between businesses and customers (B2C) continues to increase by more than 25%. This growth rate will be higher than the target stated in the e-commerce development plan for the period 2016-2020. Overall, e-commerce will account for 8.1% of total retail revenue in Vietnam. The forecast market size of e-commerce logistics for 2020 is 268.8 million euros.

Thanks to the digital economy, business activities have become vibrant, from advertising on social networks (Facebook, Instagram), entertainment (Netflix, Pinterest), transportation (Uber, Grab, GoViet) to wholesale, retail (Lazada, Shopee).

4.3 Strengths and weaknesses

Strength

E-commerce platforms have many advantages

- You don't have to set up a website, you just need to create

a store here and you're done.

- You don't need to worry about sales logistics because the floor can do it for you.
- You are also not required to search for customers (finding more yourself is better) because the floor has built-in traffic.

Currently, some e-commerce platforms in Vietnam have about 10 million visits/day. But compared to the number of 68-70 million Facebook users. And the number of visits can be up to about 600 million/day to the Facebook page via web, app, and mobile web. The floor is really nothing compared to Facebook's potential. Not to mention Facebook's ability to sell across countries. Being able to reach more than 6 billion Facebook users globally is also an advantage that Facebook has, but if you are targeting domestic customer files, choosing to expand your business on STMDT is not a good choice. must be a bad idea, especially since the cost of running ads on Facebook has been increasing lately.

Weakness

Some disadvantages can be mentioned as follows

- The competition is extremely high.
- The profit margin of selling products is quite low: Selling on the exchanges, most retailers often have to reduce the selling price compared to selling on Facebook or the seller's official website.
- The number of sales orders will be calculated on average. Not considering the special case of you, A brand, B store C. It's far behind selling on Facebook. Because Facebook has 6 platforms for selling, not just Facebook Ads. A top FB livestreamer can close about 2,000-3,000 orders in an evening of about 5 hours of livestreaming. As for the livestream, the average sales are from a few dozen orders to 200-500 orders. Of course, there are also people who livestream without orders.

4.4. Challenges (T) and opportunities (O) in improving the startup capacity of businesses in the industry

Challenges in building an e-commerce training program:

- The faculty is not perfect and there is a lack of emphasis on innovation. There are not enough academic leaders (Gupta and Reviews, 2019; Zhao et al., 2019). The teaching staff of e-commerce majors/majors has not met training needs in both quantity and quality (VECOM, 2022). Teachers are expected to teach all subjects regardless of their field of specialization (Gupta and Reviews, 2019).
- The educational method remains unchanged, meaning today there are mostly classrooms full of students and teachers teaching in the traditional style. Again, the syllabus and teaching are largely exam-oriented. Many current courses emphasize theoretical or conceptual knowledge without providing real operational explanations in practice (Hajare, 2016; Gupta and Reviews, 2019).
- The curriculum in commercial and management institutions is not keeping up with current or modern trends in the world. There are some curricula that are outdated and have lost their meaning in the current context (Gupta and Reviews, 2019). Learning materials for e-commerce training do not meet the requirements of teaching and learning (VECOM, 2022).
- Industries and educational institutions are not yet

interconnected, so students lack practical knowledge and jobs after completing their studies (Gupta and Reviews, 2019; Zhao et al., 2019). Cooperation in e-commerce training is still weak between schools and state management agencies, scientific research units, professional social organizations or businesses (Gupta and Reviews, 2019; VECOM, 2022).

- Colleges and universities do not provide appropriate career guidance and support (Gupta and Reviews, 2019). Training support activities, including those of startup centers or student clubs, are not regular and attractive (VECOM, 2022).
- There are many (relevant) teaching faculties that have demands that they are not willing to meet, or do not put in their best efforts (Gupta and Reviews, 2019).
- Businesses feel that people with graduate degrees do not have the right kind of skills and practical knowledge. As a result, some graduate degree holders are not able to get suitable jobs (Gupta and Reviews, 2019).

Opportunities for e-commerce in the digital era

Education today is supported with many types of technology, computers, projectors, Internet and much more. The Internet provides diverse and rich knowledge, everyone can learn everything from it. E-commerce is no longer an independent field but has blended into digital business, digital economy and digital transformation (VECOM, 2022).

Just as digital technology has disrupted many established industries such as media, entertainment and retail, some experts say online education has become a force that will transform higher education. Clayton Christensen introduced the concept of "disruptive innovation" in the book "The Innovator's Dilemma". In theory, a disruptive innovation brings to market a product or service that is not as good as traditional services but is cheaper and easier to use (Christensen and Eyring, 2011). For example, Georgia Institute of Technology's Master of Computer Science program, offered in partnership with Udacity. The cost of the program is \$6,600 compared to the regular program cost of \$45,000. The University of Illinois IMBA program is offered in partnership with Coursera at a cost of \$20,000.

A modular credential concept that emerged in the digital age and promises to serve as an academic currency in a world of continuous, lifelong learning is continuing to consider new models. How will this new paradigm impact higher education (Kumar et al., 2017). With online education, any place with Internet and electricity can become a classroom. It can include audio, video, text, animation, virtual training environments that allow direct connection with instructors. It is a rich learning environment with much more flexibility than a traditional classroom (Gupta and Reviews, 2019).

The growth of online education has become a global phenomenon driven by the emergence of new technologies, widespread adoption of the Internet and increasing demand for a skilled workforce for digital economy. Since the 1990s, organizations such as the World Bank, UNESCO, and the European Commission have advocated the use of distance and online education to expand educational opportunities for disadvantaged people: This expansion of access will fuel a global "education revolution" of unprecedented scale, transforming societies by creating opportunities for millions of people and their families to raise their standards of living. Surname.

4.5. Solutions to improve startup capacity of businesses in the industry

Industry and Trade has directed the Department of E-Commerce and Digital Economy (E-Commerce Department), with the function of state management of e-commerce, to continue to research and propose groups of solutions to achieve the above goals, increase Strengthen the protection of legitimate rights for consumers in e-commerce and promote businesses to participate and develop a healthy, competitive and sustainable e-commerce market, specifically:

Firstly, perfecting the legal framework: E-commerce is a very specific field, it is a combination of technology and market, between real and virtual elements, between existing entities and reality. entities in digital space. That is why the legal framework is continuing to be improved in connection with practice. The current legal framework for e-commerce includes: Commercial Law, Electronic Transaction Law, Decree 52/2013/ND-CP on e-commerce and a number of other decrees related to areas of commercial activities, electronically such as Decree 165/2018/ND-CP on electronic transactions in financial activities; Decree No. 130/2018/ND-CP detailing the implementation of the Law on electronic transactions with digital signatures and digital signature authentication; Decree 119/2018/ND-CP regulating electronic invoices, etc.

Second, develop programs, policies and solutions to encourage e-commerce website credit rating activities; Completing the e-commerce trust platform:

In the context of COVID-19 and the explosive growth of the online shopping market, to contribute to building a healthy e-commerce market in Vietnam, the Department of E-Commerce & Architects offers solutions to develop the e-commerce system. e-commerce ecology. Specifically, in the next 5 years, in addition to building programs and policies to evaluate the trust of e-commerce websites, the solution "E-commerce trust platform" is a tool to evaluate business entities. e-commerce business. This credit rating will be publicly announced to consumers.

Currently, building standard trust in e-commerce is essential to increase customer trust in purchasing and payment activities in the e-commerce environment. The model for perfecting the Circle of Trust in the period 2015 - 2025 includes: building a guaranteed payment system ESCROW; TrustON online dispute resolution; Application of electronic documents in commerce; Applying standard delivery services in e-commerce and implementing a series of events to develop e-commerce and support reputable domestic Vietnamese manufacturers and goods.

E-commerce is an opportunity to promote the digital economy, a favorable environment for the application of business models. The parallel development between traditional commerce and e-commerce, the problems arising in e-commerce transactions are also problems posed to state management agencies in managing and protecting consumers. With the completion of the amendments in Decree 52/ND-CP as well as the solution groups in the "Development of e-commerce trust platform" ecosystem in Vietnam, it will contribute to building a healthy online market, building trust with consumers, supporting businesses and bringing outstanding developments to the e-commerce landscape in Vietnam.

The development of e-commerce has been creating significant challenges for building a healthy online market in

Vietnam. Based on the goals set out in the national e-commerce development master plan for the period 2021-2025, a safe and healthy e-commerce market is completely possible with synchronous participation. of the Government, Central Ministries, localities and businesses that have been and will participate in the online market.

5. Conclusion and recommendations

5.1. Conclude

Vietnam's economy is facing a huge challenge, it is necessary to develop more strongly e-commerce activities, only then can Vietnamese businesses sustain in the trend of globalization and trade liberalization. commercial. Vietnam needs to have comprehensive development of solutions at the micro and macro level in e-commerce development activities. However, to do this requires great direction from the Party, State, Government and efforts from businesses themselves in removing barriers placed on Vietnam's path to global e-commerce. bridge .

5.2. Suggestions and recommendations

5.2.1. For state and government agencies at all levels

The Ministry of Industry and Trade is proposing to develop a Decree amending and supplementing Decree No. 52/2013/ND-CP of the Government on Electronic Commerce (e-commerce). Accordingly, the Ministry proposed to supplement regulations to make information transparent on e-commerce websites, strengthening the responsibility of owners of e-commerce trading floors in managing e-commerce activities on the floor.

The Ministry of Industry and Trade said that along with the continuous innovation of technology, e-commerce activities are also the field that is most affected and changes most rapidly. Many new e-commerce models have appeared, diverse in how they operate, complex in terms of participants and not yet regulated by current legal frameworks; E-commerce violations are becoming increasingly sophisticated; E-commerce activities with foreign elements arise in many forms, and a number of other issues are posing new requirements for state management agencies...

Therefore, there is an urgent need to amend Decree 52/2013/ND-CP, according to which there are specific regulations on information about goods and services that need to be posted on e-commerce websites in general and e-commerce platforms. e-commerce transactions in particular, strengthens the obligations of owners of e-commerce trading floors in controlling and filtering information, and at the same time binds this entity's responsibility to transactions conducted on the floor from users. foreign sale.

Additional content on management of e-commerce activities with foreign elements:

To solve the current inadequacies, it is expected that the Decree will amend and supplement Decree No. 52/2013/ND-CP with some of the following contents: Supplementing regulations to make the above information transparent e-commerce websites, strengthening the responsibility of owners of e-commerce trading floors in managing e-commerce activities on the floor; Specific regulations on e-commerce activities on social networks and corresponding responsibilities of social network management units.

In addition, the draft also adds content on management of e-commerce activities with foreign elements; Narrowing the subjects who carry out notification procedures on e-

commerce websites for sales.

At the same time, the draft also amends and supplements a number of other contents including: Consolidating regulations in Circulars guiding Decree 52/2013/ND-CP on e-commerce activities on mobile applications; regulations on the roles and responsibilities of relevant ministries and branches in managing e-commerce activities; Supplementing the responsibilities of brand owners for goods and services traded on e-commerce channels; Amend regulations on the presence of foreign traders and organizations conducting e-commerce activities in Vietnamese territory.

5.2.2. For businesses in the industry

Currently, the legal regulations governing social networks in general and activities with e-commerce elements on social networks in particular are not really consistent with the nature and reality of this activity, so they lack feasibility. This causes difficulties for e-commerce businesses. With the purpose of contributing a theoretical basis for the work of building laws and managing activities with e-commerce elements on social networks, while ensuring the legal and legitimate rights and interests of relevant parties, the report The report recommends a number of management policies as follows:

1. Commercial information posted on regular social networks that do not have e-commerce support or online ordering functions should be managed according to legal regulations on management, provision and using information online (Decree 72/2013/ND-CP).
2. For commercial information posted on social networks that have the function of supporting social network commerce (such as Facebook's Marketplace, Zalo's Shop, etc.) without the online ordering function, then should be managed according to commercial standards, low-level user authentication according to e-commerce laws.
3. For activities with e-commerce elements on social networks with online ordering functions (currently not present in Vietnam but may appear in the future), they should be managed according to future e-commerce laws. Similar to an e-commerce trading floor with online ordering function.
4. Commercial standards need to clearly stipulate or reference which items are not allowed to be sold on e-commerce platforms, and which commercial content must be removed for businesses to comply, not just stop again in the general request to remove current content that violates the law.
5. Business associations can act as intermediaries to help businesses share pre-checking tools (filters) to remove products and other information that are not allowed to be posted on exchanges. e-commerce services and sales functions of social networks.
6. User authentication should be carried out according to the following mechanism: (i) Regular social networks that do not have commercial support functions are obliged to record information about names, phone numbers or addresses. non-commercial user emails; (ii) E-commerce trading floors with e-commerce support function (but no online ordering function) are obliged to record names, addresses and authenticate via phone number. (iii) E-commerce trading floors or social networks that have online ordering functions and support shipping and payment may require the user's bank

account number to be recorded.

7. Regulations on requests to remove information or provide user information need to have strict regulations on authority, procedures, and security processes (similar to Decree 117/2018/ND-CP on keeping confidential and providing customer information of credit institutions and foreign bank branches) so that businesses can do business with peace of mind.
8. Tax management issues of individuals and organizations selling on e-commerce platforms (both e-commerce trading floors and social networks) need a clear and flexible mechanism so that e-commerce platforms and networks Society, especially for cross-border platforms, can directly register, declare and pay taxes or authorize a third party (such as tax agents, tax service companies, auditors, etc.) accounting, legal, ...) to declare and pay taxes on your behalf.
9. Developing regulations on customs procedures for e-commerce goods will help take advantage of the superiority of information systems in e-commerce to serve customs management.
10. Regarding activities with cross-border e-commerce elements on social networks, lawmakers need to master the operating mechanism of cross-border social networking platforms to be able to develop regulations to manage their activities. These platforms are effective, reasonable and feasible, and must also ensure the creation of conditions for social networks to continue to play a role in promoting the development of e-commerce in Vietnam. Specifically:
 - The scope of regulation for foreign traders and organizations needs to be clear and specific, based on the level of e-commerce activities, avoiding determining subjects of regulation based on general criteria such as language used. .
 - Instead of setting formal obligations such as setting up a representative office or appointing a legal representative in Vietnam, more substantive regulations should be considered such as notification of activities (with contact points).) online so that state agencies can request support in verifying and handling violations of the law according to appropriate procedures.
11. There should be regulations on the obligations of celebrities when hired to post content on social networks to advertise a product, they must clearly state that the content is sponsored to avoid consumer confusion. use.

5.3. Sustainable solutions to improve business start-up capacity

Participating in international e-commerce distribution channels is truly an opportunity for businesses to consume, access export markets, connect trade and reach a large number of consumers participating in shopping. online effectively (Vietnam is being evaluated as a country with a large number of consumers participating in online shopping). However, cross-border e-commerce is still a new problem for businesses with many difficulties and requires good understanding and skills to participate in this distribution channel such as: The issue of payment fraud, Logistics, other regulations and laws related to goods standards, delivery and payment methods to avoid risks when shipping to other countries.

Therefore, the conference is a practical activity to help businesses improve their export capacity and promote

products through cross-border e-commerce.

Dr. Mac Quoc Anh, Vice President, General Secretary of the Hanoi Association of Small and Medium Enterprises also said that the 4.0 industrial revolution has become a driving force for e-commerce in the world as well as Vietnam. Vietnam is increasingly developing, especially cross-border e-commerce activities.

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In particular, more than 100 representatives of more than 100 businesses in Hanoi city were provided with knowledge including: Solutions to support Vietnamese small and medium enterprises operating on the AMAZON e-commerce platform; Comprehensive financial solutions to support businesses participating in cross-border e-commerce.

Delegates also heard sharing experiences and success stories in cross-border e-commerce as well as specialized knowledge about exporting, updates on policies, and skills in implementing cross-border e-commerce, capture market information, thereby helping to build a portfolio of key products.

The program is also an opportunity not only for export businesses in general but also small and medium-sized enterprises, local businesses, cooperatives, and individuals with quality products and know how to use e-commerce well for your business activities.

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