



Received: 29-08-2023
Accepted: 09-10-2023

ISSN: 2583-049X

Evaluating Sales Management Activities at Blue Ocean Development Liability Limited Company

¹Truong Thi Thanh Tuyen, ²Le Thi Ngoc Thuy, ³Nguyen Thi Thu Thao
^{1, 2, 3} Van Hien University, Vietnam

Corresponding Author: **Truong Thi Thanh Tuyen**

Abstract

Currently, Vietnam is in the process of integration and the economy is on a strong development path. Playing a key role in the growth of the economy is the business system and people are the decisive factor to make that happen. Human thinking and creativity are limitless and have a great influence on the success or failure of a business. To take advantage of that, businesses need to have a clean, fresh, airy working environment to create conditions for thinking ability and creativity in work to be maximized and effectively promoted. fruit. It can be said that the living and working environment is a very important factor, it directly

affects our productivity and work efficiency. From large spaces such as factories, warehouses, apartments, buildings to smaller spaces such as offices, apartments or the equipment and items we use and live in every day, They must also be cleaned regularly to create a clean, airy environment. However, with the hustle and bustle of life in today's industrial age, people do not have much time to clean and sanitize. Starting from that reason, Blue Ocean Development Co., Ltd. provides you with industrial cleaning services, in addition to construction services.

Keywords: Sales Management, Evaluation, Assessment, Liability Limited Company

1. Introduction

Through the internship and research process at Blue Ocean Development Company Limited, I realized the urgency of the research problem, so I decided to choose the topic "Evaluating sales management activities at the Company". Blue Ocean Development LLC." The topic focuses on researching the following main basic issues:

In theory, the thesis describes an overview of industrial cleaning services through concepts, characteristics, and classification. Learn about the nature and implications of this service trade development. Provide factors affecting service development based on approaches from the Business Administration major. Learn through lectures, textbooks, business performance reports of Blue Ocean Development Company Limited, and research projects in previous years related to this topic; Books, newspapers, magazines, websites related to this topic...

In terms of practice, the topic seeks answers to the following questions:

1. What is the current status of industrial cleaning service sales management activities of Blue Ocean Development Company Limited in Ho Chi Minh City in recent years?
2. What are the successes and shortcomings in the process of managing sales activities of the company's industrial cleaning services? What are the causes of those successes and limitations?
3. What is the solution to overcome the above problems to continuously develop sales management activities at Blue Ocean Development Company Limited?

1.1 Research Urgency of the Topic

The fluctuating world economy and domestic trade activities have impacted all entities in the economy, including industry and construction. The process of industrialization and modernization entails the development of infrastructure, the appearance of many new urban areas, apartment buildings, and high-rise buildings along with aesthetic and hygienic requirements, so the need Demand for industrial cleaning services is increasing. Previously, industrial cleaning services mainly served the construction industry; Nowadays, it is also used in every household, hospital, industrial park,... wherever cleaning is needed, there is industrial hygiene. With such development potential, the industrial cleaning service supply market has attracted a large number of businesses to participate, making competition increasingly fierce.

Blue Ocean Development Company Limited is one of the companies doing business in the field of industrial cleaning services

and construction services. Over the years, the company has continuously improved business efficiency, expanded markets, and built reputation and trust with customers. Therefore, although more and more businesses are participating in the business of industrial cleaning services, Blue Ocean Development Company Limited still has a foothold in the market, the company's market share has increased continuously over the years. Besides the successes achieved, the company also has many limitations. The company has only been in operation for nearly 6 years and only operates in some southern neighborhoods, Ho Chi Minh City, with limited customers, along with the immaturity in company management and operations. Meanwhile, many competitors constantly introduce suppression strategies, so the company's business faces many difficulties. The company still wastes costs, does not have a suitable way to reach customers, and has a small number of customers. Currently, the demand for industrial cleaning services is increasing, while construction services are having changes in product structure, significantly affecting the company's revenue. Faced with that reality, developing industrial cleaning services has become the company's top goal, not only to increase revenue, maintain market share, expand supply markets but also build reputation as well as brand for the company. Therefore, researching the sales management activities of Blue Ocean Development Company Limited is extremely urgent.

2. Theoretical Basis

2.1 Some Basic Concepts

2.1.1 Concept of Industrial Cleaning Services

Industrial cleaning services appeared in the early 80s of the twentieth century. Introduced to Vietnam in the 90s, starting with the cleaning of hotel and restaurant systems. Through more than 20 years of improvement and development, Vietnam's industrial cleaning service has affirmed its role in the life and development of society.

Industrial cleaning service is a form of traditional cleaning service combined with modern machinery, professional workers, specialized chemicals and optimal methods, scientific processing processes... to bring Highest cleaning efficiency, saving time and money. This service provides a comfortable, clean, safe living and working environment for your health... Creates the most convenient conditions for you to focus on living activities, taking care of your family and yourself. self, bringing benefits to oneself and society (Source: Website vesinhcongngghiep.coltd.vn).

According to service packages, industrial cleaning services are divided into the following two types:

- Complete cleaning: total cleaning of the building (clean the entire building from top to bottom, inside and out, including cleaning glass, aluminum frames, inside and outside walls...), cleaning interior industry (floor cleaning, floor polishing, floor coating, carpet, chair, curtain, mattress cleaning...).
- Periodic cleaning, hourly cleaning: cleaning, cleaning part or the entire building in use, repetitive activities according to time packages.

Subjects of industrial cleaning: Industrial projects such as buildings, buildings, offices, restaurants, hotels, workshops, factories, workshops, processing zones. Personal projects such as apartments, villas, gardens...

Industrial hygiene tasks of Blue Ocean Development Company Limited include:

- + Industrial cleaning after construction
- + Periodic industrial cleaning
- + Daily industrial cleaning
- + Industrial cleaning by month
- + Industrial cleaning by the hour
- + Disinfects and kills insects
- + Swinging rope to clean building glass (inside and outside)
- + Floor polishing and stone floor maintenance service
- + Carpet cleaning, sofa cleaning, mattress cleaning,...

2.1.2 Concept of Construction Services

Construction services, if commented on, are a relatively broad concept with many different work items from design, construction, to project management, project investment capital allocation, etc. In the industry market Currently, many construction companies and businesses are providing this service to investors to set up projects. Work items in construction services There are many different work items in construction services in general. Specifically, the following can be mentioned:

- + The process of providing construction solutions: evaluating and deciding on construction methods, construction planning, machinery techniques used, factors related to labor safety.
- + Construction financial management process: general calculation of construction cost estimates, construction contracts, bidding and contractor selection, considering the structure and tools of the construction market.
- + Construction facility assessment process: overall project management, quality management, risk management, construction management,...
- + Construction investment management process: establish project development schedule in accordance with legal regulations, adjust financial plans to attract investment in the post-project completion phase.

Subjects of construction services: Industrial projects such as buildings, buildings, offices, restaurants, hotels, workshops, factories, workshops, processing zones. Personal projects such as apartments, villas, gardens...

Construction services of Blue Ocean Development Company Limited include:

- + Design and construction of housing
- + Installation of electrical systems
- + Lightning protection construction (natural lightning)
- + Construction of irrigation systems and water supply systems.

2.2 Research Methods

- Data collection methods.

Collecting data helps researchers have extensive knowledge about the problem they are researching to evaluate the problem correctly, comprehensively and closely to reality. The thesis uses the indirect method of collecting information, without contact with the survey subjects, in order to learn information from what predecessors have done to save time.

The data used in the thesis is secondary data - data that has been processed, analyzed and collected from the following sources:

- + Sources inside the business: Internally circulated documents, data, and reports on business activities of Blue Ocean Development Company Limited.
- + Sources outside the business: Specialized documents, reference materials, textbooks of the University of Industry and Trade. The data are collected from published documents and statistics from statistical yearbooks. Documents, legal documents, policies... of State management agencies, socio-political organizations... And information on the internet, newspapers,...
- Data analysis methods.

After collecting all information related to the research problem, it is necessary to use data analysis, synthesis and comparison methods. This is a very important method and a crucial step in the thesis writing process.

- Statistical methods:

The numbers will become fragmented without arrangement and statistics. This is a method of indirectly observing economic phenomena, thereby selecting necessary information and gathering data scientifically and logically for research purposes.

- Comparative method:

It is the comparison of data with each other according to a certain criterion with the same unit of comparison based on research purposes. Results can be compared between periods (year/quarter/month), between these groups of subjects and other groups of subjects to make an assessment of the significance of those data to the research problem. This is the method mainly used in the article.

3. Reality

In fact, there are many business opportunities for Blue Ocean Development Co., Ltd. to choose from, but the company decided to choose the form of providing industrial cleaning services, housing construction projects, and construction projects. electricity and water, trading of raw materials, other installation equipment in construction,... for businesses and individuals in need, because this service business will bring us success. After researching subjective and objective factors, we decided on this service industry based on market demand. The company's customers in the electricity and water construction segment are individuals, householders, companies, etc. Customers in the industrial cleaning segment include: Apartments, supermarkets, shopping centers, restaurants, and factories. company, factory, factory, householder.

- Objective factors.

For anyone who wants to live in a clean and fresh environment. However, an active and busy life causes many people to often face pressure and have to work with tight schedules. They are too tired with household chores such as cooking, washing clothes, and cleaning the house after work. What they need right now is to rest instead of having to do nameless work, so cleaning the house is gradually forgotten. If the above situation continues to occur regularly, living and working spaces will be threatened, negatively affecting the health and spirit of many people. In addition, for apartments, condominiums, buildings, shopping centers, offices, supermarkets, restaurants, companies, factories,

factories, household owners,... that are too old, it is also necessary to completely cleaned and renewed, such as painting walls, painting fences, cleaning, cleaning.

- Subjective factors.

In Ho Chi Minh City, there are many small and individual cleaning services. Those cleaning services do not really create trust for customers, or rather do not make customers satisfied because: not equipped with supporting machinery, not professional. This is a great opportunity for our company to develop and stand firmly in the market.

We have researched and observed that in Ho Chi Minh City and surrounding areas, there are very few companies and organizations providing cleaning services on a scale like ours. Most of these services only appear during Tet. This is also a favorable factor in the company's business. We use our own available capital and a portion of loan capital to conduct service business. The cleaning staff is in good health, well-trained, experienced, have strong expertise, high discipline, skills and industrial style. Professional supervisor system. Industrial cleaning equipment systems include:

- + Wall plaster sprayer – 3 pieces
- + Concrete mixer (8 pieces)
- + Compactor: 4 pieces
- + Winches: 6 pieces
- + Concrete drilling machine: 10 pieces
- + Iron cutting machine: 4 pieces
- + Curling iron: 4 pieces
- + Iron straighteners: 4 pieces
- + Resistance meter: 8 pieces
- + Handheld floor sander (single floor sander - 16 pieces)
- + Combined floor sander (12 pieces)
- + Vacuum cleaner, water suction machine: 16 pieces
- + Pressure sprayers: 5 pieces
- + Insect killer sprayers: 6 pieces
- + And support tools for construction, electricity, water, and other industrial cleaning industries.

Customer care staff is dedicated, thoughtful, and wholeheartedly solves all customers' questions and requests. Cleaning service business requires high technical knowledge and expertise. The most important thing to determine the success of our company is to grasp customer needs and know how to make customers believe in the quality of our services.

4. Solutions

4.1 Market Analysis

- Analyze the business industry and market characteristics.

Economic development, the market is expanding, products and services are more diverse in designs, new utilities, people's lives are improved, creating needs for food, clothing, and living space. and work. Because that will help the company have more customers and increase revenue. The company's initial target market is mainly concentrated in the center of Ho Chi Minh City. If there are development conditions, it can expand to neighboring districts and adjacent provinces.

- Analyze current supply and demand.

Demand analysis: These are desires accompanied by payment conditions, this is the research focus of businesses. Service demand research is the collection, processing,

analysis, and reporting of current demand data as well as forecasting future demand at a certain time, to capture exact need to use services at Blue Ocean Development Company Limited.

- Market segmentation and target selection,
To develop services effectively and quickly, the company must research and organize the network to suit the characteristics of the industry, depending on the business strategy, policies and plans. out of the business. After researching the market, Blue Ocean Development Company Limited decided to choose customers as individuals, householders, companies, apartments, supermarkets, shopping centers, restaurants, factories, and houses. machines,... The company's long-term goal is to expand its area to include districts and neighboring provinces.

4.2 Marketing Solutions

In the market context, customers and human needs are always changing. To create competitive advantage, maintain market share and develop stably, the company applies Marketing solutions including 4 policies (4P) to rely on to develop and reevaluate the company's sales activities.

1. Product.

An enterprise's product policy plays a role in ensuring that production and business activities take place continuously, bringing the enterprise's services to the market. If you want to create a good, quality product or service, businesses must do it right from the beginning, regularly checking to evaluate and promptly correct input materials, implementation processes, and staff. A good product is recognized when customers accept and satisfy it. Therefore, the company always uses advanced technology and chemicals that meet allowed standards (toilet bleach, wood, mattresses...). All are aimed at customer satisfaction and being environmentally friendly.

2. Price

With the market economic situation in the recovery phase, prices are competitive a key factor in attracting and retaining customers. Our industrial cleaning services provide a "listed and appropriate" price that makes it easy for customers to accept and gradually gain trust in us, and at the same time help customers avoid the situation of being "cut, guillotine" of other services. For companies and businesses that do not need to recruit office cleaners 8 hours a day or companies that have janitors who are sick, on vacation, or unable to do jobs that require specialized machinery and equipment support. But still want a clean working environment, customers can absolutely ask the company to provide alternative cleaning service packages at competitive prices. This helps businesses save on labor costs, costs of purchasing chemicals, tools, and cleaning equipment because Blue Ocean Development Company Limited provides comprehensive customer care.

3. Distribution

We use direct distribution channels, customers can come directly to the office to receive consultation on services or can contact the receptionist directly via phone, email, or the Company's website to find information. Understand and reserve service packages. Linking with consulting centers and Youth Union and Business Association centers to convince customers to use the service helps customers have more time to take care of their families as well as have more time to do their work. work more effectively.

4. Promotion

- Advertising plan

Any service, no matter how large or small, an advertising strategy is always necessary for businesses. Advertising is very important in introducing the company's services to customers, propagating the benefits of the service in terms of quality and price. To communicate and create new service needs, there are the following forms:

- Distribute leaflets to each household and business.
- Advertisement in the press.
- Design a website to introduce the company's services to customers.
- Word of mouth marketing relies on close relationships.

- Promotion plan

Depending on each stage of the company's development, the company will offer different promotion programs: such as fixed promotion programs, customer gratitude care,...

5. Conclusions

We are in a very important period of development - promoting industrialization - modernizing the country, striving to make our country basically an industrial country. In that trend, our lives are increasingly busy, establishing our company is necessary in society. The company's success is partly due to market demand, partly due to the efforts of the company's team. Therefore, the company must constantly improve service quality to be competitive with other competitors, as well as reputable with customers, from which the company can gain new investment sources and receive more and more contracts. of customers, contributing to improving company efficiency. Blue Ocean Development Company Limited, under the leadership of the business owner and staff with a sense of responsibility, we believe that our company will develop strongly and achieve high results in the future.

6. References

1. Anh DBH. CSR Policy Change-Case of International Corporations in Vietnam. *Polish Journal of Management Studies*. 2018; 18(1):403-417.
2. Trang TTT. Sustainable Development of Higher Education Institutions in Developing Countries: Comparative Analysis of Poland and Vietnam. *Contemporary Economics*. 2022; 16(2):195-210.
3. Zheng WL. Impact of Energy Efficiency, Technology Innovation, Institutional Quality and Trade Openness on Greenhouse Gas Emissions in Ten Asian Economies. *Environmental Science and Pollution Research*. 2022; 30:43024-43039.
4. Ahmad AF. The Nexus among Green Financial Development and Renewable Energy: Investment in the wake of the Covid-19 pandemic. *Economic Research*. 2022; 35(1):5650-5675.
5. Ye F. The Impact of Corporate Social Responsibility on the Sustainable Financial Performance of Italian Firms: Mediating Role of Firm Reputation. *Economic Research*. 2022; 35(1):4740-4758.
6. Feng SC. The Role of Technology Innovation and Cleaner Energy towards Sustainable Environment in ASEAN Countries: Proposing Policies for Sustainable Development Goals. *Economic Research*. 2022; 35(1):4677-4692.
7. Duc LDM. Enhancing Auditor Independence in

- Auditing Enterprises in Vietnam. *Cogent Economics and Finance*. 2019; 7(1):1-16.
8. Mai NP. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. *Cogent Business and Management*. 2020; 7(1):1-17.
 9. Thuong TM. Enhancing Independence of Local Auditing Services by Profiting from International Experiences of the Big4 Group (KPMG, Deloitte, PWC E&Y) Operating in Vietnam Market. *Cogent Business and Management*. 2019; 6(1):1-14.
 10. Tien NH. Corporate Financial Performance due to Sustainable Development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019; 27(2):694-705.
 11. Tien NH. Impact of Natural Resources Extraction and Energy Consumption on the Environmental Sustainability in ASEAN Countries. *Resources Policy*. 2023; 85:p103713.
 12. Ka YC. Exploration of Green Energy and Consumption Impact on Sustainability of Natural Resources: Empirical Evidence from G7 Countries. *Renewable Energy*. 2022; 196:1241-1249.
 13. Ngoc NM. Solutions for Development of High Quality Human Resource in Binh Duong Industrial Province of Vietnam. *International Journal of Business and Globalisation*, 2023.
 14. Huong LTM. Factors Impacting State Tax Revenue in ASEAN Countries. *International Journal of Public Sector Performance Management*, 2023.
 15. Ngoc NM. Impact of Accreditation Policy on Quality Assurance Activities of Public and Private Universities in Vietnam. *International Journal of Public Sector Performance Management*, 2023.
 16. Ngoc NM. Quality of Scientific Research and World Ranking of Public and Private Universities in Vietnam. *International Journal of Public Sector Performance Management*, 2023.
 17. Viet PQ. Sustainability of Tourism Development in Vietnam's Coastal Provinces. *World Review of Entrepreneurship Management and Sustainable Development*. 2021; 17(5):579-598.
 18. Tien NH. Vietnamese Family Business in Poland and in Vietnam. Comparative Analysis of Trends and Characteristics. *International Journal of Entrepreneurship and Small Business*. 2021; 42(3):282-299.
 19. Anh DBH. Sustainable Development of Social Entrepreneurship. Evidence from Vietnam. *International Journal of Entrepreneurship and Small Business*. 2022; 45(1):62-76.
 20. Mai NP. Green Entrepreneurship-a Game Changer in Vietnam Business Landscape. *International Journal of Entrepreneurship and Small Business*, 2023.
 21. Ngoc NM. Enhancing efficiency of real estate brokerage activities in Vietnam. *International Journal of Business and Globalisation*, 2023.
 22. Ngoc NM. Factors affecting the selling price of luxury apartments in Vietnam. A quantitative analysis. *International Journal of Business and Globalisation*, 2023.
 23. Mai NP. Enhancing Sustainability in the Contemporary Model of CSR: A Case of Fast Fashion Industry in Developing Countries. *Social Responsibility Journal*. 2021; 17(4):578-591.
 24. Ngoc NM. Sustainable Integration in Vietnam's Tourism Industry. *World Review of Entrepreneurship Management and Sustainable Development*, 2023.
 25. Ngoc NM. The relevance of factors affecting real estate investment decisions for post pandemic time. *International Journal of Business and Globalisation*, 2023.
 26. Massoud M. Impact of non-renewable energy and natural resources on economic recovery: Empirical evidence from selected developing economies. *Resources Policy*. 2023; 80:p103221.
 27. Hieu VM. Socially Sustainable Entrepreneurship of Chinese Community in Southern Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
 28. Ngoc NM. Factors affecting the willingness to pay for management services of apartments in Vietnam. *International Journal of Business and Globalisation*, 2023.
 29. Toan TT. Opportunities and challenges for quality of human resource in public sector of Vietnam's logistics industry. *International Journal of Public Sector Performance Management*, 2023.
 30. Lan TTN. Market development strategy of renewable energy industry in Vietnam. *International Journal of Business and Globalisation*, 2023.
 31. Huong LTM. Assessment of green economic growth in the current specific socio-economic context of Vietnam. *International Journal of Business and Globalisation*, 2023.
 32. Lan TTN. A global trend of sustainable development of agribusiness in Vietnam. *International Journal of Business and Globalisation*, 2023.
 33. Vinh PT. Global performance of Vietnamese small enterprises due to internal and external drivers. *International Journal of Business and Globalisation*, 2023.
 34. Tuan LHA. The entrepreneurial pathway of Vietnamese super-rich. The sources of their successful business performance. *International Journal of Entrepreneurship and Small Business*, 2023.
 35. Tien NH. Global product purchasing intention in Vietnam. *International Journal of Business and Globalisation*, 2023.
 36. Hai DH. The influence of global climate change on economic growth in Vietnam. *International Journal of Business and Globalisation*, 2023.
 37. Quyet TN. Factors affecting Vietnamese agricultural commodities' export to the EU market. *International Journal of Business and Globalisation*, 2023.
 38. Quan NM. Assessing innovation capacity in public organisations: A new model and approach. *International Journal of Public Sector Performance Management*, 2023.
 39. Tien NH. The nexus between TQM and global strategic performance of Small Businesses in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
 40. Tien NH. Vietnam's resources management policy due to global climate change. *International Journal of Public Sector Performance Management*, 2023.
 41. Hai DH. Factors impacting human resource development in public companies: A case of Ho Chi Minh City Telecommunication. *International Journal of Public Sector Performance Management*, 2023.

42. Tien NH. Factors affecting the quality of relationship between private service providers and public institutions in Vietnam. *International Journal of Public Sector Performance Management*, 2023.
43. Duc LDM. The impact of audit committee on financial reporting quality: A case of Vietnam listed public companies. *International Journal of Public Sector Performance Management*, 2023.
44. Tien NH. Impact of CSR on consumer behaviour: Evidence of SMEs in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
45. Tien NH. Global climate change and sustainable social entrepreneurship of SMEs in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
46. Tien NH. Enhancing Vietnam's SMEs entrepreneurial performance in post-pandemic tourism industry. *International Journal of Entrepreneurship and Small Business*, 2023.
47. Anh DBH. The role of public and private partnership to develop green logistics systems. A case of SMEs in Ho Chi Minh City. *International Journal of Entrepreneurship and Small Business*, 2023.
48. Ngoc NM. Practices of Human Resource Development in Vietnam: Cases of public companies in telecommunication and tourism industries. *International Journal of Public Sector Performance Management*, 2023.
49. Huong LTM. Factors affecting customers' satisfaction on public Internet service quality in Vietnam. *International Journal of Public Sector Performance Management*, 2023.
50. Mai NTT. Cultural tourism resources: State policy and solutions for SMEs in tourism industry. *International Journal of Entrepreneurship and Small Business*, 2023.
51. Hai DH. Enhancing social entrepreneurial performance of tourism service and resort real estate SMEs in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
52. Diem PT. The impact of Covid-19 on Vietnam macro-economy and implications for SMEs performance: A lesson for the future. *International Journal of Entrepreneurship and Small Business*, 2023.
53. Kiet TV. SMEs' business performance due to CSR practices: Evidence from Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
54. Tien NH. Assessment of humanistic tourism resources by SMEs in Central Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
55. Quyet TN. The purchase behaviour via E-commerce platform: A case of SMEs and households in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
56. Tung PM. Methodology for research on B2B relationship quality: A case of public environmental services in Vietnam. *International Journal of Public Sector Performance Management*, 2023.
57. Tien NH. Exploitation of humanistic tourism resources by SMEs in Ho Chi Minh City. *International Journal of Entrepreneurship and Small Business*, 2023.
58. Tinh NH. Agribusiness sustainability due to social entrepreneurship in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
59. Tinh NH. Knowledge transfer and succession process in small family businesses. *International Journal of Entrepreneurship and Small Business*, 2023.
60. Trai DV. The impact of data analytics on audit firms' value creation: Implications for small and medium financial auditing services. *International Journal of Entrepreneurship and Small Business*, 2023.
61. Tien NH. The impact of CSR on corporate financial performance: Evidence from SMEs of tourism industry in Southern Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
62. Tien NH. SMEs' business performance due to quality of financial reporting information. *International Journal of Entrepreneurship and Small Business*, 2023.
63. Tien NH. The role of leadership behaviour in shaping the sense of work in SMEs. *International Journal of Entrepreneurship and Small Business*, 2023.
64. Tien NH. The role of projects participation experiences in SMEs' knowledge management. *International Journal of Entrepreneurship and Small Business*, 2023.
65. Tien NH. Experiences of senior people with remote healthcare solutions during the pandemic: Implications for SMEs in the industry. *International Journal of Entrepreneurship and Small Business*, 2023.
66. Tien NH. Globalisation and business development orientation of small English language teaching centres in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
67. Tien NH. The impact of global climate change on tourism development in Vietnam: Implications for SMEs. *International Journal of Entrepreneurship and Small Business*, 2023.
68. Trai DV. The impact of digital transformation on tourism sustainable development: A case of SMEs in Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.
69. Trai DV. Joint logistics development: A driver of economic growth in Southeast Vietnam. *International Journal of Entrepreneurship and Small Business*, 2023.