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Comparative analysis of product hygiene and safety policies in the supply chain of Big 4 fast food restaurants in Vietnam

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Abstract

Food hygiene and safety (Food hygiene and safety) is an important issue for any business industry, especially the food service industry. For Fast food restaurants, food hygiene and safety is a vital factor, directly affecting the health and safety of customers, as well as the reputation and image of the brand. In today's era, when life is bustling and work pressure is increasing, fast food has become a popular choice for many people, helping to save time and quickly satisfy culinary needs. In Vietnam, many fast food brands have risen and become a favorite destination for young people as well as diverse consumers. In recent years, the fast food market has developed, the Big 4 Fast food restaurants in the world are McDonald's, KFC, Burger King and Pizza Hut. These are the world's leading brands with a wide scale of operations, providing a variety of popular food and drink products. To ensure food hygiene and safety for their supply chain, these restaurants have applied strict and strict policies.

Keywords: Fast food, fast food chain and Big 4 Fast Food restaurants

1. Introduction

Fast food in English, also known as Fast Food, is a term that refers to food that can be prepared and served to people very quickly. In any meal any food with little preparation time can be considered fast food. Usually the term refers to food sold at a restaurant or store with pre-heated or pre-cooked ingredients and served to customers in a packaged take-away form. The term "Fast Food" was recognized in the Merriam - Webster English dictionary in 1951.

The fast food service supply chain is a system of value chains that are very closely related to each other, including: raw material purchasing stage: Fast Food restaurants will purchase raw materials from reputable suppliers. credibility, quality assurance and safety; Processing stage: raw materials after being purchased will be processed according to strict procedures, ensuring hygiene; preservation stage: food after processing will be preserved in reasonable conditions to maintain quality and safety; transportation phase: food will be transported to stores according to safety procedures; serving phase: food will be served to customers at the store; Analyzing food hygiene and safety policies in the supply chain of Big 4 Fast Food restaurants in Vietnam.

Because it is a fast food restaurant, customers may often order many dishes at once, which will affect people with poor digestive systems. In the process of choosing raw materials, you need to be very careful, do not use items that are stamped, crushed, damaged or of poor quality to reduce costs. Utensils for storing food, tables and chairs in the restaurant must also be always cleaned, making customers feel comfortable when using items at the store. The Fast Food restaurant industry in Vietnam has grown strongly, with the appearance of the Big 4 including McDonald's, KFC, Burger King and Pizza Hut. With rapid growth, ensuring product hygiene and safety in the supply chain is an important factor in maintaining and enhancing consumer confidence. Because these are large fast food restaurant chains, customers come to fast food because it is popular, familiar, delicious and affordable. Therefore, being clean and hygienic is definitely a must to retain customers.

2. Theoretical basis

Food hygiene and safety is a burning issue for society in general and the four major fast food restaurants such as McDonald's, KFC, Burger King and Pizza Hut.

Because this is an issue that directly affects health, a reputable restaurant has a very high ability to ensure hygiene, especially here, these restaurants must be inspected and certified by authorities. Therefore, each restaurant needs to ensure there are enough separate utensils for raw and cooked foods; Have enough tools to divide, pick up, store food, and ensure clean eating utensils; Implement daily cleaning regimen; Equip clean, disposable gloves when in direct contact with food; have enough equipment to prevent flies, cockroaches, insects and disease-causing animals; There must be a handwashing sink, at least 01 (one) handwashing sink for 50 people; Must have toilets, at least 01 (one) toilet for 25 people. These are considered basic issues that fast food restaurant chains need to meet.

If we talk about fast food, we immediately think of McDonald's. The chain of stores is present in more than 118 countries with a chain of 35,000 restaurants on all continents. Every day, McDonald's globally serves more than 70 million consumers, not only ensuring to bring them delicious meals, but also making them satisfied with McDonald's services. At McDonald's, we strictly adhere to the strictest hygiene standards. Our mission is to ensure that our employees always perform the following tasks: Disinfect kitchen utensils every 4 hours; clean restaurant and table tops with clean, disinfected towels; wash your hands at least once every hour; Wear masks for employees working in the kitchen; Follow regulations on glove color to avoid cross-contamination; Regularly thoroughly disinfect ice cream making and mixing machines. In our restaurant, different types of disinfectants are used every day for specific cleaning needs, to disinfect the hands of employees, their cooking utensils and the restaurant environment. We also regularly check the air conditioning system to ensure continuous circulation of fresh air. And of course, we can't forget you, our customers - antibacterial hand gel is always available in the entrance and hallways. By carrying out the above work, we can ensure that all working employees as well as customers at restaurants can feel secure about their health and food safety.

Next is the fast food chain KFC. KFC is the acronym for Kentucky Fried Chicken, one of the brands belonging to Yum Brands Inc (USA). KFC specializes in fried and grilled chicken products, with side dishes and sandwiches made from fresh chicken. Currently there are more than 20,000 KFC restaurants in 109 countries and territories worldwide. KFC is world-famous for its Original Recipe traditional fried chicken recipe, created by the same secret blend of 11 different herbs and spices perfected by Colonel Harland Sanders more than half a century ago. In addition to the fried chicken menu, KFC also diversifies products to create an extremely rich menu for consumers around the world to enjoy more than 300 different dishes from grilled chicken in the Vietnamese market to salmon sandwiches in Japan. Besides traditional dishes like fried chicken and burgers. Coming to the Vietnamese market, KFC has prepared a number of additional dishes to serve foods that suit Vietnamese tastes such as: Big'n Juicy chicken, boneless crispy chicken, KFC chicken rice, mixed cabbage... Some dishes New products have also been developed and introduced in the Vietnamese market, contributing to increasing the diversity in the menu list such as: Shrimp Burger, Lipton, Egg Tart. In 1997, KFC opened its first restaurant in Ho Chi Minh City. To date, KFC's restaurant

system has grown to more than 140 restaurants, present in more than 21 major provinces/cities across the country, employing more than 3,000 workers and also creating more jobs in the industry. supporting industry in Vietnam. Regarding food hygiene and safety, KFC probably hasn't done a good job. Recently, KFC has been accused by customers and employees directly working here about food safety issues in processing stages. In Vietnam in early January, Mr. Trinh Quoc Cong (Vien village, Co Nhue commune, Tu Liem, Hanoi) took his children to eat at the KFC restaurant on Hoang Quoc Viet street. After each person ordered a portion of breaded fried chicken, his family ordered two more fried chicken wings without breading and spices. However, when he used a knife to cut into the chicken, he noticed a rotten smell coming out. Many respondents expressed concern about their health when KFC fried chicken is always a favorite and indispensable dish every day. Perhaps the reason for the situation of food not being fresh is that when you manage such a large chain of stores, there are many shortcomings, but product hygiene and safety is a crucial and important thing when doing business. joint. But just because of the word "Profit" cannot make the seller only care about immediate profits and money and forget, neglect, and disregard the lives and health of consumers.

Next, we come to an extremely famous fast food brand, Pizza Hut. Pizza Hut is a franchise brand managed by Yum! Brands corporation. This brand gradually grew with more than 6,000 restaurants in the US and more than 16,000 branches in more than 100 countries around the world. Pizza Hut is a reputable brand from the US with more than 50 years of experience in the field of processing and serving Pizza, and is present in hundreds of countries around the world. Therefore, we have great strengths in terms of development strategy, meeting international standards in product quality, restaurant style, and service quality. In particular, Pizza Hut's food hygiene and safety standards meet international standards from processing and serving in the restaurant system as well as selecting raw materials from suppliers. Placing food safety as a top principle, Pizza Hut commits that all products are the result of a strict control process from input materials to final products served to customers. You can feel completely secure when using Pizza Hut products because: Made from the best ingredients according to the standards and technology of the American YUM corporation; High nutritional value, diverse, rich and ever-changing menu, suitable for all ages. Raw materials are always strictly controlled: from supplier selection (meeting strict requirements from the group, annually inspected for quality assessment) to receiving, preserving, storing, and processing. transformed into products that serve customers. Pizza's restaurant system is always inspected and evaluated according to internal standards (more than 2000 criteria) to ensure stability throughout the process. All restaurants are certified to meet food hygiene and safety conditions according to regulations of the Ministry of Health of Vietnam.

Finally, we will come to the Burger King restaurant chain. Burger King (BK) is an American global fast food hamburger restaurant chain. As of December 31, 2018, Burger King reported 17,796 stores in 100 countries. Of those, nearly half are located in the United States and 99.7% are privately owned and operated, with new owners transitioning to an almost complete franchise model in 2013. Applying King standards at Vietnam aims to build a fast food market with

safe and quality ingredients. Preservatives are a common additive used to preserve processed foods. They play a role in preventing the effects of oxidants on foods, helping to prolong their shelf life. However, chronic exposure to preservatives can be harmful to human health, including adverse effects on the liver and kidneys, as well as potentially causing colon and stomach cancers. Therefore, Burger King, one of the famous global fast food brands, has developed a set of "King Standards" to ensure the quality of all products when reaching consumers. "King Standards" is a strict set of rules, requiring supply chains to meet regulations on nutritional content, commitment to no preservatives, no filler ingredients, and no genetically modified substances.

Food businesses must be "conscientious food producers", strictly comply with state regulations, produce, process and trade food according to the Food Safety Law. Food producers, processors, and traders must update their knowledge of food hygiene and safety, have regular health checks, and ensure they are not infected with infectious diseases related to food processing. Apply food safety management standards and systems such as ISO 2200, HACCP, GMP, FSSC 22000,... strictly and according to procedures. Businesses should meet food safety standards. For the following reasons: Helping businesses expand their clean food business in difficult but potential foreign markets, scoring points in the eyes of consumers who prioritize consuming products with clearly certified origins, build a good food safety product image to thereby enhance customer trust and assist in achieving competitive advantage, build and operate a management system capable of helping you meet better requirements for food safety quality and legal compliance. In fact, there are many cases of being fined by the authorities for not properly complying with regulations on food safety and hygiene; This has had a very negative impact on the business operations as well as the reputation of those individuals and organizations. To avoid such situations and consequences; Businesses should register for food safety certification for their products.

3. Research methods

The main methods used in the thesis include: document analysis methods such as: qualitative methods to find the basic content of documents, find issues related to the research topic. and identify the problem that needs to be solved. Documents, articles, interviews or scientific magazines related to the issue of "product hygiene and safety in the supply chain of Big 4 Fast Food restaurants in Vietnam", because they are secondary data. There are a lot of related documents, so we need to sift through to get the most accurate documents for the problem. And the research method is based on documents and food hygiene and safety certificates issued by competent state agencies, the Food Safety Department, which conducts food safety inspections on the market nationwide. Therefore, food safety and hygiene certificates are also considered as state censorship for food production and business units and establishments. In addition, the Department of Health and Food Safety and Hygiene Branches of provinces and centrally run cities also contributed a lot to the research process. Inspection results are an important factor that we rely on for research. Above all, the more important factor is the customer's feeling when coming to the fast food restaurant chain. The inspection results are very important, but after the inspection is

completed during that process, customers are the ones who have the most authentic experience of the quality of products and dishes there.

4. Research results

When running a fast food restaurant business, businesses must pay a lot of attention to factors such as food quality, service quality... but the most important contributing factor is food hygiene and safety. Food hygiene and safety is very important in daily meals and is related to human health, physical health and human resources to develop the country, making an important contribution to maintaining a race. A strong and intelligent nation. In addition, food hygiene and safety quality also greatly affects economic development, trade, tourism and social security.

Through the research process, I found that in 4 fast food restaurant chains: McDonald's, KFC, Burger King and Pizza Hut, in general, these 4 fast food stores show that the investment chains always prioritize food hygiene. Food safety comes first. But maybe because of profit, because they want to increase revenue, they reduce the quality of food, making it unsafe for customers to choose brands and restaurants. The store's revenue and reputation may be lost. From there, we realized that paying attention to food hygiene and safety is extremely important because it determines almost all of the store's revenue and that contributes to the product's brand. After the research process, we can comment on 4 major fast food restaurants as follows:

McDonald's food hygiene and safety policy includes requirements for:

Raw material source: McDonald's only uses ingredients of clear origin, provided by reputable suppliers. These materials must be regularly checked for quality before being used.

Processing process: McDonald's has a strictly controlled food processing process, ensuring hygiene and safety. These procedures are trained for all McDonald's employees.

Storage procedures: McDonald's has strict food preservation procedures, ensuring food is stored at appropriate temperatures to prevent bacterial growth.

Cleaning procedures: McDonald's has kitchen and equipment cleaning procedures that are performed regularly, ensuring the kitchen is always clean and safe.

KFC's food hygiene and safety policy includes requirements for:

Raw material source: KFC only uses ingredients of clear origin and is regularly tested for quality. These ingredients must be stored at appropriate temperatures to prevent bacterial growth.

Processing process: KFC has a strictly controlled fried chicken processing process, ensuring hygiene and safety. This procedure is trained for all KFC employees.

Storage procedures: KFC has strict food preservation procedures, ensuring food is stored at appropriate temperatures to prevent bacterial growth.

Cleaning procedures: KFC has kitchen and equipment cleaning procedures that are carried out regularly, ensuring the kitchen is always clean and safe.

Burger King's food hygiene and safety policy includes requirements for:

Raw material source: Burger King only uses ingredients of clear origin and is regularly tested for quality. These ingredients must be stored at appropriate temperatures to prevent bacterial growth.

Processing process: Burger King has a strictly controlled food processing process, ensuring hygiene and safety. This procedure is trained for all Burger King employees.

Storage process: Burger King has strict storage regulations and ensures that standard food is delivered to consumers.

Pizza Hut's food hygiene and safety policy includes requirements for:

Raw material source: made from the best ingredients according to the standards and technology of the American Yum corporation. Strictly controlled from supplier selection to receiving, preservation, storage, processing to products serving customers

Processing process: Pizza Hut's food making process is strictly followed with the use of half of the ingredients in the kitchen.

Storage process: store pizza in the refrigerator. To help keep the pizza from smelling like other foods and still retain its flavor, put a plastic box underneath and put the pizza in. Next, close the lid tightly to store in the refrigerator. Users can put pizza in the freezer to extend its shelf life.

5. Discussion of research results

Because it is a fast food restaurant, customers may often order many dishes at once, which will affect people with poor digestive systems. In the process of choosing raw materials, you need to be very careful, not to use items that are stamped, crushed, damaged or of poor quality to reduce costs. Utensils for storing food, tables and chairs in the restaurant must also be always cleaned, making customers feel comfortable when using items at the store.

If you want to do food service business, the establishment must meet the conditions and standards according to the instructions in Circular No. 30/2012/QĐ-BYT to be granted a food hygiene and safety certificate as follows:

Unpolluted surrounding area or near polluted places: Nowadays, most people put hygiene first. Partly due to the increasingly heavy environmental atmosphere, it affects parts of our lives, making us psychologically afraid of hygiene as well as the need to eat and drink safely. If a store has a problem with food hygiene and safety, that store probably won't be able to continue for long.

There are enough equipment in the kitchen, cabinets and warehouses to store and preserve food, and sinks to wash fresh food, vegetables and fruits. Modern equipment also contributes to maintaining a certain amount of food hygiene and safety because it will help us keep the freshness of vegetables, tubers and fruits. It is also called an indirect way to preserve food and there are advanced types of equipment capable of sterilizing bacteria in food. And when we prepare food, we need to carefully check and pay attention to food hygiene carefully.

The kitchen is arranged according to the one-way principle, avoiding cross-contamination between cooked and raw food, storage area, raw material receiving, pre-processing, processing, cooked food and dining area, separate toilet area, separate toilets, etc. The room must be solidly built, not moldy or damp.

Processing ingredients must have clear origins and be fresh. Today's fast food stores, in order to maintain long-term stores and receive high sales, require them to choose appropriate ingredients. But that doesn't mean you should choose ingredients of unknown origin or import ingredients that have been kept overnight or frozen. This is something some fast

food restaurants have been doing. Store owners want to make high profits, so they do not hesitate to choose such unhygienic and unsafe ingredients, affecting the people as well as the identity of their store.

There is enough clean water for processing and mixing drinks, cleaning tools and washing hands. Clean water is colorless, odorless, tasteless and does not contain pathogens. Boil before making ice drinks. Be especially careful with the water used to cook food for young children. This is also a painful problem. The store may provide clean ingredients, but polluted water sources also affect those ingredients. Especially store employees, when working without cleaning their hands and feet, cooking or mixing without using gloves, also affect customers' food. Causes a store's reputation to seriously decrease

Avoid cross-contamination between cooked and raw foods and dirty surfaces. Cooked food can be contaminated with pathogens through direct contact with raw food or indirectly with dirty surfaces (such as sharing knives and cutting boards to prepare raw and cooked foods).

Carry out recording and saving samples according to regulations.

There must be handwashing sinks and toilets according to standard numbers. Use clean cooking and eating utensils. Do not leave dirty tools overnight.

Dishes must be washed immediately after use. Do not use moldy or greasy towels to dry dishes. If the tool has just been washed and needs to be used immediately, rinse it with boiling water. Utensils in contact with cooked and raw food must be kept separate. Do not use tools that are chipped or rusty because they are difficult to clean. Leftover food and discarded food must be placed in closed containers with lids and transported daily. Only use soap and cleaning utensils approved by the Health sector to avoid toxic residues on food. Do not use utensils made of copper, aluminum, processed glass, colored recycled plastic for cooking, or containing acidic liquid foods or alcohol because they can dissolve heavy metals such as lead and copper. ... or food additives. Absolutely do not use packaging that contains toxic chemicals, pesticides, veterinary drugs, bleach, or antiseptics to store food.

The display and storage area for instant and cooked food must ensure hygiene. Food processing areas should be free of standing water, away from smoke, dust, and toilets. All surfaces used for food preparation must be easy to clean and kept clean and dry. The kitchen must have enough light and ventilation. There must be enough clean water used for food processing and cleaning of the processing area regularly. Prevent the movement of cockroaches, mice and other animals in food processing areas.

Food and beverage department employees must be trained and educated on food hygiene and safety knowledge as well as receive periodic health checks according to regulations. Know the causes of food poisoning and prevention measures. Know how to select, process food and preserve food so that it is fresh, delicious, hygienic and safe. Know how to maintain personal hygiene and hygiene during processing to avoid transmitting diseases to others as well as contaminating processed foods.

Check food packaging materials are clean, appropriate and meet hygiene standards. Packaging must be clean, retain the attractiveness of taste, color and not leach toxins into the food. Food labels must be truthful, have all necessary

information such as product name, weight, main ingredients, storage and use methods, place of production and processing, production registration number, and expiration date. use.

Fast food service has become very familiar to each of us, there is no one in the city who does not know about it. Fast food is not only for people with little time, but now fast food also occupies the majority of people with excess time, especially young people. Coming to some fast food stores like KFC, Pizza Hut.... customers feel they are treated equally, rich and poor have to line up in order, unlike other restaurants where the employees prioritize Catering to rich people. Partly they will care about the safety, hygiene and quality of the food. If they accidentally see unsanitary things in a store, perhaps that store needs to be reviewed and modified, but the store will probably be rated low, causing restaurant revenue to decrease. Besides, it has disadvantages: With this type of service, people with money do not feel comfortable when entering the store, they cannot assert their ego. Prices are still high for low-income people. Almost all customers report that when entering fast food restaurants, they have to wait for a long time, sometimes for hours. Therefore, it loses the essence of Fast Food, many times the staff is still not enthusiastic about customers, still has an attitude of not respecting customers.

6. Conclusion and recommendations

The fast food market in Vietnam is considered to be in the development stage with steady growth over the years. However, the level of competition in this market is becoming more and more fierce, reflected in the constantly increasing number of companies participating in business in the market. In that situation, maintaining and increasing market share is a vital factor for businesses in general and KFC, McDonald's... Vietnam in particular.

Approaching supply chain management into businesses brings great benefits and positive impacts. First of all, it allows businesses to better meet the needs of end consumers and effectively implement competitive strategies in the market, creating conditions to easily increase revenue, profits, and improve business efficiency. business of the enterprise.

However, business owners cannot avoid public opinion on product safety and hygiene issues. Each person has their own opinion, some people rate it well, some people rate it poorly because each person's perception is different. Because the store was wrong and the customer rated it right and vice versa.

But to operate a fast food restaurant like this, hygiene must always come first. Because it is like the center of a store, it helps maintain stability and creates a good impression for customers.

Regarding product hygiene and safety issues, we need to come up with the following solutions:

According to state agencies:

Besides having issued laws, decrees and circulars on food safety issues. However, the application is still not effective. Therefore, the state needs to strengthen propaganda and supervision on food hygiene issues and raise people's awareness.

In addition, agencies and economic units in charge of food censorship need to be more careful and strictly handle production facilities that provide unsafe food to people.

For units and organizations:

Units and organizations distributing food in the market need to be responsible and comply with the law and WHO regulations on food hygiene. Especially schools, industrial parks, factories... that receive supplied food need to have a quality inspection team. In addition, educate food safety information for students, workers, employees... and coordinate with local authorities on intervention, management and support to ensure hygiene and safety. .

For individuals:

An individual is a person who directly uses food, including food he or she grows himself or buys from food suppliers. Individuals need to follow the 10 golden principles of the World Health Organization, ensuring hygiene and safety for themselves and those around them. Actively propagate and disseminate to your friends, relatives...

Because of the above problems, we need to actively join hands to repel unhygienic food.

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