

International Journal of Social Science Exceptional Research

Improving customer care at Eurofins MTS Consumer Product Testing Vietnam

Phan Thi Chieu My ^{1*}, Huynh Thi Chau Ai ², Nguyen Anh Phuc ³

¹⁻³ Van Hien University, Vietnam

* Corresponding Author: Phan Thi Chieu My

Article Info

ISSN (online): 2583-8261

Volume: 02

Issue: 05

September-October 2023

Received: 20-08-2023;

Accepted: 26-09-2023

Page No: 185-192

Abstract

Customer care services play a very important role in enhancing the competitive advantage of businesses in general and testing service businesses in particular, helping businesses specialize, differentiate and improve. image of your service quality in the minds of customers, helping to increase the number of loyal customers, attract potential customers, strengthen loyalty to existing customers, thereby contributing to reducing business costs. business for business. Customer care service is a key activity in an enterprise's Marketing activities to direct the enterprise's management activities to target customers, bringing outstanding satisfaction to customers when consuming services. with good quality customer care.

Keywords: Human Resources Re-Engineering, Banks, Work Stress

1. Introduction

Customer care services play a very important role in enhancing the competitive advantage of businesses in general and testing service businesses in particular, helping businesses specialize, differentiate and improve. Image of your service quality in the minds of customers, helping to increase the number of loyal customers, attract potential customers, strengthen loyalty to existing customers, thereby contributing to reducing business costs. Business for business. Customer care service is a key activity in an enterprise's Marketing activities to direct the enterprise's management activities to target customers, bringing outstanding satisfaction to customers when consuming services. With good quality customer care.

And one of the important factors to retain customers is customer care. Customer care plays an important role in enhancing the competitive advantage of businesses in the field of testing, helping businesses A business can differentiate its image and service quality in the minds of customers. As an enterprise operating in the field of testing, Eurofins MTS Consumer Product Testing (Vietnam) Ltd. is gradually improving itself to be able to compete and develop to be able to compete with other business units in the same industry. . More than anyone else, businesses understand the great power of loyal customers, who have accompanied them to create brand value and sustainable development.

In recent years, the company's business activities have undergone profound changes, the business scale has increasingly expanded in both quantity and scope, and testing methods have been upgraded and become more and more innovative. Richer. Since then, the customer factor is being paid attention to and focused on, developing a customer-oriented business orientation is the current general trend. Therefore, customer care policies have been implemented by the company, but the development and implementation have only stopped at a slow pace, have not really been promoted and become a problem. The core and survival of the company.

Based on the importance and passion for customer care, as well as through the theory I have learned and from practical research at Eurofins MTS CPT Company, I chose the topic "Improving work". Customer care at Eurofins MTS Consumer Product Testing (Vietnam) Ltd Company".

2. Research objectives

2.1. General goals

By studying the current status of customer care work at Eurofins MTS Consumer Product Testing (Vietnam) Ltd, the research aims at solutions to improve the branch's customer care work over time. Next.

2.1. Specific goals

- Systematize theoretical and practical issues related to customer care in the field of testing
- -Analyze and evaluate customer care through customer reviews and feelings at Eurofins MTS CPT company in the period of 2020-2022
- -Propose solutions to improve customer care at Eurofins MTS Consumer Product Testing (Vietnam) Ltd.

3. Theoretical basis

Customer concept of a testing service company

The customers of a testing services company are organizations or individuals who use testing services to ensure that their products or services meet quality standards, safety, or comply with regulations. and industry-specific standards.

The testing service company's customers are usually:

Manufacturing Companies: Companies that manufacture products or equipment want to ensure that their products meet quality standards before they go to market. They hire a testing company to perform checks and tests to verify the quality and safety of the product.

Construction Companies: In the construction industry, companies need to check and ensure safety and regulatory compliance during the construction process. Testing services ensure that the building is built according to regulations.

Government and Regulatory Agencies: Government agencies may utilize testing services to ensure compliance with regulations and industry standards. Test subjects may also include organizations or individuals requiring testing for regulatory compliance.

Independent Testing Organizations: Independent testing organizations, such as laboratories or quality testing organizations, may hire testing services to verify the quality and reliability of results. their testing.

Service Companies: Companies that provide various services, such as transportation or water supply services, may require periodic inspections to ensure that their systems and services are operating properly. regulations and safety.

Customer role

Customers play a huge role in influencing the survival and development of businesses. Because customers have the right to choose to buy products from any business, that's why many businesses say: "the most important person in our business is the customer". If customers do not like a business's products or services, they will simply choose another business's products or services. If the number of customers who do so is large enough, they have enough power to damage and even eliminate businesses whose products are not accepted by the market. Therefore, businesses must listen carefully to the messages that customers send through their choices.

Customer care concept

For businesses, customers are seen as the source of life, where profits are created, competition is created, as well as a measure of the success of businesses. That's why customer care is considered one of the vital factors and requires a lot of effort and money.

Customer care is not simply about providing a product or service sufficient to meet customers' needs, but it also requires businesses to create trust and absolute satisfaction

with their products. , business services.

Customer cares are the services you provide to customers - before and after they make a purchase, all the services that businesses create to satisfy and meet the needs and expectations of customers.

According to author Nguyen Thuong Thai (edited and systematized by Quantri. vn), customer care is everything a business needs to do to satisfy the needs and expectations of customers. In other words, customer service is serving customers the way they want.

Customer care is a highly competitive strategic activity of businesses to reach and retain customers using their psychology and reason. Investment in customer care is often a long-term, highly strategic expense.

Customer care is not just a polite and friendly attitude when interacting with customers. It's not just the work of employees who have direct contact with customers, but work Customer care must be implemented in every aspect of products and services provided to customers. Like Marketing, customer care activities also come from practice, through the process of summarizing real experience and generalizing it into theory.

Customer care is everything a business can do to satisfy the needs and expectations of customers. Customer service is about serving customers the way they want. Customer service is a step in the process of providing secondary services to customers, is a component of the product, and is also a competitive weapon for businesses, ensuring the success of the business.

The main goal of customer care is to create customer satisfaction. This requires dedication to meeting their needs and solving problems effectively.

Customer care is not just a process or department in the company, but it is an important management philosophy to ensure customer satisfaction and sustainable development of the business.

Some important points about customer care

Customer care will help businesses maintain their customers. Because according to many common opinions of businesses, retaining an old customer is much easier and more cost-effective than finding a new customer.

We can simply understand customer care as an activity that helps businesses maintain current customers, create loyal customers and find potential customers.

Customer care helps create loyal customers

A business that wants to survive and develop must have a certain number of customers, especially large and loyal customers. If you do a good job of customer care, you will help your business maintain a number of loyal customers who come back to use their products.

According to a study, the cost of taking care of an old customer will be much lower than the cost of finding a new customer. In addition, today's customers are becoming more demanding and wiser when making shopping decisions. So customer care after purchasing goods or services from the company will make customers trust the business more. From there, it promotes next purchase action as well as introduces the brand to trusted acquaintances.

Customer care helps attract more new customers

Meeting customer needs and making customers satisfied,

they not only continue their purchasing activities but can also introduce more products as well as introduce to family, relatives, friends, ... about their satisfaction in the product as well as in the quality and customer care activities at the business.

In the current context of powerful media and social networks, a positive opinion given is known to not only 5-10 people but sometimes even more. However, if a good opinion spreads widely, a bad opinion about bad customer service can cause that business to face a huge risk of being boycotted by the online community. Therefore, from planning to activities used in customer care work, everything must be programmed scientifically.

So that you can attract more potential customers.

Customer care helps save costs

By performing customer care well, businesses will reduce a lot of costs, such as online and offline marketing costs, sales costs to find new customers, or to reach out. a potential customer.

Every year businesses have to spend a lot of money on advertising and marketing programs to attract new customers. And the actual cost for a business to acquire a new customer will be 5 times higher than the cost to take care of an old customer. Therefore, if customer care is good, it will help businesses retain existing customers, maintain a stable customer base, and most importantly, save significantly on the cost of finding new customers.

Next, good customer care makes a good impression on customers at the first meeting, satisfying customers will help businesses avoid costs to overcome the consequences and damages caused by customer complaints. Dissatisfaction with products and services at the company caused. Many economists have identified that customer care is not an expense but a highly profitable investment.

Customer care is a competitive weapon for businesses

Customer care is a powerful competitive weapon for businesses because it plays an important role in creating and maintaining their success and profits. Here are some reasons why customer service is an important competitive factor:

Create Neutrality and Honesty: Customer care focuses on meeting customers' needs and solving their problems honestly. This creates trust and neutrality from customers, helping them feel secure in dealing with the business.

Create Long-Term Relationships: Customer care helps build long-term relationships with customers. Satisfied customers will become loyal customers, willing to come back and shop again from the business.

Create a Good Reputation: Good customer care helps create a positive reputation for your business. Satisfied customers often share their positive experiences with others, which can generate free publicity and attract new customers.

Profit Optimization: Satisfied customers often shop frequently and may be willing to pay a higher price for a product or service. This can optimize profits for businesses.

Feedback and Improvement: Through feedback from customers, businesses have the opportunity to improve their products or services, create better products and increase customer satisfaction.

Minimize Complaints: Effective customer care helps minimize the number of complaints and disputes, which helps businesses save time and resources in resolving problems.

Stay Competitive: In a competitive business environment, excellent customer service can be the deciding factor in staying competitive and not losing out to competitors.

Seize Market Opportunities: Satisfied customers can help businesses expand and capture new market opportunities.

2. Current situation

2.2 Current status of customer care work of Eurofins MTS Consumer Product Testing (Vietnam) Ltd

2.2.1 Customer care process of Eurofins MTS Consumer Product Testing (Vietnam) Ltd

2.2.1.1 Previous stage of customer care work

The company has carried out customer care tasks such as:

- Calling, marketing to find customer sources, introducing discount programs, new testing methods that can help customers save costs and customer-specific incentives.
- Free consultation: providing detailed information on price, implementation time and incentives for customers to choose a testing program that suits their needs. Care staff can advise via online chat or over the phone. If regular customers can make an appointment to eat or go to coffee to exchange information with each other, and introduce new testing programs to customers. Price is also an important and indispensable part when answering customer questions. Promotional programs and prices apply to customers who have a large number of testing samples or will have long-term cooperation with the company.
- After a period of consultation, the company proactively calls customers to inquire and answer any questions, if any. In addition, continue negotiating and marketing until the customer agrees to make a decision.

2.2.1.2 Inner stage of customer care work

This stage begins when the customer decides to send a test sample to the company until they receive the test results.

When a customer sends a sample for testing, the customer service staff will provide the information discussed with the customer to the log in/log out department to take the number and enter information about the test sample and testing information. System for other departments to grasp information. Then, the test sample will be sent to the testing department for testing.

During the testing process, if any problem occurs or any information is missing, the testing staff will contact the customer service staff to request more information or to discuss directly with the customer about the problem. Encountered during testing.

If no problems occur, the test results will be transferred to the data entry department to synthesize all test information into a complete report.

After the report has been compiled, it will be sent to the checker to check whether the information on the report is complete and accurate. If there are no problems, the report will be sent to the log out/log in department to send to the customer.

Finally, the customer service staff will discuss with the customer about sample return time and contact the lab support department to store the sample in storage until the customer comes to pick it up.

2.2.1.3 Later stages of customer care

Problem solving: when customers have problems or

complaints, customer service staff will find out the cause to resolve these situations quickly and effectively. They may need to learn about the problem, contact other departments to find a solution, and communicate back to the customer about the results.

Recording and tracking: employees often have to receive information about customer feedback or comments to provide and give suggestions to other departments, track progress and information related to customers and issues. Their topic. This helps the organization better understand customer needs and care patterns.

Regular contact with customers: employees will regularly contact customers to provide updated information, introduce new services, and determine customer satisfaction.

Customer service staff need to build good relationships with customers by showing respect, concern and willingness to assist. This relationship can help retain current customers and create opportunities for future business.

Employees must comply with organizational rules and policies when working with customers to ensure compliance with laws and quality standards.

Advantage

Eurofins MTS puts the quality of customer service first. This is demonstrated by the fact that they provide high quality testing and analysis services to their customers

Eurofins MTS's customer care department has experienced and professional technicians. This helps in solving complex customer requirements and providing reliable technical information.

Able to communicate effectively, helping customers clearly understand the testing process, results and related requirements. This promotes understanding and trust on the part of customers.

The goals of the customer care team are complete, clear and detailed to each customer service employee, closely following the characteristics of the company's target market. Customer information is always stored and kept confidential. The resolution of customer complaints has been shortened by staff and has been highly appreciated by customers.

Defect

Response times are sometimes quite slow: at times when the number of samples is overloaded, the customer service department does not respond promptly to requests or complaints, leading to dissatisfaction and loss of customers.

Employees are still quite weak in technical expertise: Customer service staff do not have enough knowledge and skills to professionally solve customer problems.

Lack of clear processes: Lack of specific processes for handling customer requests and complaints, leading to confusion and wasted time.

The connection with other departments is not tight. This can lead to problems in exchanging information and resolving customer-related issues.

To solve these problems, companies need to implement solutions such as employee training, process optimization, periodic quality checks, collecting customer feedback and building a culture of customer care. professional.

3. Some solutions to improve the quality of eurofins mts cpt's customer service

3.1. The common goal of improving the quality of customer care services of Eurofins MTS CPT

Some solutions to improve the quality of customer care service of Eurofins MTS CPT

Eurofins MTS CPT implements a competitive strategy based on differentiation, taking service quality as a competitive spearhead, in which customer care quality is the main competitive weapon, differentiating guaranteed customer care quality. outstanding, suitable and satisfied with each customer group, proceeding to each specific customer on each specific service as follows:

+ Bring satisfaction and trust to customers.

+ Keep current customers, increase loyal customers, attract potential customers, reduce business costs, reduce the lack of subscribers leaving the network, increase subscribers using multiple services to maintain and expand the market contribute to increased revenue.

+ Building a dynamic Eurofins MTS CPT image, always working side by side with customers, ready to serve customers' information technology telecommunications needs anytime, anywhere, ensuring the best quality and reasonable prices Consolidated, most convenient, most timely with the most professional service style bringing outstanding satisfaction that hardly any telecommunications service provider in the area can ensure continuity and timeliness like Eurofins MTS CPT, always ensures its commitment to "Business motto all for customers" to meet customer expectations when choosing information technology telecommunications services under the Eurofins MTS CPT brand.

Maintain and develop a team of customer care staff with good working capacity and high working efficiency to be a lever to have a good impact on external customer care.

3.2. Some solutions to improve the quality of customer care service of Eurofins MTS CPT

3.2.1. Solution 1: Build a specialized customer care system of good quality.

3.2.1.1. Solution goal

Building a customer care network with high quality and employee efficiency to overcome weaknesses in the transfer of customer care policies from Eurofins MTS CPT leaders to the functional departments and units to avoid bottlenecks in internal customer communication so that internal customers can grasp the customer care policies and guidelines of Eurofins MTS CPT and have the motivation to implement them from there. Take good care of external customers.

Overcoming the weakest point of Eurofins MTS CPT is the organization and implementation stage, customer care policies are issued but the organization, supervision and inspection stages are very weak, seminars, many coordination but implementation of official documents. Down to the units, removing drawers leads to not being able to measure the effectiveness of issued policies, thus wasting resources and not delivering on expectations. Overcome the current situation of employees working with poor work results.

3.2.1.2. Solution content

Table 1: Customer care process application has been built

Steps	Doing
Step 1: Receive requests from customers	Receive customer complaints directly or via email, via customer support/care phone number.
Step 2: Analyze complaints	For complaints in person or by phone that have enough information, they can be resolved immediately: respond to customer complaints immediately; - For complaints that do not have enough information or cannot be resolved immediately, do the following: Send a written response to the complaint within 02 days of receiving the complaint (for written complaints, email, phone...) or send the customer a copy of the complaint receipt with confirmation from staff in charge for direct complaints; Transfer the complaint to the department/unit in charge of complaint resolution.
Step 3: Determine the cause and resolve the complaint	The department/unit in charge of resolving complaints coordinates with relevant units to determine the cause of the complaint. Propose solutions to competent authorities.
Step 4: Respond/resolve customer complaints	Prepare written responses to customer complaints Send the relevant departments to fix the problem that caused the complaint (if the cause is due to the service provider's fault)
Step 5: End the complaint	Save records, summarize, learn from experience
Resolution deadline	The maximum time limit for resolving complaints is no more than 20 working days (excluding weekends and holidays) from the date of receipt of the customer's complaint request.

The current situation of the number of employees working in specialized customer care at Eurofins MTS CPT accounts for less than 5% of the total number of employees and the vast majority are part-time workers, 80% have not been trained in Marketing knowledge. The vast majority are transferred from technicians and machine workers, so the quality is very low. The customer care apparatus needs to be restructured.

Solution 2: recruit, train, and appoint customer service staff.

Solution goal

It is necessary to recruit customer service staff with economic knowledge, professional qualifications and public examination with good quality instead of accepting people who are not recruited as currently and then rotate to customer care. Customers leaving the training industry do not understand anything about services, operations and communication skills

3.2.2.2. Solution content

Recruitment according to the requirements of departments and employing units requires organizing examinations to select workers with good quality, enthusiasm and good health.

Build a culture of appointment by term and flexible rotation of officials, a culture of resignation, and abolish the culture of appointment of sitting forever until retirement to create opportunities for young workers with capacity and enthusiasm. Have a competitive mindset and have opportunities for advancement.

Training on corporate culture, industry traditions, products, customers, competition, customer service skills, customer service cycle, organizing customer care competitions that incorporate the above content to Create internal customer loyalty.

Policies to motivate customer service staff.

Employees do not like to work when

- Being treated unfairly.
- Feeling of being useless and incompetent.
- Being monitored too closely, losing freedom.
- Cannot have good relationships with colleagues.

- Not receiving support from superiors

Motivate customer service staff to work so that employees are motivated to work, show motivation to strive, have goals to strive to overcome the situation where many employees do not have goals or cannot identify goals. Target as the results of the investigation.

The working environment in the business planning department needs to have a specialized customer care department. The assigned person in charge needs to have expertise in customer care to avoid dual responsibilities and poor quality labor division. Responding to actual requirements leads to policies being issued that are seasonal without depth and waste resources that fail to achieve goals. Organize specialized training programs for the company's customer care staff to improve the quality of customer care services in the coming years.

Conclusion

Vietnam's economy is on the path of integration and development, so the business environment of businesses is increasingly expanding. This has created production and business opportunities, while also containing potential risks that threaten the sustainable development of businesses.

To stand firm in the increasingly strong competitive trend, businesses must pay more attention to their resources. In addition to the resources of capital, technology, people, etc., businesses must also pay special attention to customer care activities. This is one of the very important factors in any business. Eurofins MTS CPT company has recognized the importance of improving the efficiency of customer care activities to build and maintain a strong brand. strong and meet the needs of diverse customers.

We have seen that to improve the effectiveness of customer care activities, market research, building marketing strategies, integrating communications, creating valuable content, managing customer relationships and measuring performance is indispensable. This helps ensure that Eurofins MTS CPT can effectively interact with customers, provide the products and services they need, and maintain a positive interaction after the transaction has occurred.

References

- Anh DBH, LDM Duc, PB Ngoc. Subjective Well-Being in Tourism Research. *Psychology and education*. 2021; 58(5):3317-3325.
- Bien BX, Tien NV. Solutions enhancing competitiveness of made-in Vietnam brands in Vietnamese market, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):93-99.
- Diem PT, Vu NT, Nhan VK, Vang VT. The Strategy of CRM System Development at Mega Market Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):802-806.
- Diem PT, Vu NT, Dung HT, Dat NV. The Process of CRM System Implementation at Dien May Xanh in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):761-768.
- Diem PT, Vu NT, Dung HT, Bien BX, Duc PM. Customer Care and Customer Relationship Maintenance at Minishop, Family Mart and CoopSmile in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):744-751.
- Diem DL, TTT Trang, PB Ngoc. Development of Tourism in South Central Coastal Provinces of Vietnam. *Journal of archeology of egypt/egyptology*. 2021; 18(8):1408-1427.
- Diep LH, Vu DT Hai, TTH Thuan. China and USA in Vietnam's International Relations in the Region. *Journal of archeology of egypt/egyptology*. 2021; 18(8):2681-2710.
- Duc LDM, Thuy Cooperative, Yen NTH. Corporate Social Responsibility and Corporate Financial Performance Case of Listed Vietnamese Companies, *Zeszyty Naukowe Politechniki Czestochowskiej. Zarzadzanie*. 2018; 32:251-265.
- Duc LDM, Mai NP. Enhancing Sustainability in the Contemporary Model of CSR: a Case of Fast Fashion Industry in Developing Countries. *Social Responsibility Journal*, 2020.
- Dung HT, Tien NV. Branding building for Vietnam tourism industry reality and solutions, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):63-68.
- Dung NTH, TT Trang, VT Hien, Editor Phuong. Factor Affecting Tourists' Return Intention. A Case of Binh Quoi Village in Ho Chi Minh City. *Journal of archeology of egypt/egyptology*. 2021; 18(9):493-507.
- Dung NTH, TT Trang, PB Ngoc. Assessing Customer Satisfaction for Can Gio Tourist Destination in Ho Chi Minh City. *Journal of archeology of egypt/egyptology*. 2021; 18(14):249-268.
- Giao NQ, TTT Trang, NP Mai. Sustainability Issues in the Development of Higher Education Industry. *Hong kong journal of social sciences*. 2021; 57:79-90.
- Hung NT, Vu NT, Bien BX. Risks of Vietnamese Enterprises in Trade Relations with China. *International Journal of Research in Finance and Management*. 2020; 3(1):1-6.
- Mai NP. Green Entrepreneurship Understanding in Vietnam. *International Journal of Entrepreneurship*, 2020, 24(2).
- Minh HTT, Dan PV. Branding building for Vietnam higher education industry-reality and solutions, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):118-123.
- Minh NH Diep, LH Vu, DT Hai, TTH Thuan. ASEAN and China in Vietnam's International Relations in the Region. *Journal of archeology of egypt/egyptology*. 2021; 18(8):2661-2680.
- Ngoc PB, TTT Trang. Current Path to Community Based Sustainable Tourism Development of Khanh Hoa Province in Vietnam. *Journal of archeology of egypt/egyptology*. 2021; 18(9):508-525.
- Ngoc NM, Nhan VK. Family business in Vietnam and in Poland: Review of characteristics and trend of development, *Journal of Southwest Jiaotong University*. 2020; 54(6):1-19.
- Ngoc NM. Branding Strategy for Gamuda Land Real Estate Developer in Ho Chi Minh City Vietnam. *Celadon City Project. Psychology and education*. 2021; 58(5):3308-3316.
- Ngoc NM, TH Thu. The Impact of Financial Structure on Financial Performance of Logistic Service Providers Listed at Ho Chi Minh City Stock Exchange. *Journal of archeology of egypt/egyptology*. 2021; 18(2):688-719.
- Ngoc NM, PB Chau, TL Khuyen. The Impact of Financial Structure on Business Performance of Real Estate Enterprises Listed at Ho Chi Minh City Stock Exchange. *Journal of archeology of egypt/egyptology*. 2021; 18(8):92-119.
- Ngoc TT Trang, HTT Minh. Brand Building and Development for the Group of Asian International Education in Vietnam. *Psychology and education*. 2021; 58(5):3297-3307.
- Ngoc NM. Comparative Analysis of Advantages and disadvantages of the Modes of Entering the International Market, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):29-36.
- Ngoc NM. Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam, *International Journal of Advanced Research in Engineering and Management*. 2019; 5(7):12-17.
- Nhi DTY, Chi DTP. CRM Application in Agricultural Management in the Mekong Delta. *International Journal of Multidisciplinary Research and Development*. 2019; 6(10):123-126.
- Phu PP, Chi DTP. The role of international marketing in international business strategy, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):134-138.
- Tam BQ, Diem PT, Duc PM, Dung HT, Dat NV, Nhan VK. The Strategic Customer Relationship Management at CoopMart in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):794-801.
- Tam BQ, Diem PT, On PV, Anh VT, Dat NV. The History of Development of CRM System at AEON Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):737-743.
- Tam BQ, Diem PT, On PV, Anh VT, Hung NT. The Formation and Development of CRM System at Thien Hoa Electronics Supermarket in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):752-760.
- Thai TM, Hau TH, Vinh PT, Long NVT. Solutions for Tuyen Quang and Binh Phuoc Tourism Industry

- Sustainable Development. Comparative Analysis. International Journal of Research in Marketing Management and Sales. 2020; 2(1):101-107.
32. Thao VTT, Hung Anh DB. Sustainability issues in social model of corporate social responsibility. Theoretical analysis and practical implications, Journal of Advanced Research in Management, 2019, 19(1).
 33. Tan NH. International Economics, Business and Management Strategy, Academic Publications, Delhi, India, 2019.
 34. Tan NH. Principles of Management. Financial Publisher. Ho Chi Minh City, 2020.
 35. Tan NH. Leadership in Social Responsible Enterprises. Ementon Publisher, Warsaw, 2015.
 36. Tan NH. Change Management in a Modern Economy. Modeling Approach. PTM Publisher, Warsaw, 2012.
 37. Tan NH. Competitiveness of Enterprises in a Knowledge Based Economy. PTM Publisher, Warsaw, 2012.
 38. Tan NH. Competitiveness of Vietnam's Economy. Modeling Analysis. PTM Publisher, Warsaw, 2013.
 39. Tan NH. Develop Leadership Competencies and Qualities in Socially Responsible Businesses – Reality in Vietnam, International Journal of Research in Management. 2019; 1(1):1-4.
 40. Tan NH. Challenges and opportunities for enterprises in the world of the 4th industrial revolution, Proceedings of National Scientific Conference on Accounting, Auditing and Vietnam Economy in the Face of 4.0 Industrial Revolution”, 441-445, November 2017, Quy Nhon University, Quy Nhon, Binh Dinh province, 2017.
 41. Tan NH. Develop Leadership Competencies and Qualities in Socially Responsible Businesses-Reality in Vietnam. International journal of research in management. 2019; 1(1):01-04.
 42. Tan NH. Solutions for Sustainable Development of Binh Duong Tourism. Proceedings of University Science Conference on: “Binh Duong Tourism, Enhancing Competitiveness towards Sustainable Development”, 55 -67. Binh Duong Department of Culture, Sport and Tourism, 2018.
 43. Tan NH. Hanoi Culture of Cuisine as Factor Attracting Tourists to Vietnam. Proceedings of University Scientific Conference on: Values of Gastronomic Culture in Tourist Activities 101-105. Faculty of Social Science and Humanities, Department of Culture and Tourism. May 21, 2018, Tien Giang University, 2018.
 44. Tan NH. Sustainable Development of Higher Education – A Case of Business Universities in Vietnam. Journal of human university natural sciences. 2020; 47(12):41-56.
 45. Tan, NH. Solutions for Tuyen Quang and Binh Phuoc International Tourism Products and Services Development. Comparative Analysis. International journal of research in marketing management and sales. 2019; 2(1):131-137.
 46. Thien NH. Trade Freedom and Protectionism of Leading Economies in Global Trade System. International journal of commerce and management research. 2019; 5(3):100-103.
 47. Thien NH. Comparative Analysis of Advantages and disadvantages of the Modes of Entering the International Market. International journal of advanced research in engineering and management. 2019; 5(7):29-36.
 48. Thien NH. Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam. International journal of advanced research in engineering and management. 2019; 5(7):12-17.
 49. Thien NH. Social Entrepreneurship and Corporate Sustainable Development. Evidence from Vietnam. Cogent business and management, Taylor and Francis Publisher. 2020; 7(1):1-17.
 50. Thien NH. Staff Motivation Policy of Foreign Companies in Vietnam. International journal of financial management and economics. 2020; 3(1):1-4.
 51. Thien NH. Working Environment and Labor Efficiency of State Owned Enterprises and Foreign Corporations in Vietnam. International journal of financial management and economics. 2019; 2(2):64-67.
 52. Thien NH. International Distribution Policy-Comparative Case Study of Samsung and Apple. International journal of research in marketing management and sales. 2019; 1(2):24-27.
 53. Thien NH. Sustainability of Coastal Tourism Development: Comparative Analysis of Vietnam's Northern and Southern Provinces. Journal of southwest jiaotong university. 2021; 55(6):1-19.
 54. Thien NH. Knowledge Management in the Context of Industrial Revolution 4.0. International journal of commerce and Economics. 2020; 2(1):39-44.
 55. Than NH. Knowledge Management in Strategic Alliances and Foreign Joint Ventures. Proceedings of University Scientific Conference of: Young Lecturers and MBA Students. Faculty of Economics, TDM University. Binh Duong, 2018, 141-149.
 56. Than NH. Application of CRM in Agricultural Management. Proceedings of National Scientific Conference on: Development of High-tech Agriculture in the Highlands in the Context of Regional Linkage and International Integration, 216-223. April 2019, Institute of Social Science in Central Region, Vietnam Academy of Social Science, 2019.
 57. Than NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. International Journal of Research in Management. 2019; 1(1):14-17.
 58. Than NH. CRM Application in Customer Service Management at Big4 Banks in Vietnam. International Journal of Research in Management. 2019; 1(1):9-13.
 59. Than NH. Human Resource Management. VHU Publisher, Ho Chi Minh City, Vietnam, 2020.
 60. Than NH. Strategic International Human Resource Management. Ementon Publisher, Warsaw, Poland, 2017.
 61. Than NH. Responsible and Sustainable Business. Eliva Press, Chisinau, Moldova, 2020.
 62. Vang VT, Hung NT. Comparative Analysis of Business Environment in Binh Duong, Dong Nai and Ba Ria Vung Tau of Vietnam Using EFE Matrix. International journal multidisciplinary research and growth evaluation. 2021; 2(4):769-778.
 63. Viet PQ, Duc NM, Tam VT. Sustainability of Tourism Development in Vietnam's Coastal Provinces. World Review of Entrepreneurship Management and Sustainable Development, 2020.
 64. Vu NT, Dung HT, Duc LD M. Determinants of real estate bubble in Vietnam, International Journal of Research Finance and Management. 2019; 2(2):75-80.

65. Vu NT, Tien NV. The role of brand and brand management in creating business value case of Coca-Cola Vietnam, *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):57-62.
66. Vu NT, Bien BX, Anh VT. The Development Process of CRM System at VinMart in Vietnam. *International journal multidisciplinary research and growth evaluation*. 2021; 2(4):728-736.
67. Then NH, NM Ngoc, NP Mai, LDM Duc, TTT Trang. Sustainable Development of Higher Education Institutions in Developing Countries: Comparative Analysis of Poland and Vietnam. *Contemporary Economics* (forthcoming), 2022.
68. Then NH, DBH Anh, PB Ngoc, TTT Trang, HTT Minh. Brand Building and Development for the Group of Asian International Education in Vietnam. *Psychology and Education*. 2021; 58(5):3297-3307.
69. Then NH, DT Anh, MV Luong, NM Ngoc, N Dat, LDM Duc. Sustainable Development of Higher Education. A Case of Business Universities in Vietnam. *Journal of Hunan University Natural Sciences*. 2020; 47(12):41-56.