



PAPERS' ABSTRACTS
10th INTERNATIONAL CONFERENCE



SOCIO-ECONOMIC AND ENVIRONMENTAL
ISSUES IN DEVELOPMENT

Viet Tri, 09 - 10 May 2019



PAPERS' ABSTRACTS

10th INTERNATIONAL CONFERENCE

**SOCIO-ECONOMIC AND ENVIRONMENTAL
ISSUES IN DEVELOPMENT**

**PART 1: ECONOMIC DEVELOPMENT
AND INTERGRATION**

THE CAUSE OF THE GLOBAL FINANCIAL CRISIS AND LESSONS FOR VIETNAM

MA. Duong Van Bon, *bondv@buh.edu.vn*

Faculty of business administration

Banking University of Ho Chi Minh City – Ho Chi Minh City-Vietnam

In the last 10 years, after becoming the official member of WTO in 2007, Vietnam has made commitments to comply with the US-Vietnam Bilateral Trade Agreement and other international economic agreements. Vietnam has also become a member of the AEC and entered into important free trade agreements, notably the Trans Pacific Partnership. The financial integration of Vietnam in the global economy has been increasing rapidly. However, Vietnam also witnesses the unexpected economic fluctuations domestically and internationally. The global financial crisis, especially the US financial crisis, exerts a major impact on Vietnam's economy and its banking system. Accordingly, the real estate market, stock market and banking system in Vietnam have fluctuated remarkably. This article discusses the causes of the US financial crisis and analyses the US government's solutions. The causes of the US financial crisis are distributed to lax lending standards, failures in regulations of derivatives financial instruments, and lack of state control of banking systems. In this respect, recommendations are made for Vietnam's case.

Keywords: housing loans, derivatives financial instruments, financial crisis.

SUCCESS IN THE EXCHANGE RATE MANAGEMENT AND ITS MULTIDIMENSIONAL IMPACTS ON THE MACROECONOMY

Dr. Tran The Sao, *sao.tt@ou.edu.vn*

Ho Chi Minh City Open University

Exchange rate is a tool in operating monetary policy implemented by the State Bank of Vietnam. Foreign exchange management is a state management function, a content of macroeconomic management policies chaired by the State Bank of Vietnam. In nearly 10 years in general and in 2018 in particular, the exchange rate management and foreign exchange management of Vietnam have achieved important results, positively impacting many macroeconomic indicators. On the contrary, achieving many macroeconomic indicators also has a positive impact on managing exchange rates and managing external affairs effectively in the process of international economic integration. This study focuses on clarifying that content.

Keywords: Success, exchange rate management, multidimensional impacts, macroeconomy

MANAGEMENT OF MONETARY POLICY IMPLEMENTATION MACROECONOMIC GOALS IN VIETNAM NOW

Dr. Le Van Hai, *lehaigv@yahoo.com*

Banking University of Ho Chi Minh City

In recent years and most recently in 2018, operating the monetary policy of the State Bank of Vietnam continues to achieve important successes, realizing the main macroeconomic goals of the economy: promoting high economic growth, controlling inflation at a low level, stabilizing the exchange rate, combating the dollarization of the economy, contributing to the surplus of trade balance, increasing the national foreign exchange reserve fund. Through the secondary data of 2018, the article focuses on analyzing, evaluating and clarifying the results of monetary policy management in the past time, recommending solutions in the coming time.

Keywords: management, monetary policy, macroeconomic goals

CONCEPTUALIZING PREDICTIVE METHODOLOGY IN AUTOMOTIVE INDUSTRY: IMPLICATION ON BUSINESS OPERATIONS AND STRATEGIES

Huyen Trang Le, *mona.le143@gmail.com*

Bao Ngoc Le, *lebaongoc.tuti@gmail.com*

Faculty of Marketing

Economic Research Institute of Posts and Telecommunications

Posts and Telecommunications Institute of Technology

Due to an on-going increase in competition level of automotive industry in Vietnam and the Vietnamese ambition to localize the automotive industry, quality issues of assemblies have become a vital concern. Understanding quality failures may support business operations, avoid or reduce mistakes and bring forward a chance of developing high-quality assemblies, that is a unique selling point for a motor company. It is challenging to accurately identify and model the quality issues of assemblies in an assembly line. So, this study intends to develop a conceptualization for businesses, using data mining analysis and regression method, to build a predictive model for engine assembly failures. Initially, the paper reviews literature on different aspects of quality data modelling. Typical techniques and variables are briefly mentioned. Subsequently, data mining with clustering methods and generalized linear regression model is conducted to analyse the current pattern of the dataset and introduce a potential modelling system for the future behaviour of quality issues. To validate the model quality, the model is tested with both training and testing data. These datasets are generated from Ford assembly line in a 6-month period focusing mostly on failure occurrence. The predictive power of the proposed model is supported in both data sets. Results suggest that Station, Model, Feature and Operation are four significant control parameters as they possess a more noticeable predictive power in comparison to time factor. To generalize the study area, other potential modelling methods are also implied for future research and other scenarios.

Keywords: Automotive industry, data mining, predictive model, quality issues

THE EFFECT OF FDI ON ECONOMIC GROWTH IN VIETNAM

MBA. Mai Anh Linh, *mailinh.mai7@gmail.com*

Dr. Dang Hoang Ha, *hoangha@tnu.edu.vn*

MBA. Duong Thi Sen, *senhoa162@gmail.com*

International school, Thai Nguyen university, Vietnam

The relationship between Foreign Direct Investment (FDI) and economic growth has motivated a voluminous empirical literature focusing on both developed and developing countries. Empirical work on the impact of FDI in host countries suggests that FDI is an important source of capital, complements domestic private investment, is usually associated with new job opportunities, in most of the cases is related to the enhancement of technology transfer and overall boosts economic growth in host countries. This paper examines this issue in the case of Vietnam by applying the bounds testing (ARDL) approach to cointegration for the period from 1990 to 2017. ARDL approach is used to along with ECM to find out the long run relationship and short-run dynamics between the selected variables. The empirical results indicate a strong relationship between FDI and economic growth in Vietnam. On the policy front, the government could stimulate foreign direct investment through incentives to investors, creation of a good macroeconomic environment and a careful utilization of loose monetary policy to grow the economy.

Keywords: Economic growth, FDI, ARDL, Errors correction, Vietnam

INTECH CREDIT: BUSINESS MODELS AND OPERATIONS MANAGEMENT

Dr. Ha Van Duong, *dhv05yahoo.com*

Postgraduate Training Institute

Hong Bang International University, Ho Chi Minh city, Vietnam

Financial Technology Credit (abbreviated as Fintech Credit) has rapidly developed and contributed to expanding the scale of financial service provision in many countries. In Vietnam, in recent years, financial technology companies have participated in providing financial services, creating many business models and new products and services, including Fintech Credit. Through analysis and synthesis with the theoretical and practical approach to business model and operation management of Fintech Credit, the study shows the formation and development of Fintech Credit with specific solutions for the development of Fintech Credit market in Vietnam.

Keywords: Business models, ecosystem, Fintech Credit.

IMPROVING EXPORT FORWARDING ACTIVITIES BY SEA IN VIETNAM IN THE CONTEXT OF INTERNATIONAL INTEGRATION

Dr. Nguyen Viet Thang, *Thangnv@utt.edu.vn*

Dr. Tran The Tuan, *tuantt83@utt.edu.vn*

Dr. Nguyen Hung Cuong, *cuongnh@utt.edu.vn*

University of Transport Technology

MA. Dinh Thi Lan, *landtl17.hua@gmail.com*

University Tan Trao

This research was carried out to analyze and provide some solutions to improve the performance of export forwarding activities by sea in Vietnam. In addition to the combination of qualitative and quantitative research methods, the research investigated and interviewed managers and experts of the transport sector as well as corporate forwarders in Vietnam. The researching findings show that there are some factors affecting the export forwarding activities of corporate forwarders in Vietnam: (1) Preparation of goods, (2) customs procedures, (3) freight forwarding, and (4) liquidation. This is an important basis for the heads of corporate forwarders to develop their strategies to improve their export forwarding performance in Vietnam in the context of international integration.

Keywords: export forwarding; by sea; corporate forwarders.

A STUDY OF THE RELATIONSHIP BETWEEN COMPANY CHARACTERISTICS AND THE LEVEL OF DISCLOSURE ON SUSTAINABILITY REPORTING OF LISTED FIRMS IN MINING, MANUFACTURING AND CONSTRUCTION SECTORS ON THE VIETNAMESE STOCK MARKET

Nguyen Thi Huong Lien, *liennth@vnu.edu.vn*

Nguyen Duc Phong, *niels.henrik1802@gmail.com*

Vu Thi Thuy Dung, *vuthuydung9420@gmail.com*

Vietnam National University, University of Economics and Business

The aim of corporate disclosures on sustainable development report is to communicate information on economic, environmental and social aspects to external investors and other stakeholders. Based on literature review and multiple regression analysis, this research examines the actual practices of corporate disclosures on sustainability reporting and measures the impact of several factors related to company characteristics on the disclosure level of listed companies in mining, manufacturing and constructions sectors on the Vietnamese stock market. The results reveal that that the level of disclosure of listed companies in the three chosen sectors on economic, environmental and social issues is lower than 50%. In particular, the level of disclosure of economic information reached the highest rate of 41% whereas the levels of disclosure of environmental and social issues were only 21% and 38% respectively. Other research findings show that several factors related to company characteristics such as company size, media exposure, composition of the board and women in the board of directors have positive impacts on the level of disclosure of sustainable development of listed companies in mining, manufacturing and construction sectors on the Vietnamese stock market.

Keywords: company characteristics, level of disclosure, sustainability reporting

THE IMPACT OF EMPLOYEE PERCEPTION OF INTERNAL CSR PRACTICES ON ORGANIZATIONAL COMMITMENT WITHIN THE BANKING SECTOR IN VIETNAM

Truong Le Hoang, *hoangtl@lhu.edu.vn*

Lac Hong University

This study investigates the relationship between perceived internal CSR practices and Organizational Commitment (OC) among employees in the banking sector of Vietnam. Data were collected through a self-administered survey method from 300 employees of major banking of Vietnam. The findings of the study reveal that perceived internal CSR practices have a significant and strong positive relationship with an organizational commitment among employees. Practices in corporate social responsibility explained 64.8% of the total variation on employee commitment. It is acknowledged that having a particular concern for the welfare of employees will boost the employee's commitment and by extension, their performance and ultimately the growth of the organization.

Keywords: affective organizational commitment; banking sector; internal corporate social responsibility.

APPLY TREATMENT STRATEGIES TO MINIMIZE RISKS IN TAX ADMINISTRATION IN VIETNAM TODAY

Nguyen Thi Thuy Duong, *duongnt2013@gmail.com*

Nguyen Nhat Linh, *nhatlinhkss@gmail.com*

School of banking and finance, National Economics University

Risk management in tax administration has been implemented by General Department of Taxation since 2011. Assessing and classifying taxpayers based on risk classification criteria have been implemented in almost all stages of the management process. This article focuses on analyzing the situation of using preventive measures and limiting risks that tax agencies are implementing. The article also provides some suggestions for tax authorities to prevent and handle risks more effectively in tax administration. Important solutions include promoting propaganda and support for taxpayers, improving the effectiveness of inspection and examination of taxpayers and quickly modernizing tax administration.

Key words: risk management, tax administration, tax compliance

THE IMPACT OF EXTERNAL TECHNOLOGY ACQUISITION ON FIRM PERFORMANCE OF MANUFACTURING INDUSTRY IN VIETNAM

Le Phuong Thao, *thaolp@tlu.edu.vn*

Faculty of Economics and Management, Thuy Loi University, Hanoi, Vietnam

External technology acquisition has been viewed as an important approach used by firms to achieve higher economic returns. However, only a few studies have been done to evaluate the contribution of external technology acquisition to firm performance, especially in the context of Vietnam. This paper examines the impact of external technology acquisition on firm performance of Vietnamese manufacturing industry by using fixed effects model and random effects model to explore the impact of external technology acquisition, internal R&D activities, and other characteristics of the firm on firm performance. In addition, whether external technology acquisition is complementary or substitutive to internal R&D activities is also examined. The paper implies strategies and policy reforms to enhance the firm performance.

Keywords: external technology acquisition, internal R&D activities, firm performance, manufacturing industry, FE and RE

SOLUTIONS TO PROMOTE SUSTAINABLE DEVELOPMENT OF VIETNAMESE COMMERCIAL BANKS

Bui Khac Hoai Phuong, *hoaiphuongbk@gmail.com*

Le Khac Hoai Thanh, *hoaithanh89@gmail.com*

Faculty of Economics and Tourism, Quang Binh University

The sustainability of banking operations has been discussing more in developed countries since the 2008 financial crisis. Bank managers believe that sustainable implementation is important to the success of the bank in the future. IFC survey (2002): 86% reported positive changes of integrating ESMS system into their business; 19% saw changes as significant: 0% reported negative change. UNEPFI survey (2007): 26 financial institutions in CEE to assess the state of sustainability awareness in the finance sector. Over 90% of institutions that had implemented sustainable business practices experienced clear benefits such as reputation enhancement and cost savings. This study assesses the situation and proposes some solutions to promote sustainable development of Vietnamese commercial banks.

Keywords: Basel II, Sustainable development, Vietnamese Commercial Banks.

IMPROVING COMPETITIVENESS OF COMMERCIAL BANKS IN CONTEXT OF INTERNATIONAL ECONOMIC INTEGRATION

Dr. Doan Thi Thuy Anh, *thuyanhdt3101@gmail.com*

Faculty of finance and banking department, Trade Union University

MA. Duong Thuy Ha, *Faculty of Institute of finance and banking department,
National Economics University*

The paper examines competitive approach under the principle of determining competitive advantage mentioned by Michael E. Porter in two books "Competitive strategy" and "competitive advantage". Accordingly, the paper will examine the development of the competitive strategies of commercial banks in parallel with the development history of the banking industry in Vietnam. Then, the study applied a fuzzy-AHP method as well as game theory in order to evaluate and select the most competitive Vietnamese commercial banks. The final part of the study will provide numerous recommendations to improving competitiveness of commercial banks in the context of international economic integration.

Keywords: competition, improving competitiveness, international economic integration, commercial banks

THE BANK CREDIT FOR SMALL AND MEDIUMS ENTERPRISES (SMES): PERSPECTIVES AND CHALLENGES

Vongphakone VONGSOUPHANH, *vongphakone_bibol@yahoo.com*

The banking institute, the bank of the Lao PDR

Sisomphou SINGDALA, *aksonephu@gmail.com*

The international cooperation department, the bank of the Lao PDR

Vanmany AMPHONPHONG, *vanmany5599@gmail.com*

The financial institute, the ministry of finance, Lao PDR

This paper will provide the overall of banking credit for private sector and particularly for Small and Mediums Enterprises (SMEs). This paper also focus analysis what the challenges for the bank credit to SMEs in the pass and the future. In addition, this paper also explorer what the limitation for SMEs to access the bank credit. After that, this research will discuss and provide suggestions for Laos government, Bank of the Lao P.D.R and commercial bank as well as Small and Mediums Enterprises (SMEs) to promote the banking credit for private sector and particularly for SMEs in Laos for the future. Therefore, this paper divides in to 3 sessions like as: (1). Introduction, (2). Methodology, (3). The bank credit for Small and Mediums Enterprises (SMEs): Perspectives and Challenges The prospective and the challenges, (4). Discussion and Conclusion and (5). References

Key words: bank credit, SMEs, private sector, bank, perspectives and challenges.

SOLUTIONS TO DEVELOP HIGH - TECH AGRICULTURE IN VIETNAM AT PRESENT

Dr. Nguyen Chi Thien, *thiennc@neu.edu.vn*

National Economics University

MA. Hoang Thi Hong Hanh, *hoanghonghanhhvtc@gmail.com*

Academy of Finance

Agriculture plays a special role in the economy, providing essential food for the country's survival and development, ensuring food security and the habitat of the majority of the population. In the today world's context with the trend of globalization and the explosion of technology, the development of high-tech agriculture is a decisive factor affecting the income and livelihood of farmers and will increase competitiveness of agricultural products in the international market, protecting consumer's health and ecological environment.

Key word: High technology; Agriculture; High-tech agriculture; environment

DEVELOPMENT OF VIETNAMESE RICE INDUSTRY IN THE CONTEXT OF INTEGRATION

Phd Candidate. Phan Thi Thanh Tam, *thanhtam87tn@gmail.com*

Thai Nguyen University of Technology

This study was conducted to analyze the current situation of the development of Vietnam's rice industry in the current context of international economic integration, research findings are used as a basis foundation for proposing and contributing to making Vietnam rice industry more developed. Data for the research were collected from the annual summary report of the Ministry of Agriculture and Rural Development, General statistics, data collected and analyzed to solve research problems.

Keywords: Rice industry, development, Vietnam

SOME FEATURES OF TRADITIONAL WEAVING IN VIETNAM

Dr. Le Thi Hoa, *hoaktqd1978@gmail.com*

National Economics University, Hanoi, Vietnam

Vietnam is a traditional agricultural country, associated with the traditional village, the traditional handicraft industry, from the past up to now it has always in an important role in socio-economic structure. In many traditional handicraft industries, traditional silk weaving in Vietnam has been well known in the world for its silk products. During the French colonial period, Van Phuc Silk was present at major exhibitions of colonial countries in Marseille (1928), Paris (1931-1938), Cambodia, Indonesia, Laos... Today, traditional weaving is less the same but still plays an important role in the structure of import and export of Vietnam textile and apparel industry.

Key words: Traditional weaving, Silk, craft villages economic, handicrafts, villages.

SOLUTIONS TO IMPROVE THE PRODUCTIVITY OF VIETNAM'S MINING INDUSTRY FROM THE EXPERIENCE OF THE WORLD MINING INDUSTRY

Dr. Tran Thi Thuy Linh, *linhtran_hn@yahoo.com*

Faculty of Economics - Management, Thang Long University

In terms of theoretical basis, methods of calculating labor productivity such as labor productivity by value, overall equipment efficiency, factor productivity, and mine productivity index (MPI) are mentioned in an integrated way. On that basis, the study focused on assessing the status of productivity of the mining industry in the US, Australia and some regions in the world according to the mine productivity index method. Finally, the study proposes a solution to improve the productivity of Vietnam's mining industry such as changing thinking in increasing productivity, building an effective human management system and applying appropriate technology.

Keywords: Mining, Productivity, Industry

DEVELOPING THE SYSTEM OF BUSINESS PERFORMANCE ANALYSIS INDICATORS OF PAPER ENTERPRISES IN VIETNAM

MA. Diep To Uyen, *dieptouyen@hvu.edu.vn*,

Hung Vuong University, Phu Tho province, Vietnam

Dr. Nguyen Ngoc Quang, *nnq1966@gmail.com*,

National Economics University, Hanoi, Vietnam

This study aims to develop a system of performance analysis indicators for Vietnam's paper enterprises. The research results developed a system of 34 indicators analyzed according to the horizontal information analysis process of Brown (1996). The analytical indicators focus on economic efficiency but also refer to factors of social efficiency and ecological efficiency. At first, the study used a technique of in-depth interviews with 15 paper industry experts to discover new problems. Then, the study used EFA and ANOVA to analyze data from the survey of 206 Vietnamese paper enterprises of different sizes. Research results are the basis for proposing recommendations for Vietnam's paper enterprises on the use of these analytical indicators.

Keywords: efficiency, Vietnam's paper enterprises, analytical indicators

THE EFFECTS OF CUSTOMER EQUITY ON CUSTOMER LOYALTY FOR CHAIN RESTAURANTS: CASE STUDY OF KFC VIETNAM

Nguyen Hoai Long, *longnguyenhoai@neu.edu.vn*

Dinh Van Oanh, *oanhdv@neu.edu.vn*

Pham Hong Hoa, *hoaph@neu.edu.vn*

Vu Tri Dung, *dungvt@neu.edu.vn*

Pham Thi Kim Thanh, *thanhpham.neu@neu.edu.vn*

Nguyen Ngoc Quang, *quangnmkt@neu.edu.vn*

Marketing Faculty, National Economics University, Vietnam

This study aims to examine the relationship between customer equity and customer loyalty in fast-food chain restaurant in Vietnam. A survey of 352 customers of KFC restaurant was conducted in March 2019 to collect data. Structural Equation Model (SEM) is used to test the hypothesis on the relationship between three key determinants of customer equity - brand equity, value equity, relationship equity and customer loyalty. Research results confirm that brand equity, value equity, relationship equity have a positive impact on customer loyalty. The managerial implications are also discussed in the paper.

Keywords: Customer equity, Brand equity, value equity, relationship equity, customer loyalty

E-COMMERCE IN VIETNAM: OPPORTUNITIES AND CHALLENGES

Duong Thi Dung, *duongdung1987@gmail.com*

Dao Ha Vinh, *vinhdh@hvu.edu.vn*

Le Thi Thanh Thuy, *lethanhthuyhv79@gmail.com*

Faculty of Economics and Business Administration, Hung Vuong University

In recent years, e-commerce in Vietnam has been growing rapidly and is expected to reach US \$ 33 billion by 2025. Vietnam is a potential e-commerce market with a population of more than 90 million people and people's income is increasing. Therefore, it attracted many domestic and foreign enterprises to invest. Thus it creates many opportunities for businesses, consumers and society. But at the same time, it poses many challenges for both them. The paper presents an analysis of the status of Vietnam's e-commerce according to the approach of businesses, consumers and society in order to point out opportunities and challenges, and proposes some suggestions for more benefits for businesses, consumers and society.

Key words: E-Commerce, Opportunities, Challenges, Supply Chain.

SOME SOLUTIONS TO STRENGTHEN THE EQUITIZATION OF STATE-OWNED ENTERPRISES IN VIETNAM

Tran Thi Bich Nhan, *Hung Vuong University*

Pham Thi Minh Phuong, *Hung Vuong University*

Phung Thi Thu Ha, *Hung Vuong Gifted High School*

Equitization in Vietnam is expected to be an important solution to improve the performance of state-owned enterprises, support the capital market and contribute to reducing public debt pressure. The equitization of state-owned enterprises has achieved remarkable results, but some limitations need to be overcome in the coming time. This study is based on data from the reports of the Steering Committee for Enterprise Renovation and Development, Government Decrees and the Prime Minister's Decision to analyze the status of equitization of state-owned enterprises in Viet Nam. On the basis of research results, the article proposes solutions to promote equitization of state-owned enterprises such as: improving institutions, promoting in implementation organization and implementing solutions in corporate governance, monitoring, inspection and disclosure of information.

Keywords: Equitization, solution, state-owned enterprises

PART 2: URBAN AND REGIONAL DEVELOPMENT

RE-WORKING THE LOCAL GOVERNMENT PLANNING PROCESS IN VIETNAM: A CRITICAL REVIEW BASED ON EMPIRICAL RESEARCH

Assoc. Prof. Dr. Vu Thi Tuyet Mai, *maivu@neu.edu.vn*

Faculty of Development and Planning

National Economics University, Ha noi, Vietnam

Planning has been applied in the private sector and adopted in the public sector as it is boosted by administration reform programs in the 1990s in order to improve efficiency and effectiveness. However, it seems that the planning process in local government is often viewed as a top-down, linear, closed and, alienating approach. This results in static and dormant plan, disintegration and lack of coordination across government organizations, and inflexibility when developing a framework, strategy and vision for the local government. Thus, this research article proposes that a more participatory approach based on two –way communication and consideration of many domains of knowledge be considered to support systemic governance and participation in planning and decision making in local government.

Keywords: Local government, Planning, Subsidiarity, Systemic governance, Governance

IMPROVING TFP OF VIET NAM IN THE COMPARISON WITH ASEAN COUNTRIES

Vu Hong Van, *vuhongvan881@gmail.com*

Thai Nguyen University of Technology

As a developing country, Vietnam has to face pressure and impact of globalization. Vietnam is now focusing on issues of competitiveness and productivity through micro-economic reform programs after having a reasonable level of macro-economic stability over the past thirty years. Pursuing productivity increase is a long-term process, aimed at effectively competitive thought. The most important thing in the effort to improve labor productivity is to build a collaborative environment of improvement among stakeholders and make effective thought become a working culture in each business. Economic growth is due to an increase in labor, capital and the rest is based on increased total factor productivity (TFP). In particular, the factors that increase TFP are to allocate and use the right resources, a fair business environment, promote innovation, develop education and infrastructure which are factors reflect the quality of growth.

Increasing TFP includes increasing system quality, increasing labor productivity and increasing capital quality. In which, the increase in labor quality is an important factor to increase labor productivity to contribute to TFP. The paper studies TFP in Vietnam in relation to TFP of regional countries, thereby proposing some solutions to increase Vietnam's competitiveness through TFP increase.

Keywords: productivity, industry, TFP, Vietnam.

THE UNITY AND CONTRADICTION IN THE DEVELOPMENT OF THE INDUSTRIAL ZONES AND NEW RURAL AREAS: FROM PRACTICE TO THE ROLE OF THE STATE

Dr. Nguyen Thi Hao, *haonguyen1841976@gmail.com*

Dr. Le Ngọc Thong, *thongleh@yahoo.com*

Department of Political Theory, NEU

By the appropriate scientific method, the article has contributed to complete the theory of the development of the industrial zones and new rural areas. From there, analyze the unified and contradictory relationship between these two processes. At the same time, the article shows the need for a state intervention role. Thereby, the article proposes some corresponding solutions

Key words: industrial zones, new rural, the role of the state

FACTORS AFFECT THE COMPETITIVENESS OF VIETNAMESE COMMERCIAL BANKS IN CONTEXT OF ASEAN ECONOMIC COMMUNITY

Dr. Nguyen Thi Bich Vuong, *Violet1072007@gmail.com*

Hanoi Industrial and Commercial College

Banking competitiveness has long been a hot topic, attracting attention not only of scholars, researchers, but also of interest of bank administrators. Especially in the context of the integration of the ASEAN economic community and the explosion of the industrial revolution 4.0, the competition between commercial banks has become more and more intense not only within the country but also spread to the international scope. Many empirical studies have shown that the competitiveness of banks is affected by many different factors. Therefore, the project has conducted a survey of 278 officers and employees working in 10 typical commercial banks in Vietnam (BIDV, VCB, Vietinbank, Agribank, Techcombank, VIB, MSB, LPB, ACB, MB) to analyze and assess the influence of factors on the competitiveness of Vietnamese commercial banks. The article conducts testing of Cronbach's Alpha coefficients, Exploratory Factor Analysis (EFA), Pearson correlation analysis and regression analysis; The research results showed that all respondents confirmed all 7 factors including: Financial capacity, technological capacity, service fee, brand of the bank, transaction network, service quality, intellectual capital are positively affecting the competitiveness of Vietnamese commercial banks. With these research results, the article will be a scientific basis for the State management agencies to have support policies to improve the competitiveness of Vietnam's banking sector during the ASEAN community integration period.

Keywords: Competitiveness, influencing factors, Vietnamese commercial banks.

CURRENT SITUATION AND EMERGING ISSUES FOR SUSTAINABLE DEVELOPMENT IN KEY ECONOMIC REGION IN NORTHERN VIETNAM

Dr. To Hien Tha, *tohientha@gmail.com*

Military technical Academy, Vietnam

MA. Le Huu Dung, *Buithubvtt@gmail.com*

Vietnam Industrial and Commercial

MA. Nguyen Dinh Nguyen, *totha80@gmail.com*

Military technical Academy, Vietnam

The Northern key economic region is one of four major economic regions in Vietnam that has an important role in its socio-economic development. Economic sustainability is crucial to sustainably develop the whole Northern key economic region. Economic sustainability is reflected in the harmony between the constituent elements: economic growth, highly efficient use of capital investment, increased productivity of social labor, contribution of total-factor productivity (TFP) to the overall growth rate improvement...This paper analyzes the current main indicators of sustainable development in the Northern key economic region in Vietnam to point out the unsustainable aspects and thereby presents appropriate solution recommendations.

Keywords: Sustainable Development; Key Economic Region in Northern Vietnam; sustainable economic development.

EXPERIENCE LINK VALUE CHAIN OF BANKING IN EXPORT RICE RICE IN THE MEKONG DELTA

Dr. Nguyen Thi Truc Phuong, *phuongnguyen_74@yahoo.com.vn*

Finance and Accounting Department, University of Food Industry HCM City

The paper focuses on analyzing and evaluating the issuance and results of the implementation of the Government's credit policy for agricultural and rural development and for rice production and trading since 2014. At the same time, write and analyze and evaluate the process of implementing credit policies to form a value chain of Standard Chatered Bank in the production and trading of export rice in the Mekong Delta. Experience and implementation status of Standard Chatered Bank since 2014. Research using methods is a statistical description from many different secondary data sources. The results show that the credit policy of the Government and the implementation of ministries are quite timely. Especially, the experience of implementing credit policies to form a value chain in production, business and export of rice in the Mekong River Delta is quite suitable for sustainable development in this area, raising prices treat export products of Vietnam rice. Based on the analytical results, the research provides some policy implications about the experience of Standard Chatered Bank implementation for Vietnam's commercial banks and related agencies and localities of Vietnam.

Keywords: experience link, value chain, export rice, Mekong Delta

**LOCAL WISDOM OF MAKING COMMUNITY FISH HOUSE IN
ENHANCING FOOD SECURITY UNDER THE WAY OF FISHERY IN THA
SAO-BAN MAI AREA, SATHING MO SUB-DISTRICT, SINGHANAKHON
DISTRICT, SONGKHLA PROVINCE**

Jedsarid Sangkapan, *sapichai@yahoo.com*

Apirak Chanthawong, *apirak07@hotmail.com*

Tinsuranonda Fisheries College, Muang District, Songkhla Province 90000

Assist Prof. Dr. Kettawa Boonprakarn, *kettawa@hotmail.com*

Assoc Prof. Dr. Natthapong Chitnirat, *cnathapong@gmail.com*

Assoc Prof. Dr. Pornpan Khemakunasai, *k.khemakunasai@gmail.com*

Faculty of Humanities and Social Sciences, Thaksin University, Muang District,

Songkhla Province, Supawadee Thammarat

Dr. Chutima Wangbenmud, *Hatyai University*

Nuntharat Suriyo, *nsuriyo@hotmail.com*

Nunthiyarat Suriyo, *beer.compsci@gmail.com*

Freelance Researcher

This article aims to study the local wisdom of making community fish house to strengthen food security under the way of fishery in the Tha Sao-Ban Mai area, Sathing Mo Sub-district, Singhanakhon District, Songkhla Province. The method of study used qualitative research with observation, and in-depth interviews with 15 key informants, such as, community leaders and fishermen in Tha Sao, and Ban Mai area, the data were analysed by classification, interpretation, and conclusions of the study and was presented by descriptive analysis. The study found that the community had formed a group to create a conservation zone by putting in the bamboo poles to indicate the area of fish house and set up rules prohibiting fishing in the conservation zone. Fish house had been learned and inheriting from ancestors until it became the community wisdom of building habitat for aquatic animals and restore the Songkhla Lake by solving the problem of reducing aquatic animals in order to strengthen food security; to be able to have enough aquatic animals for food throughout the seasons.

Keywords: Local wisdom, Fish house, Food security, Fishery

UNDER THE BRIDGE TRADE: UNOFFICIAL THAI - MYANMAR CROSS-BORDER TRADE AT MAE SOT DISTRICT, TAK PROVINCE

Assist Prof. Dr. Kettawa Boonprakarn, *kettawa@hotmail.com*

Assoc Prof. Dr. Natthapong Chitnirat, *cnathapong@gmail.com*

Assoc Prof. Dr. Pornpan Khemakunasai, *k.khemakhunasai@gmail.com*

*Faculty of Humanities and Social Sciences, Thaksin University,
Muang District, Songkhla Province, Thailand 90000*

Jedsarid Sangkapan, *sapichai@yahoo.com*

Apirak Chanthawong, *apirak07@hotmail.com*

Tinsuranonda Fisheries College, Muang District, Songkhla Province 90000

Benjaporn Deekhuntod

Nuntharat Suriyo, *nsuriyo@hotmail.com*

Nunthiyarat Suriyo, *beer.compsci@gmail.com*

Freelance Researcher

This paper has the purpose to study the nature of the unofficial Thai-Myanmar cross-border trade: channels and commodities. Qualitative research method was used. The data were collected by observation and in-depth interview. The 13 key informants were unofficial cross-border traders and purchasers both in Thailand and Myanmar, at Mae Sot district, Tak province. The data were analyzed by classification, interpretation, conclusion, and presented with analytical description.

The study found that people at Thai-Myanmar border, Mae Sot district, Tak province, had travelled across the border and traded in their daily life for a long time. The unofficial cross-border trade was smuggling in the night and transported by boat. Gangs were hired to carry goods from Thailand into Myanmar. Some goods were cleared through Myanmar customs service but informed with less amount than the actual goods and carried across the border by people. As for border-crossing points and the type of goods, the study found that Mae Sot district had many important border-crossing boat landings which were the channels of ferryboat. The types of goods were daily consumer goods and second-hand goods such as clothing, shoes, brand-name bags, cars, and motorcycles.

Keywords: cross-border trade, Thai-Myanmar border economy, border-crossing points.

IMPACT OF INFRASTRUCTURE INVESTMENT ON LAND VALUES: A CASE STUDY IN HANOI, VIETNAM

MSc. Nguyen Thanh Lan, *nguyenthanhlan@neu.edu.vn*

*Faculty of Real estate and Resources Economics,
National Economics Universities, Hanoi, Vietnam*

This study is to examine an impact of infrastructure investment on change of land values, particularly public road transportation in urban areas. Based on principles of the land rent theory, developed by Alonso (1964) and Muth (1969), this paper carried out a survey of land users who use plots of land or own residential property in several new urban areas in Hanoi -Vietnam, as a case study. Our findings reveal that Centre distance, Mobility timing and Development opportunity have positive impact on land values, while Land use changes and Accessible amenity have no influence.

Keywords: infrastructure investment, land use change, land value, urban land.

HOUSING DEVELOPMENT FOR LOW - INCOME PEOPLE IN HANOI

Dr. Nguyen Thi Thanh Huyen, *huyennt@neu.edu.vn*

National Economics University, Hanoi, Vietnam

MA. Nguyen Thi Hong Quyen, *susanquyen@gmail.com*

Vietnam's Bizhouse Company

MA. Le Thi Hong Anh, *honganhneu@gmail.com*

National Economics University, Hanoi, Vietnam

Housing for low - income people has emerged as a major concern in developing countries, especially Vietnam. The present study sought to define the factors that influence the development of low - income housing in Hanoi - a densely populated city and also the economic - cultural center of the country. We used the statistical method, comparative method of housing data and projects implemented in the period 2008 - present. Then systematized the basic theory and analyzed the status quo for low - income housing. The results demonstrated that urbanization, migration, the gap of rich and poor people, and government policies have dramatically affected low - income housing. Therefore, building policies as well as enhancing many incentives and raising the incomes for people is one of the optimal solutions for the development of low - income housing.

Keywords: Housing, low income, urbanization

PROMOTING MARKETING'S APPLICATION IN INVESTMENT PROMOTION IN PHU THO PROVINCE, VIETNAM

Dr. Pham Thi Thu Huong, *huongdhhv84@gmail.com*

MBA. Pham Thi Thu Huong, *phamthuhuong266@gmail.com*

*Faculty of Economics and Business Administration,
HungVuong University, VietNam*

Dr. Pham Thi Nga, *phamngaktct@gmail.com*

Thai Nguyen University, VietNam

Dr. Luu The Vinh, *luuthevinh227@gmail.com*

*Faculty of Economics and Business Administration,
HungVuong University, VietNam*

Today, marketing is not only applications for products and services but also to expand common applications in many fields, and other products. In particular, investment promotion is an application of marketing activities in the field of investment to attract investors to a specific locality. Based on the collection of secondary data related to research topics, the paper will analyze the current investment promotion and application of marketing tools in investment promotion of Phu Tho province in the period of 2013 - 2017. Thereby, proposed a number of recommendations to accelerate the application of marketing in investment promotion to enhance the effectiveness of the promotion of investment, contribute to attract investment capital serves the goal of economic development - social of Phu Tho province.

Keywords: Marketing, investment promotion, investment capital, Phu Tho.

FACTORS AFFECTING CASHEW NUTS DEVELOPMENT IN THE CONTEXT OF CLIMATE CHANGE: RESEARCH IN BINH PHUOC PROVINCE, VIETNAM

Pham Van Chinh, *Phamvanchinh090389.hust@gmail.com*

Vu Thi Thu Hoa, *Vuhoa1284@gmail.com*

National Economics University, Hanoi, Vietnam

This research done to discovery factors affecting cashew nuts quality in Binh Phuoc Province. Base on data collected from 200 observations processed by SPSS 20, with Cronbach's Alpha scale reliability testing techniques, factor analysis (EFA), correlation analysis and multiple regression analysis. The research results determined that there are 6 factors that directly affect the quality of cashew nuts at the research site. Base on the research results, the implications of governance have been proposed to be good for the quality of cashew nuts in the face of climate change.

Keywords: Cashew, factor, Climate, Binh Phuoc province, Vietnamese.

PEOPLE'S LIFE AND EMPLOYMENT AFTER AGRICULTURAL LAND ACQUISITION IN YEN PHONG DISTRICT, BAC NINH PROVINCE

Dr. Pham Phuong Nam, *ppnam@vnua.edu.vn*

Faculty of Land Management, Vietnam National University of Agriculture

This study aims to assess the status of life and employment of people whose agricultural land is acquired in Yen Phong district, Bac Ninh province as a basis for proposing some solutions to the life and employment of people whose land is acquired more improved. Secondary data on land acquisition, natural conditions, socio-economic conditions in the study area were collected in the departments of Yen Phong district. Households whose land was acquired were divided into 03 groups. Household group I consists of households that have been acquired less than 30% of the total area of agricultural land currently in use; Household group II consists of households that have been acquired with 30% to 70% of the total area of agricultural land currently in use; Household group III includes households who have been acquired over 70% of the total agricultural land area in use. For each group of research households, 45 households were randomly surveyed. After land acquisition, the life and employment of people whose land is acquired are mainly better. However, some people after land acquisition are still in lack of jobs, unsecured incomes; there are many social evils, dust pollution; garbage has not been collected. Solutions to overcome these problems include guiding households to effectively use compensation and support money; planning to train and change jobs; invest in building additional apartments for employees; doing better environmental sanitation.

Keywords: Acquisition, Agricultural Land, Employment, Life, Yen Phong

ORIENTATION TO DEVELOP OF A HIGH QUALITY HUMAN RESOURCE IN NAM DINH PROVINCE IN THE 4TH INDUSTRIAL REVOLUTION

Co Huy Le, *huyle.noivu@gmail.com*

Faculty of Human Resource Management, Hanoi Home Affair University

The paper presents the basic contents of developing a high quality human resource in Nam Dinh province in the era of the 4th industrial revolution under the impact of knowledge economy and international integration. Stemming from the practical requirements of society, from the human resource development strategy of Nam Dinh in the period of 2011-2020, from the quality of human resource requirements for the 4th industrial revolution, from the reality of high quality human resource in Nam Dinh, the author raises the requirements and orientations to develop of a high quality human resource in terms of macro: developing high quality human resource to ensure the quantity, ensure the quality and synchronization of occupational structure and submission degree as well as in terms of micro aspect: forming a number of new personality factors for the province's human resource to meet the objectives of socio-economic development and successfully implement the 4th industrial revolution in the locality.

Key words: Human resource, high quality human resource, development of a high quality human resource in the 4th industrial revolution.

ECONOMIC VALUATION METHOD OF HERITAGE AND SUGGESTIONS FOR HAM RONG - NUI DO HERITAGE ECOSYSTEM - THANH HOA PROVINCE

MA. Nguyen Quang Hong, *hongktqd@neu.edu.vn*

Faculty of Environment, Climate Change and Urban, National Economics University

Restoration and conservation of heritage brings to many values: culture, aesthetics, education, environment, society, history as well as many other values. One of the most mentioned values in recent year is the economic value. When we talk about the importance or value of a heritage, we are truly making a claim on the value: its purpose, experience, identification method, measurement method and its role on the decision making related to conservation, restoration both tangible and intangible heritage values.

This paper examines the economic value of restoring and preserving heritage ecosystems from an approach that evaluates the economic value of natural ecosystems and offers some suggestions for valuation process of economic value of the Ham Rong - Nui Do heritage ecosystem.

Keywords: Heritage ecosystem; valuation of heritage economy.

COMMUNITY RESIDENTS' WELL-BEING AT WORLD HERITAGE SITE AND SUPPORT FOR SUSTAINABLE TOURISM DEVELOPMENT, AN ANALYSIS IN THE TRANG AN LANDSCAPE COMPLEX - VIETNAM

M.Econ Quynh Huong Pham, *quynhph@neu.edu.vn*

Xim Thi Nguyen, *nguyenthisimdc@gmail.com*

Lan Anh Thi Nguyen, *lananhnt0312@gmail.com*

Quynh Xuan Hoang, *xuanquynh2407@gmail.com*

*Faculty of Human Resources Economics and Management,
National Economics University, Hanoi, Vietnam*

The support of local communities plays a significant role in the World Heritage Site (WHS) conservation and the development of heritage tourism. This study aims to better understand the community support for sustainable tourism development by exploring the distinct components of residents' well-being (WB) in the heritage tourism context. The study sample is the group of residents from three different tourism destinations at Trang An Landscape Complex located in the Northwest Vietnam. The analytical result indicates that residents' well-being affects the level of support for the sustainable development of heritage tourism. Moreover, the material well-being domain has the greatest positive effect on the local residents' support. In addition, socio-demographic characteristics such as gender, age, education level, years of residence also have an influence on the residents' support for sustainable tourism development.

Keywords: Residents' well-being, material/ non-material well-being domain, support for sustainable tourism development, World Heritage Site

TOWARDS A NEW CIRCULAR FOR THE ESTABLISHMENT AND OPERATION OF INTERMEDIARY ORGANIZATIONS IN THE SCIENCE AND TECHNOLOGY MARKET IN VIETNAM

Assoc. Prof. Tran Van Nam, *namtv@neu.edu.vn*

Dean, Faculty of Law, National Economics University, Hanoi

Based on a brief review and analysis of from the scenario of waste sorting technology transfer Case study in Vietnam, the paper highlights a critical point that, a draft Circular replacing the Circular No. 16/2014/TT-BKHCN dated June 13, 2014, of the Minister of Science and Technology shall be finalized very soon. This new circular stipulates favorable conditions for establishment and operation of intermediary organizations in Vietnam's science and technology market for the time coming.

Keywords: technology transfer; Intermediary Organizations; Circular

FOSTER THE ROLE OF FDI ENTERPRISES TOWARDS SOCIO-ECONOMIC DEVELOPMENT IN PHUTHO PROVINCE

Dr. Pham Thi Nga, *Phamngaktct@gmail.com*

Thai Nguyen University of Economics & Business Administration

MA. Nguyen Van Thinh, *Thinhnv2010@gmail.com*

Thai Nguyen University of Economics & Business Administration

Dr. Pham Thi Thu Huong, *Huongdhhv84@gmail.com*

Hung Vuong University

In recent years, FDI calling has been ubiquitous and no longer strange in development strategies of every nation as well as locality. However, there has been heated concern about the practice of how to attract and utilize this genre of capital to achieve the highest level of effectiveness without too much dependence and negative side effects related to it including environmental pollution, technological rubbish or political binding. Also, the question how to improve the performance of FDI enterprises to maximize the capital has seized tremendous concern and interest. This paper focuses on analyzing the current situation of FDI enterprises in the province of Phu Tho in recent years; accordingly, fundamental solutions will be recommended in order to enhance the productivity of those enterprises.

Keywords: FDI enterprises, capital, productivity

SUSTAINABLE ECONOMIC DEVELOPMENT IN HO CHI MINH CITY

Dr. Bui Ngoc Hien, *bnhien.hca@gmail.com*

Faculty of Public Management, Ho Chi Minh city Cadre Academy

Sustainable urban development is becoming the top concern of the nations in making and implementing development policy systems. Sustainable urban development is a development process harmonious, effective three pillars: economic development - social inclusion - environmental management effectively. Vietnam is a rapidly urbanizing country. This process makes Vietnam's cities facing many major problems and challenges, especially sustainable economic development.

Ho Chi Minh City is Vietnam's largest city. This is a dynamic city with the fastest socio-economic development rate in the whole country. The development of Ho Chi Minh City plays an important role in the overall development of the whole country. However, according to the assessments of the authorities and experts, Ho Chi Minh City is growing slowly and facing many big problems. Based on the analysis of the potentials and advantages of this City as well as the difficulties and challenges of the new development context, this paper recommends groups of solutions to ensure for sustainable economic development in Ho Chi Minh City in the next decades.

Keywords: Sustainable urban development, sustainable economic development, sustainable economic development in Ho Chi Minh city.

PART 3: HUMANITIES AND SOCIAL SCIENCE

IMPACTS OF ORGANIZATIONAL CULTURE ON EMPLOYEE ENGAGEMENT WITH ORGANIZATIONS IN VIETNAMESE ENTERPRISES

MA. Can Huu Dan, *dankhanh81@gmail.com*

University of Labor and Social Affairs

Assoc. Prof. Dr. Le Quang Canh, *canh@neu.edu.vn*

National Economics University

Using qualitative and quantitative methods, this study investigates impacts of organizational culture on employee engagement in Vietnamese enterprises. The research model is based on Recardo & Jolly (1997) and Zain (2009) by adding an aspect of "leadership behavior" as one component of organizational culture. With the survey sample of 267 employees working in different types of Vietnamese enterprises, the empirical results show that nine aspects of organizational culture have strongly positive impacts on employee engagement; the aspect of "leadership behavior" has the strongest impacts and the "reward and recognition" has smallest impacts on engagement of employees. Based on the results, some recommendations should be proposed to improve the employee engagement with the organization in the enterprises in Vietnam.

Keywords: Organizational culture; employee engagement, enterprises

DEVELOP HIGH QUALITY HUMAN RESOURCES FOR BANKING AND FINANCIAL ENTERPRISES IN THE INDUSTRIAL REVOLUTION TREND 4.0

Dr. Le Dinh Hac, *ledinhnac@gmail.com*

Banking University of Ho Chi Minh City

Dr. Luong Van Hai, *hailv@hou.edu.vn*

Hanoi Open University

Human resources in the Banking - Finance industry include those working in enterprises, organizations and agencies in the fields of investment, securities, insurance, tax, customs, State Treasury, and management. fund management, banks, finance companies, remittances, financial leasing companies, finance companies, credit funds, credit card organizations, payment services companies ... at all angles State management, construction and administration of policies, to businesses, professional associations, training, research, consulting and other non-business units. In the sub-sector of the national economy, banking-finance belongs to the service sector, has developed very rapidly in the past years of innovation, especially in the development trend of the current 4.0 industrial revolution Now, according to that, human resources are constantly increasing both in size and quality.

Keywords: high quality, human resources, finance - banking industry, industrial revolution 4.0

PHARMACIST'S INTERACTION BEHAVIOR AND CONSUMER LOYALTY WITH THE ROLE OF CONSUMER TRUST AND CONSUMER SATISFACTION MODERATION

Dr. Luu Tien Dung, *dunglt@lhu.edu.vn*

Faculty of Postgraduate Studies, Lac Hong University

Tran Nguyen Trung, *trannguyentrung95@gmail.com*

Faculty of Pharmacy, Lac Hong University

The present study aims to test the relationship between pharmacist's interaction behavior and consumer loyalty with the role of consumer trust moderation and consumer satisfaction in pharmacies in Vietnam based on a convenient sample of 327 respondents in Ho Chi Minh City and Dong Nai province in Vietnam and structural equation model (SEM). The results revealed the strongly significant relationship between pharmacist's interaction behavior include perceived pharmacist's listening, perceived pharmacist's listening, perceived pharmacist's professional competence of pharmacist and consumer loyalty with the role of consumer trust moderation and consumer satisfaction in pharmacies. The findings of this research can help the organization to understand customers' needs so that organizations can serve their customers better than their competitors, which finally leads to cost reduction and customer loyalty.

Keywords: Consumer trust, Consumer satisfaction, consumer loyalty, pharmacist's interaction behavior, Vietnam.

A STUDY ON IMPACTS OF STATE-OWN INVESTMENT ON SOCIAL INFRASTRUCTURE IN NORTHWESTERN VIETNAM

MA. Nguyen Van Dai, *dainv@neu.edu.vn*

Faculty of Planning and Development, National Economics University

Dr. Bui Trung Hai, *haibt@neu.edu.vn*

Political and Student Affairs Office, National Economics University

MSc. Deo Thi Thuy, *deothuy@gmail.com*

Faculty of Political Theory, Tay Bac University, Son La, Vietnam

Dr. Phan Thi Thu Hien, *hienttneu@gmail.com*

Faculty of Investment, National Economics University

The Northwest region is a difficult area of the whole country, although it is invested from the budget with a large capital. This fact stems from the characteristics of topography and low starting point in socio-economic development as well as the effectiveness of state-owned investment in the Northwestern area is still limited, low social spillover. The data used in this study consists of 2 parts: secondary data from the General Statistics Office of Vietnam and reports from the provincial authorities in the Northwest Region. In addition, primary data from the authors' survey is also used to analyze the impacts of social infrastructure investment based on the perceptions of beneficiaries. The main findings from this study include: Spillover effects from investment in social infrastructure are not commensurate with investment resources; The contribution of social infrastructure investment to social aspects remains unsustainable.

Key words: Investment, social impact, state-own investment, social infrastructure

THE EFFECT OF HUMAN RESOURCE MANAGEMENT AND OTHER FACTORS TO INCOME DIFFERENCES IN SOEs IN VIETNAM

Dr. Cuong Tat Do, *dotatcuong@gmail.com*

Dr. Anh Ngoc Thi Ngo, *ngocanhngo.npa@gmail.com*

Institute of Economics, Ho Chi Minh National Academy of Politics

Assoc. Prof. Dr Van Anh Thi Le, *anhvanlt@neu.edu.vn*

Faculty of Management Science, National Economics University

This paper utilizes labor force survey to explore the effect of human resource management and non-human resource management factors on income differences in SOEs in Vietnam. Employing multivariate regression method, this paper find out that income differences is existed in Vietnam SOEs and its origins could be come from professional skill level, experience and hours of working at micro level; at macro level income differences in Vietnam SOEs might come from the inefficient implementation of government policy. The policy implications from this study are: (i) government should focus on training labor skills; (ii) government should perform their best on labor policy implementation.

Key words: income differences, human resource management, SOE, Vietnam

JEL codes: D63, J31

HOW WILL DEMOGRAPHIC TRANSFORMATION AND 4.0 INDUSTRY INNOVATION AFFECT THE LABOR MARKET?

Dr. Ngo Quynh An, *annq@neu.edu.vn*

Faculty of Human Resource Economics and Management,

National Economics University

We look at the demographics, and automation, the major forces that will shape the 2020s-2040s labor market in Vietnam. The article explores the impact of aging populations and the end of plentiful labor. The baby boomer generation powered a long but temporary surge in labor force growth. Then this group is moving into retirement, and labor force growth is slowing. The occurrence of aging of the population carries a lot of negative consequences not only in the form of changes in the increase in the age structure of the population of people belonging to the oldest age categories. Since it influences aging of resources found in the labor market and also is not indifferent to pension schemes or educational system. The article also sees how automation will affect employment, labor skills and wages in the labor market.

Keywords: ageing population, aging labor force baby boomer generation, 4.0 industry

SOLUTIONS FOR HUMAN RESOURCE DEVELOPMENT APPROPRIATELY TOWARD THE NEW GENERATION OF FDI INTO VIETNAM

MA. Nguyen Thi Ngoc Anh, *ngocanh.hrm@gmail.com*

University of Labour and Social Affairs

Dr. Vu Dinh Hoa, *vudinhhoa@apd.edu.vn*

Academy of Policy and Development

Over the past 30 years of the implementation about attracting foreign direct investment (FDI), Vietnam has become one of the attractive destinations of FDI inflows. Up to now, the FDI sector has become the most dynamic pillar and increasingly plays an important role in Vietnam's growth and socio-economic development. However, in the context of a The Fourth Industrial Revolution 4.0, the competition is fierce to attract FDI, the attraction of FDI into Vietnam in the near future has been determined by being converted from quantity to quality, attracting high technology, environmentally friendly source and most importantly, gradually attracting foreign investment from the advantage of cheap labor costs in Vietnam to competing with high quality of human resources. This studying focuses on the current labor situation of the FDI's enterprises to assess the achievements, point out the limitations, weaknesses and the reasons for that. Since then, it is really necessary to propose appropriate and breakthrough solutions to improve the quality of labor resources in accordance with the strategy of attracting new generation of FDI into Vietnam in the period to 2025.

Keywords: Human Resources, new generation of FDI, Vietnam.

LABOUR PRODUCTIVITY AT VIETNAM

Assoc. Prof. Nguyen Thi Thanh Hieu, *hieunt@neu.edu.vn*

Assoc. Prof. Dao Thi Phuong Lien, *liendp@neu.edu.vn*

Dr. Le Thi Thuy, *lethuy.ef.ajc@gmail.com*

*Faculty of Political Theory, National Economics University;
Faculty of Political Economics, Academy of Journalism and Communication, Vietnam.*

Vietnam's labor productivity has improved significantly over the past few years; however the productivity gap between Vietnam and other countries continues to increase. The article generalizes labor productivity in the classical works of Marxism - Leninism; presents the current situation labor productivity in Vietnam, explains the causes of low labor productivity; and proposes solutions to improve labor productivity for the State, enterprises and workers.

Keywords: Labour productivity, Labour productivity at Vietnam; Causes of low labour productivity; Solutions to increase labour productivity at Vietnam.

THE IMPACT OF HUMAN RESOURCE MANAGEMENT PRACTICES ON INNOVATION OF SMALL AND MEDIUM ENTERPRISES IN VIETNAM

Hoang Thi Hue, *hoanghue@neu.edu.vn*

Faculty of Human resources Economics and Management

Vu Hoang Ngan, *nganvh@neu.edu.vn*

Faculty of Human resources Economics and Management

Dang Thi Ha, *dangha13031998@gmail.com*

Human resources Economics and Management Class 58

Nguyen Thu Loan, *nguyenthuloan031098@gmail.com*

Human resources Economics and Management Class 58

Luong Dieu Huong, *luongdieuhuong98@gmail.com*

Human resources Economics and Management Class 58,

National Economics University

This study aims to analyze the impact of human resource management practices on innovation of SMEs in Vietnam in the dynamic and competitive environment. The study uses the data collected by Central Institute for Economic Management (CIEM) in 2011, 2013 and 2015. By using the Tobit model, the results show that HRM practices positively influence innovation of SMEs, and the most significant relation to innovation is training. Based on the findings, small and medium firms in Vietnam need to manage human resource effectively by some activities such as training, union, wage and job rotation in order to promote innovation output, including new products, new process and modified product.

Key words: HRM practices, innovation, SMEs in Vietnam

HANDICRAFTS, POTENTIAL SUSTAINABLE SOCIOECONOMIC DEVELOPMENT OF RURAL COMMUNITY IN KACHIN STATE, MYANAMR

Prof. Dr Seng Aung, *sengaung@gmail.com*

Geography Department, Patheingyi University

Since early culture, handicrafts are essential to support cultural decoration in rural communities. This study is critically examined the development of handicrafts and art and how does potential in sustainable socioeconomic development in communities. Because of geographic features such as topographic features, climatic condition and rich biodiversity that provide housing, clothing, and foods. Cultural creation in weaving patterns, painting designs, household utensils, tools, arts are communities' development opportunities depend upon relationship among human activities, natural environment and quality of creativity. Useful plants diversity including roots, leaf, herbs, buds and flowers, fruits, seeds and nuts, fibre and dye, bark and leaves etc. The study discusses cultural and traditional handicrafts qualitatively and descriptive design toward sustainable socioeconomic development and environmental sustainability. The results of the study show that handicrafts and art, design are vital for potential socioeconomic development of rural communities that are contributed and also facing with challenges. So these both opportunities and problems need to be studied.

Key words: Handicrafts, cultural decoration, rural community development, sustainable development, quality, socioeconomic, opportunities, problems

HOW TO SUPPORT EMPLOYMENT FOR THE ELDERLY THROUGH THE INTERGENERATIONAL SELF-HELP MODEL

Assoc. Prof. Dr. Nguyen Nam Phuong, *namphuong14964@yahoo.com*

Dr. Vu Thi Uyen, *uyenvu75@gmail.com*

*Faculty of Human resource Economics and Management,
National Economics University, Hanoi, Vietnam*

Vietnam is in the process of population aging, there is still a large proportion of the elderly living in rural areas who continue to work for getting extra income to save themselves and support their descendants. However, the elderly have problem with health and suitable requirements for finding a suitable job. The question is that how to help the elderly find suitable job. To answer this question, both qualitative and quantitative analysis is chosen. Descriptive statistics are used to describe the relationship between factors and employment support for the elderly, while multivariate regression is used to find the determinants of effective employment support, then suggest recommendations to better employment support for the elderly in this model. In addition to secondary data collected from articles, studies and reports by the General Statistics Office, Population Commission, etc., primary data was collected through in-depth interviews of six local officials and ten elderly in the suburbs of Hanoi to assess related issues in management and implementation of policies. The study results show that the Intergenerational Self-Help Club (ISHC) model has contributed positively to improving the lives of the poor and near poor elderly, helping them to get jobs through livelihood activities supporting employment in such many aspects as: Be trained knowledge - techniques of cultivation and husbandry; Borrow capital for production; Be provided with seedlings and breeds; Be learned and shared production experiences; Be introduced suitable jobs helping them improve their incomes significantly, get jobs suitable to their health conditions, and improve their living standards, the replicated model not only contributes to raising living standards but also helps the elderly to live happily, healthily through diverse activities. This is an effective, low cost model that is well suited to urban, rural, coastal and ethnic minority and mountainous areas. Since then, the article has proposed some solutions to replicate the model as: Increasing production capital; strengthening training of production techniques for the elderly; diversifying the areas of help in the employment support in the model; mobilizing resources from the community; Mobilizing stakeholder participation to help the elderly have decent jobs.

Keywords: The elderly, employment/job support, Intergenerational Self-Help Club Model (ISHC)

MULTI-DIMENSIONAL LABOUR MARKET OUTCOMES OF HIGHER EDUCATION' GRADUATES: EVIDENCE FROM A NATIONAL SURVEY IN VIETNAM

Bach Ngoc Thang, *thangbn@neu.edu.vn*

National Economics University

Tran Ngoc Diep, *dieptran014@gmail.com*

Youth employment is a seriously concerned issue in developing countries, given recent moves to mass higher education. The limitations of unemployment rates as a guide to youth employment problems are widely recognised, but little has been known about other labour market outcomes of higher education's graduates. This study takes advantages of a large-scale Vietnamese national survey on labour forces in 2015 to shed light on the effects of higher education on recent graduates' multi-dimensional labour market outcomes. The findings show that college and university graduates outperform high school counterparts in terms of high-quality labour market outcomes, such as having higher wages and better employment protection, though the mere stance of being employed does not differ markedly among these graduate cohorts. The paper contributes to recent debates on higher education in a developing country like Vietnam, where the focus is on whether the move towards mass higher education might result in differed labour market outcomes for recent graduates.

Key words: labour market outcomes, higher education, youth employment, selection bias, Vietnam.

JEL classifications: I23, J21, J28.

GENDER INEQUALITY IN THE TRANSITION ECONOMY: A CASE STUDY OF DOUBLE BURDEN OF VIETNAMESE WOMEN

MSc. Ngo Quoc Dung, *dungnq@neu.edu.vn*

National Economics University

MA. Nguyen Van Dai, *dainv@neu.edu.vn*

National Economics University

Gender inequality has been much researched in the existing literature review in the last few decades. On the one hand, women are much freed from some gendered barriers that limit their educational, job and personal welfare opportunities at different levels. On the other hand, empowerment for women worldwide has been a 'stalled revolution' in which they are constrained in gender stereotypes that require them to play the critical role within the home. We argue that empowerment for women also creates more burden for them with which they need to shoulder two roles of both paid labor and unpaid care-giver. In so doing, Vietnam, a transition economy, is selected to make a case for the increasing burden women face. Besides the literature review, secondary data mainly from General Statistical Office of Vietnam is used to provide more evidence on in what way women are in the double burden. We conclude that empowerment for Vietnamese women has been far from achieving gender equality and the continuation of a holistic gender equality strategy is needed.

Key words: Double burden; gender equality; gender roles

FACTORS AFFECTING THE DECISION OF CHOOSING EXPORT LABOR MARKETS OF RURAL WORKERS - CASE IN PHU THO PROVINCE

MA. Nguyen Nhat Anh, *nhatanh1971992@gmail.com*

Department of International Cooperation - Hung Vuong University

Dr. Pham Thai Thuy, *phamthaithuy2013@gmail.com*

Institute of Applied Research and Development - Hung Vuong University

MA. Tran Thi Thuy Sinh, *thuysinh2592@gmail.com*

Economics and Business Administration - Hung Vuong University

Labor export is now considered one of the foreign economic activities which brings great benefits in term of socio-economic aspects in Vietnam. Seizing this opportunity, from a poor province in the northern midland and mountainous region of Vietnam - Phu Tho is gradually changing thanks to labor export activities. With a source of foreign exchange deposited hundreds of billions of VND each year, labor export has helped thousands of households to stabilize their livelihoods and contribute to the renewal of many rural areas in Phu Tho province. This study was conducted to find out the factors affecting the decision to export labor of rural workers in Phu Tho province relying on the data set of 142 observations are those who are studying at the labor export center at Hung Vuong University - Phu Tho province. The analytical results are based on descriptive statistical methods, comparative methods and regression analysis, which shows why workers choose to export workers abroad, especially in Japan market because the country brings high income and many opportunities to work overtime compared to other countries. In addition, the research team also surveyed the elements of individuals, expected markets, orientations from family and friends and cost factors also affected on the decision to export labor of rural workers in Phu Tho province.

Key words: Labor Export, Rural Workers, Remittances, Phu Tho province.

FOREST CONSERVATION IN THE CONCEPT OF BUDDHISM

Dr. Lamngeune Souliyavong, **Assoc.Prof. Puttharak Prabnok**

Faculty of Humanities and Social Sciences, Khonkaen University, Thailand

This article needs to present forest conservation in view of Buddhism. On study to show about concept of Buddhist doctrines are important for conservation forest restoration and preservation of forest resources have abundance because forests are important of natural resource and are connected to other resources in the world such as water, soil, air, wildlife and human. So, Buddhist doctrines can be used as guidelines or it is a good way to forest conservation. Whether it is the doctrine of living without encroaching on natural resources and livelihood have to interdependent on each other with natural

Keywords: conservation, forest, Buddhism

THE ROLE OF BUDDHISM IN ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT IN VIETNAM TODAY

Assoc. Prof. Pham Cong Nhat, *nhatpc2010@gmail.com*

University of Social Sciences and Humanities, VNU

Environmental protection and sustainable development are the common development trend of many countries in the world today including Vietnam. The career of protecting the environment towards sustainable development requires the joining of many different forces in society, including religions. As one of the religions tends to incarnate, Buddhism in the past as well as the present always focused on environmental protection and sustainable development. That, not only manifests itself in the way of action but also expresses clearly with philosophical views in the Buddhist teaching system. Vietnamese Buddhism always accompanies and develops with the nation. In today's innovation career, the contribution of Buddhism to environmental protection and sustainable development is one of the important contributions of this religion in the cause of innovation and development in Vietnam today. This article is based on the analysis of the views of Buddhist philosophy on the environment and the development and contributions of Vietnamese Buddhism in history to come to analyze and propose solutions to promote more. and the role of Buddhism in the current environmental protection and sustainable development in Vietnam.

Keywords: Buddhism, the system of doctrine, invading life, environmental protection, sustainable development

BELIEF IN THE THAEN OF ISAN PEOPLE

Dr. Wuttichai Sengsawang, Assoc. Prof. Puttharak Prabnok

Faculty of Humanities and Social Sciences, Khon kaen University, Thailand

The Isan people believe the Thaen¹¹ is the supreme God. Thaen created the earth and all things. Thaen is the Holy Spirit, powerful, destiny and protector of human. The part of Isan culture influenced to believe about the Thaen such as Bun Bang Fai tradition (rocket festival), kite playing, Bai Sri Su Kwan (Thai blessing ceremony), exorcise unlucky and Lum Phi Pha (necromancy). These activities are symbols of relations between Thaen and Isan people. These cultures and traditions, they still believe that the behavior of some animals is the communication of the Thaen to the human world.

Keyword: Thaen, Belief, Isan people

¹¹ God or Phayatan or Phi Pha

DETERMINANTS INFLUENCING THE QUALITY OF ACCOUNTING HUMAN RESOURCES: THE CASE OF HANOI, VIETNAM

Duc Tai Do, *University of Labor and Social Affairs*

Binh Minh Tran, *Advanced Finance 59A, National Economics University*

Thi Ngoc Lan Nguyen, *Trade Union University*

Duc Dinh Truong, *University of Labor and Social Affairs*

Manh Dung Tran, *National Economics University*

This study is conducted to investigate the impact levels of determinants on the quality of accounting human resources in the Accounting service firms in Hanoi. Data were collected from getting 145 questionnaires from accounting service firms doing businesses in Hanoi. Based on the data collected, we use Cronbach's Alpha, EFA and run regression model for knowing the impact levels of each independent variable on dependent variable of the quality of accounting human resources. The results show that three determinants including Business culture (BC), Income (I) and Education and training (ET) have positive relationships with the quality of accounting human resources. Based on the findings, some recommendations are given for improving the quality of accounting human resources of accounting service firms doing business in the context of Hanoi.

Keywords: accountants, determinants, quality of human resources

PAST TRAVEL EXPERIENCE, INNER MOTIVES AND TOURIST ATTITUDE UPON VISITING THE DESTINATION TYPICAL OF CULTURAL TOURISM

Dr. Hoang Thi Thu Huong, *Faculty of Tourism and Hospitality Management, National Economics University*

Knowledge of people's travel motivations and its association with destination selection plays a critical role in predicting future travel patterns. The objectives of this study were to uncover the travel experience of tourist associated with inner motives and attitude toward destination of Hanoi residents to Hue that respectively are destination typical of cultural tourism. The results of an in-depth interviews and investigation reveal travel experience, inner motives and tourist attitude toward destination. Results show that the tourist motivations especially the desire for exploration significantly affect their attitudes. Moreover, travel experience was found to exert a significant effect in the inner motives for exploring culture and sub-culture in destination. Management implications and recommendations for the cultural tourism of Hue destination are provided.

Key word: consumer behavior, travel experience, inner motives, attitude toward destination, cultural tourism destination.55

**PART 4: EDUCATION AND SCOCIAL
DEVELOPMENT**

THE POTENTIAL OF APPLYING BLOCKCHAIN TECHNOLOGY TO SUPPORT MANAGEMENT ACTIVITIES AT UNIVERSITIES IN VIETNAM

Dr. Doan Quang Minh, *doanquangminh@neu.edu.vn*

School of Information Technology and Digital Economics, NEU

Blockchain technology has been applied widely in many countries in different fields such as banking, finance, insurance, health, production, retailing... However, the application of this technology in education seems to be still limited, especially in Vietnam. This paper will introduce an overview of blockchain technology as well as propose some recommendations on the potential of applying this technology to support management activities at universities in Vietnam. Finally, the advantages and disadvantages of deploying blockchain technology at universities in Vietnam will also be mentioned.

Keywords: Blockchain technology, management activities, universities in Vietnam.

THE RELATIONSHIPS AMONG OVERALL E-LEARNING SERVICE QUALITY, E-LEARNING STUDENT TRUST, AND E-LEARNING STUDENT LOYALTY: EVIDENCE IN VIETNAM

Hoang Thi Hue, *hoanghue@neu.edu.vn*

Faculty of Human resources Economics and Management, NEU

Nguyen Thu Thuy, *Thuthuy.yesneu@gmail.com*

Customs Economics 58, National Economics University

Nguyen Thi Thom, *Nguyenthom04101998@gmail.com*

International Economics 58A, National Economics University

Tran Thi Huong Giang, *Giangtranva98@gmail.com*

Banking Finance 58A, National Economics University

E-learning is emerging as the new paradigm of modern education. This study examines the relationships among overall e-learning service quality, e-learning student trust, and e-learning student loyalty in the context of Vietnam. Survey data collected from 690 students in 12 universities in Hanoi were analyzed by regression analysis. The results indicated that the overall e-learning service quality was positively related to e-learning student trust, which in turn positively influences e-learning student loyalty. Also, overall e-learning service quality has a direct effect on e-learning student loyalty.

Keywords: E-learning service quality, E-learning student satisfaction, E-learning student loyalty, Vietnam

THE IMPACT OF SOCIAL INFLUENCE ON UNIVERSITY CHOICE

Nguyen Thi Hai Hanh, *nguyen.hanh@neu.edu.vn*

Nguyen Thi Lan Anh, *lananhnguyen5186135@gmail.com*

Tran Thi Huyen Dieu, *dieuhuyenpark98@gmail.com*

Doan Thi Nhu Uyen, *doanthinhuyyen2110@gmail.com*

Faculty of Human Resources Economics and Management, NEU

This study explores the relationship between social influence and students' university choice. We will statistically examine relationships between herding, informational social influence, normative social influence and the decision to choose a university. We borrowed the scale adjustments of Baddeley (2010), Burnkrant and Cousineau (1975), and Ajzen (1991). Our sample of 502 students was collected from seven universities in Hanoi, Vietnam. After running regression, the results of our study indicate that there is an effect between social influence and university choice. Our findings also suggest high levels of herding, informational social influence, and a low level of normative social influence will positively impact students' university choice.

Keywords: Social Influence, University Choice, Herding, Informational Social Influence, Normative Social Influence

ECOLOGICAL ETHICAL EDUCATION FOR STUDENTS IN VIETNAM TODAY

Nguyen Thuy Linh, *thuylinh.hg1988@gmail.com*

Le Thi Hong Thuan, *thuanlth.neu@gmail.com*

Theoretical Politics Faculty - National Economic University

Students are a unique, quintessential social force in the youth class and a major force to complement the intellectuals. Students are also the main force contributing to the sustainable development of the country in the future. Ecological ethics for students have both immediate and long-term benefits, so it is considered to be the most effective, profound and lasting. In addition to professional qualifications and ethical qualities in general, ecological ethics in particular is one of the criteria to assess the capacity of students when they graduate and join the human resources for national development. Although the ecological ethics of students today has had positive results, there are still many limitations that need to be overcome. In order to improve ecological ethics for students, we must implement a series of complex measures, in which ecological ethical education is an important measure.

Keywords: ecological ethics, ecological ethical education, students Vietnam.

OBSTACLES FROM INTERNAL FACTORS TO THE TRANSITION TO UNIVERSITY AUTONOMY IN VIETNAM

Assoc. Prof. Dr Vu Minh Duc, *ducvm@neu.edu.vn*
Faculty of Marketing, National Economics University

University autonomy is a global trend. Vietnam is not an exception. Although it was launched two decades ago, university autonomy in Vietnam is still at an experimental stage. The most of public universities are still hesitant, not ready for the transition to university autonomy. There are many factors both outside and inside that slow this process. In addition to the factors that motivate the transition to university autonomy, obstacles from internal factors cause many issues to be addressed both on the macro and micro levels. The internal factors that are identified to have a negative impact on the transition to autonomy include: improper awareness of university autonomy, restrictions⁵ on higher resources, weakness in financial resources and incompleteness of university organizational structure to operate a university autonomy. That requires the application of systematic and comprehensive solutions to accelerate the transition to university autonomy. The main solutions proposed include: Classifying and evaluating public universities that are not autonomous, setting up a roadmap and timetable for conversion; converting financial allocation methods to training and bidding methods of training from the state budget; completing the system of legal documents on university autonomy; perfecting the organizational structure of the university, especially establishing the real power of the university council; strengthen internal university communication activities.

Keywords: internal factors, obstacles, university autonomy

USING PROBLEM-BASED LEARNING IN THE THAI LANGUAGE CLASSROOM, PRINCE OF SONGKLA UNIVERSITY

Ratchaneechay Choeirod, *ratchaneechay.c@psu.ac.th*
Faculty of Liberal Arts, Prince of Songkla University, Songkhla, Thailand

The results of this study are aimed at analyzing the outcomes of using problem-based learning in managing teaching and learning for university students who registered to study for Term 1/2561, Subject 896-439 “Words and Meanings” 3(3-0-6), Faculty of Liberal Arts, Prince of Songkla University, Hat Yai Campus, including 51 students altogether. The findings show that in management of teaching and learning the teacher should adapt her role as teacher to become more of a coach and facilitator, providing guidance to learners as they conduct research and independent study in the form of social problem posing, as in PBL (Problem-Based Learning). PBL has 5 stages of implementation, 1) Planning, 2) Teaching, 3) Execution, 4) Concluding Lessons Learned, and 5) Evaluation. Management of teaching and learning using the PBL structure can help learners to develop the type of thinking process that underlies studying and working in group contexts. Additionally, it creates a context for learning from doing practical work.

Keywords: Learning, Problem-Based Learning, Thai Language Classroom

THE NEW CHARACTER OF THE LITTLE RED CAP ON THAI ONLINE LITERATURE

Montika Mokudak, Areeya Wongprachasuk, Umarin Tularak

Thai Department, Faculty of Humanities and Social Sciences, Khon Kaen University

This article aims to compare the story of The Little Red cap from the original literature and online literary, based on the concept of Interpretation of the story with psychoanalysis approach to apply to study of the original by Charles Sparrow, from the 3 modified versions of Grimm's story books, online literature of Kao Than Fai, and Ceylon. The findings indicated that the three modifications of the works still have a similar points in the original story. There are, however, different points that is some contents and characters having been changed by the online authors. The Little Red cap who had a gentle heart good personality and beautiful appearance has become a psychotic child ruthless. That content is new character being interested by the online readers. Therefore, content modifying is the popular strategy of online authors that it lead to interesting reader who have understood the original version.

Keywords: The little red cap, online literature, psychoanalysis approachh

THE MAIN PROTAGONIST CHARACTERS IN THAI ONLINE LITERATURE: UNGLY DUCKLING SERIES

**Areeya Wongprachasuk, Suparat Kumram,
Umarin Tularak, Pornchanit Namkort**

Thai Department, Faculty of Humanities and Social Sciences, Khon Kaen University

This article focuses on the strategies of the main protagonist character in Thai online literature and the values of characters. The data is the Ugly Duckling novel being online literature which was analyzed the background and personality both outside and inside to lead the study of main protagonist character how is the strategy built and linked to the reflection of the value protagonist. The result indicated that all 4 female protagonists have similar background which most of the characters come from high level of their families and having a similar external personality likes the distinctive look and appearance but there are differences in the aspects of internal personality. This is caused by different social conditions affecting the character of the character, both positive and negative behaviors such as weakness, self-confidence, fear, courage, expression, determination and attention. These are the strengths created through tactics by allowing the character to be the subject of the story and their behavior are created in both complicated and uncomplicated ways including creating problems for the characters. This lead to have the conflict in their mind and social values. These things that make the characters blend between the original and the new imagination which will lead to the reflection of the value of the characters in these 4 novels in terms of conveying values within the minds of women that are above the external appearance from ugly person became beautiful person.

Keywords: literature online, Ugly Duckling, Thai literature online, Protagonist

LEXICAL LOSS OF ENVIRONMENT THE NORTHEASTERN LANGUAGE: THAILAND

Wanida Banyen, Rattana Chanthao

*Thai Department, Faculty of Humanities and Social Sciences,
Khon Kaen University*

This article aims to describe the degree of loss in the environmental category of the local vocabularies in the northeastern language of Thailand or Isan dialect by using the concept of language change and language loss. This research collects the data from 20 words derived from the northeastern dictionary and obtained from an interviewer who are native and expertise of Isan language and cultures. The vocabularies data will be questioned with 60 teenagers in Isan people in the northeastern region in male and female. The data obtained to analyze statistical values easily with percentage ratio and were presented the results by the descriptive analysis including the statistical tables. The results show that these terminologies were divided into 2 main categories, including those that are being used in many daily lives and terminology that may occur in the future. The first category has been potentially lost that there are 4 words by 20%. The second category has not been lost that there are 16 words by 80%. The second category was divided into 2 sub categories that is 1) the words have been used in daily life or will has not lost that there are 13 words by 65% and 2) there are tendency lost in 3 words by 25%. The results of this research found that the first category might be lost in the future rather than the second one.

Keywords: language loss, language change, northeastern dialect, cultural lexicons

LEXICAL LOSS OF LOCAL VEGETABLE IN THE NORTHEASTERN LANGUAGE, THAILAND

Uraiwan Noonasaeng, Rattana Chanthao

Thai Department, Faculty of Humanities and Social Sciences, Khon Kaen University

The article aims to explore the status of the use of local vocabulary in the vegetable section of the northeastern region in Thailand. Use the concept of language change and language loss. This research collects data from 20 words derived from the northeastern dictionary and obtained from an interviewer who tells the language of Isan people. By using the vocabulary data to inquire with the northeastern people in the northeastern region of 60 people, divided into male and female groups of 30 people, aged between 16-20 years. Living in Khon Kaen province, using the data obtained to analyze statistics with a simple percentage ratio and presenting research results in the descriptive analysis together with statistics tables and pictures. The research found that these terms are divided into 2 main categories. The first group that is still used in many daily lives and the second group is groups that are vulnerable to lose in the future. The first group of words is vegetables that are popular in every region and are sold by stalls and the second group of terminology is vegetables that are popularly eaten only in the northeastern region and do not find general trading. Including some rare species, so it is not found to be used as a side dish with the current Isan food. In addition, there is also found that there is a complete loss of 1 word, which is the word 'Pak Lin Phee' which is a rare vegetable and is not commonly seen in the Northeast and other regions.

Keywords: language change, language loss, northeastern dialect, culture lexicons

THE LEXICAL LOSS OF LOCAL FRUITS IN THE NORTHEASTERN LANGUAGE: THAILAND

Areeya Wongprachasuk, Rattana Chanthao

Thai Department, Faculty of Humanities and Social Sciences, Khon Kaen University

The objective of this article is to investigate the status of using the local vocabulary in the fruit category of the northeastern language in Thailand. Using the concept of Language Change and language loss. This research has collected data from 20 vocabulary words obtained from the Isan dictionary and obtained from an interview with the speaker who is in Isan and using the vocabulary information to inquire with the northeastern people in the region of 60 people, both male and female, aged between 15 to 20 years, using the data obtained to analyze simple statistics with percentage ratios and presenting the results of descriptive analysis together with statistics tables and pictures.

The study indicated that vocabulary of the fruit category in Isan language that is not classified as a lexical loss there is one of words that is 'บั๊กนัด' which is the term used to call pineapple fruits that are commonly known and often use the same word in many areas of the Northeastern to make this word not less. As for the other 19 words, it is classified as a lexical loss, respectively, and the words that are in the most lexical loss state there is one word, that is 'บั๊กเม็ก'. From the interview found that Is a rare and unknown fruit in adolescents Therefore causing this word to be lost in the future. In addition, there are 18 vocabulary terms that are arranged according to the order of loss from low level, medium to high. By factors that cause these terminologies to occur in the lexical loss due to the use of Thai standard language instead of Isan language and some fruits are rare fruits, causing people who have never seen or never eaten do not know these terms. The most people who are target groups when seeing fruit pictures They will know through the experience they have eaten, but often do not know the name of the fruit or some people know the name of this fruit in the standard Thai language only, causing these terms to be less and may be replaced by new words at the end.

Keywords: language loss, language change, northeastern dialect, cultural lexicals

THE NEEDS TO DEVELOP INFORMATION SYSTEMS FOR QUALITY ASSURANCE OF WORKERS OF QUALITY ASSURANCE, KHON KAEN UNIVERSITY TO GET READY FOR AN EXTERNAL AUDIT OF HIGHER EDUCATION LEVEL

Sasithorn Sithiprom, *sasit@kku.ac.th*

Assoc. Prof. Dr. Ratana, *jratta@kku.ac.th*

Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand

This study was survey research which aimed to investigate the quality assurance staff of Khon Kaen University's needs for the development of an information system for educational quality assurance and to develop guidelines for development of an information system to increase effectiveness of operation of education quality assurance. The population was 120 workers of quality assurance of Khon Kean University. The instrument used in this study was a questionnaire about the needs for development of information systems for quality assurance of workers of quality assurance, Khon Kaen University, in preparation for the external audit of the higher education level. Data were collected with a 5-point Likert scale questionnaire and analyzed by using frequency, percentage, mean and standard deviation. The findings revealed that the needs with the highest operating level were information services at the high level (Mean = 4.32, S.D. = 0.734). The highest operating level issue was the availability of a management system which reported outcomes and problems in relation to usage of the information system at the highest level (Mean = 4.50, S.D. = 0.812). In order to develop the information storing system, a meeting should be held to discuss and share ideas since each faculty used and stored information differently.

Keywords: information system development, education quality assurance, external audit, higher education

THE PROBLEM AND SOLUTION OF COMMUNICATION SKILLS BETWEEN FOREIGN AND THAI OFFICERS IN THE UNIVERSITY

Pasara Namsaeng, *pasana@kku.ac.th*

Sutida Ngonkum, *nsutid@kku.ac.th*

Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand

This study aims to analyze the communication problem taking place in cross-cultural setting. The focus of this study is on the foreign staff who are currently working at the Faculty of Humanities and Social Sciences, in one of the famous universities in Thailand. The Faculty of Humanities and Social Sciences is the faculty that contains the foreign staffs the most compared with other faculties. English, Chinese, Japanese Spanish, German, French, and Vietnamese languages are taught by native foreign teachers. The researcher collects the communication problems from the fifteen foreign teachers and analyze the solutions in the organization between Thai and Foreign staff focusing on both Thai and English languages. The result found that Thai language skills seems inadequate for the foreign staff who work in the organization. The foreign staff need more advanced Thai language skills in order to comprehend the language spoken by the local staff, especially Thai writing and reading skills. The result indicates the essential of language courses, which can help promote language communication development in the organization.

Keywords: The problem of communication, the solution of communication, foreign workers

VIETNAM'S SOCIAL INSURANCE

Nguyen Vinh Giang, *gignnl@gmail.com*

Nguyen Thi Hai Hanh, *nguyen.hanh@neu.edu.vn*

Faculty of Human Resources Economics and Management, NEU

This article aims to provide an overview of Vietnam's Social Insurance, assess the current status of policy development and implementation, as well as social insurance regimes in Vietnam in the past. The study draws positive results, limitations, targets orientation and proposes solutions to reform policies, implement social insurance regimes to ensure all members have safe and stable life, and contribute to the country's sustainable economic development.

Keywords: Social Insurance, Compulsory Insurance, Voluntary Insurance, Social Insurance Fund

CONSERVE VALUE OF HAN NOM CULTURAL IN THE DEVELOPMENT OF CULTURAL TOURISM IN VIET NAM NOW

Master Nguyen Thi Hoai An, *Hoaianqb86@gmail.com*

Faculty of Social Sciences Quang Binh University

Open economy creates favorable conditions for tourism development. In the context of globalization, foreign tourists and local people aim to understand the unique culture of each region. Traditional culture is focused on tourism by travel companies. Combined with enjoying the beautiful scenery of the homeland, looking back to the ethnic origin, spiritual cultural tourism has been the current development trend. In the historical and cultural relics containing many Han - Nom cultures are diverse, valuable and valuable. Both national history and local cultural traditions contained in ideological symbols with bold humanity. In recent years, the development of regional tourism, local tourism has attracted a large number of domestic and international visitors. Through traditional cultural festivals, visitors cross over to understand the people, national history and fine cultural traditions of Vietnamese people. The trend of cultural tourism development makes us more and more appreciate and preserve Han Nom cultural values. Spending thousands of years of feudal northern domination, our country existed an invaluable stock of Han Nom heritage. Challenging the time and the impact of the weather, the Han Nom culture and culture system preserves the good traditional cultural values of the nation. Therefore, each locality needs to diversify and develop tourism programs to preserve and promote these Han Nom cultural values.

Keywords: cultural tourism, Han Nom culture

DISCOVERING ADVANCED EDUCATION PROGRAMME STUDENTS' PREFERENCES FOR CLASSROOM ACTIVITIES IN READING CLASS AT NATIONAL ECONOMICS UNIVERSITY

MA. Van Thi Thu Huong, *Thuhuongnn@neu.edu.vn*
Faculty of Foreign Language Studies, NEU

Four fundamental language skills interact with each other. Developing reading skills will also develop listening, speaking, and writing skills. Reading comprehension, using what is understood on new subjects and learning new words during reading can influence listening comprehension as well as oral and written self-expression. Increasing love for reading in students can only be possible by determining the interests and needs of those students and guiding the students towards those needs and interests. Moved with the conviction that learners and learners' preferences are of crucial importance in the development of learner autonomy, I asked approximately 300 students of Advanced Education Programme at National Economics University, to state their views as to how they prefer learning Reading skills. The data obtained reveals significant results suggesting the preferred activities in the Reading classroom. Hopefully it should be helpful for teachers who are wondering about how learning activities should be arranged and implemented in the Reading skill classes.

Keywords: class activities, reading skills, reading classes, students' preferences.

A BETTER APPROACH TO ECONOMIC DEVELOPMENT FOR INDIGENOUS MEDICINE IN MYANMAR: THE LEAVES OF TADEHAGI TRIQUETRUM (L.) H. OHASHI (LAUK-THAY)

Assoc. Prof. Dr Thanda Aung, *dr.thandaraung13@gmail.com*,
Department of Chemistry, University of Yangon, Myanmar

Prof. Dr Than Than Oo, *drthannhannoo@gmail.com*
Department of Chemistry, Patheingyi, Ayeyarwady Region, Myanmar

Professor and Head Dr Ni Ni Than, *drnnthan@gmail.com*,
Department of Chemistry, University of Yangon, Myanmar

There is large scale international trade in medicinal plants, used both for herbal medicine and for the manufacture of pharmaceutical drugs. There is also growing interest in obtaining samples of plant material, or traditional knowledge about plant uses, to explore for new commercial medical products. Medicinal plants, Tadehagi triquetrum (L.) H. Ohashi, are abundant in Myanmar. The role of traditional medicine has played an important part in Myanmar's history. Although the use of modern medicine has dramatically increased, it is not easily accessible for much of population due to prohibitively high costs and limited availability, especially in rural areas. Even when it is readily available, many people are reluctant to use it because of cultural differences. Traditional medicine has been used for generations and is more affordable and easily obtainable –even in rural areas- therefore it continues to be widely used and plays a significant role in health care in Myanmar. Now, Fame Pharmaceuticals has made many efforts to produce a potent herbal medicine with the extracts of herbal plants. This research focused on Myanmar Indigenous Medicine of the leaves of T. triquetrum for commercial use in low cost for local people and some bioactivity studies.

Keywords: commercial use, Tadehagi triquetrum (L.) H. Ohashi, traditional medicine

IMPROVING THE EFFICIENCY OF BANKING CAPITAL SOCIAL POLICY REGARDING DIFFICULTIES THROUGH STRENGTHENING TRAINING FOR MARKET ECONOMY AND REVOLUTION 4.0

Dr. Bui Hong Diep, *Buihongdiep72@gmail.com*

Finance and Accounting Department, University of Food Industry Ho Chi Minh City

Vietnam Bank for Social Policies (VBSP) mobilizes capital and lends capital to poor households and policy households through officials of 4 organizations: Farmer's Association, Women's Union, Former Association warriors and Youth Union in villages and rural areas throughout the country. Therefore, in order to improve the efficiency of loan capital of the Vietnam Bank for Social Policies, it is necessary to strengthen training on market economy knowledge and revolution 4.0 for this staff. Through secondary data sources and reports of Vietnam Bank for Social Policies, the article focuses on analyzing and evaluating that situation and proposing proposals according to the set objectives.

Keywords: market economy, cadres of ethnic minorities, minorities and disadvantaged areas

A STUDY ON SOCIAL CAPITAL AND JOB ISSUES OF GRADUATES IN A TRANSITIONAL ECONOMY OF VIETNAM

Assoc. Prof. Nguyen Ngoc Son, *sonnn@neu.edu.vn*

MA. Nguyen Van Dai, *dainv@neu.edu.vn*

Faculty of Planning and Development, National Economics University, Vietnam

In this study, we argue that although social capital plays a critical role for graduates as a job-seeking channel, its role is differently presented in various kinds of job in a transition context of Vietnam's economy. This paper will analyze the ways in which social capital have impacts on the job of graduates through the whole process of job seeking. In doing so, we use a mixed methodology which includes (i) quantitative method with 549 observations; (ii) qualitative method with a sample of 13 respondents involved in 1-1.5-hour in-depth interviews. We conclude that the use of network in many different forms is still fruitful for job seekers.

Key words: Graduate employment; social capital; family bonds

EDUCATIONAL PHILOSOPHY IN TRAINING TOURISM HUMAN RESOURCES IN VIETNAM

Prof. Dr. Pham Van Minh, *minhvp@neu.edu.vn*

Faculty of Economics, National Economics University, Vietnam

Dr. Nguyen Thi Bich Thuy, *nbthuy61@gmail.com*

Faculty of Political Theory, National Economics University, Vietnam

The essay comes from the thesis: Labor is the decisive factor in the success of all social processes. Labor resources must be respected and used effectively in the humanities; must be trained first. By method of analysis - synthesis; history - logics; combined with qualitative and quantitative research, the essay analyzes the actual situation of tourism human resources and the training process of tourism human resources. From that, the essay has pointed out the necessity and direction of building the educational philosophy in training human resources in tourism in Vietnam.

Key words: educational philosophy; human resources in tourism; tourism; training

**PART 5: ENVIRONMENTAL ECONOMICS
AND MANAGEMENT**

A COMPARATIVE STUDY ON SOCIO-ECONOMIC AND ENVIRONMENTAL DEVELOPMENT OF MYANMAR AND VIETNAM

Dr. Ah Mar, *drmarmar1967@gmail.com*

Associate Professor, History Dept, Patheingyi University, Myanmar

The objective of this paper is to compare and analyze human resources of Myanmar and Vietnam based on socio-economic development and environmental management. Myanmar and Vietnam are the late members of ASEAN. Vietnam joined ASEAN in 1995 and Myanmar in 1997. Both countries are the developing countries in the southeast Asia region. They have seen to have similar socio-economic situations. Both economics started market oriented policies in late 1980s. In addition, both countries have more or less the same factors such as background experiences of colonialism, location, natural resources, economic structure, export structure, culture and custom. Religious, etc. Therefore, more efforts are need to put on enhancing human resources development. If they take the right moves at the right time by improving the quality and capacity of human resources their people enjoy prosperity and pursuit of happiness in the coming days.

Key Words: ASEAN; Human resources, Socio-economic, Environmental, Urban- community

GREEN FINANCING IN THE TRANSITION TO CLIMATE -RESILIENT ECONOMY IN VIETNAM

Prof. Dr. Tran Tho Dat, *tranthodat@neu.edu.vn*

The National Economics University, Vietnam

Assoc. Prof. Dr. Dinh Duc Truong, *truongdd@neu.edu.vn*

The National Economics University, Vietnam

MA. Nguyen Thi Hoang Anh, *nthanh1201@gmail.com*

Ministry of Natural Resource and Environment (MONRE)

Greening the economy involves improving the quality of the environment and tackling climate change, and is a major policy, economic and financial challenge. Key issues that have emerged in this context relate to financing climate change mitigation and adaptation and how to close the financing gap to fund the needed low-carbon investments. Beyond such capital mobilization there is the more general challenge of whether and how the financial system can enable capital reallocation consistent with the “green” transition and for the long run, and what risks, opportunities and incentives are involved. This paper provides a brief overview and summarizes a Vietnamese case discussion on these issues.

Keyword: Climate finance, green financing, resilient economy, economic instrument, low carbon economy

LAO PDR'S ELECTRICITY PRODUCTION AND EXPORTS WITH ENVIRONMENTAL SUSTAINABILITY

Assoc. Prof. Dr. Ngo Thi Tuyet Mai, *ngothituyetmai@neu.edu.vn*,

National Economics University, Hanoi, Vietnam

PhD candidate Phitsanoukone Phonevilaysack, *zai.ktdn21b@gmail.com*

National Economics University, Hanoi, Vietnam

Hydropower is one of the very important energy sources, contributing to the socio-economic development of Lao People's Democratic Republic (Lao PDR) over the years. However, in addition to the positive effects, hydropower plants in Lao PDR have caused serious effects such as reducing forest areas, changing flows and ecosystems of rivers and causing environmental pollution. Therefore, in order to achieve the sustainable development goals by 2030, these problems need to be addressed by the Lao PDR government itself with supports from neighboring countries such as Vietnam and international organizations.

Key words: Hydropower. Electricity exports. Environmental sustainability.

OVERVIEW OF VIETNAM'S ENVIRONMENTAL LAWS

Ph.D Candidate Vo Trung Tin

Deputy Head of Department of Land - Environment Law

Faculty of Commercial Law, HCM City University of Law

Environmental protection has got much attention and been prioritized in policy making for economic – social development of countries worldwide, including Vietnam. The policies have been gradually institutionalized into law. Environmental Law comes into existence as late in Vietnam as in other developing countries, which could be affirmed the latest legal field. Before Environmental Protection Law was issued as an independent legal document by the National Assembly, other environmental regulations in Vietnam have covered some aspects of environmental protection, to meet the authority's management need without targeting at protecting environmental factors. Regulations on environment or environment-related have been found in many separate legal documents. In order to meet the growing demand for integration, Vietnam needs to continue to reform environmental regulations. The paper analyzes the Vietnamese environmental regulations and practical implementation, thereby giving some suggestions.

Keywords: Environment, environmental regulations, environmental protection law, sustainable development.

IMPACTS OF FOREIGN DIRECT INVESTMENT ON VIETNAM'S ECONOMY IN A RELATION TO NATURAL ENVIRONMENT

Dr. Ngo Thi Ngoc Anh, *ngocanhngo.npa@gmail.com*

MA. Nguyen Lan Huong, *nguyenlanhuong.npa@gmail.com*

Institution of Economics, Ho Chi Minh National Academy of Politics

Recently, foreign direct investment (FDI) has been a vital contributor to Vietnamese national economy. A rapid increase of FDI flows has brought various benefits to the economy such as increasing GDP growth rate, creating jobs, increasing export value,... However, the rapid increase of FDI flows in Vietnam recently has also been leading to many environmental issues that requires more society's focuses on to figure out suitable solutions. This paper assesses the role of FDI in Vietnam's economy in a relation with the environment problems through answering two research questions: What are the economic effects of FDI to Vietnam's economy? And How does FDI related to environmental issues in Vietnam? Qualitative research method was employed to analyze secondary data sources to examine these research questions. Basing on research findings, this paper proposes several recommendations to attract more FDI and to ensure environment protection.

Keywords: Foreign direct investment, Vietnam, Pollution, Environment.

CORPORATE SOCIAL RESPONSIBILITY IN GUARANTEEING ENVIRONMENTAL SECURITY

Assoc. Prof. Dr. Nguyen Tran Hieu, *tranvutuan37@yahoo.com.vn*

University of People's Security, Ho Chi Minh City, Vietnam

Dr. Luu Thanh Hung, *thanhhunglaw76@gmail.com*

University of People's Security, Ho Chi Minh City, Vietnam

Nguyen Thi Thu Lai, M.S, *laintt@buh.edu*

Ho Chi Minh City University of Banking, Ho Chi Minh City, Vietnam

Many decades recently, guaranteeing environmental security, a non-traditional issue, has been attracting concerns of many countries in the world. Therefore, it is very important for businesses to fulfill their social responsibility in guaranteeing environmental security. However, due to different reasons, there have been many limitations and shortcomings in the implementation of social responsibility of businesses. These shortcomings and limitations have been negatively impacting the economy, politics, national security and defense of a country in particular and the whole world in general. The paper aims at explaining the meanings of the implementation of social responsibility of businesses to guarantee environmental security and indicates some typical examples of environmental violations caused by businesses in the world. Then, some recommendations to improve the businesses' performance of corporate social responsibility to guarantee environmental security will be presented.

Keywords: environmental security; social responsibility of business

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN THE PROCESS OF STARTUP OF SMALL AND MEDIUM ENTERPRISES (SMES) IN THE MEKONG DELTA REGION, VIETNAM

Nguyen Thi Ngoc Phuong, *PhD Candidate of Can Tho University*

Doan Minh Nguyet, *Tien Giang University*

Dinh Thi Nhu Quynh, Vo Kim Nhan

Ph.D Candidate of Economics University Ho Chi Minh City

The purpose of this paper is to identify factors that are affecting startup performance of small and medium enterprises (SMEs) in the Mekong Delta Region, in which this paper also analysis the important role of corporate social responsibility affecting firm's startup performance. The study results indicate the suitability of the research model with data's research as well as the acceptance of the hypothesis in corporate social responsibility (CSR). The intention of this study is to provide the understanding on how people should start their business by looking at all the factors affecting business success hence help to reduce the risk of failure and increase chances of success. The study examined five factors that influence the SMEs business success. The result has shown that startup performance concept is measured by two key factors in the case of the Mekong Delta Region, Vietnam such as the study results indicate the suitability of the research model with data's research as well as the acceptance of the hypothesis in corporate social responsibility and startup ecosystem. Both of them are affected by four variables as the government policy, financial capital, social factors, and human capital. However, the research subject has certain limitations: (i) due to limited resources in conducting research, the sample size consisted of 320 small and medium business in of the Mekong Delta Region, Vietnam, (ii) This study conducted the sampling technique of using direct interview methods from respondents. The theoretical framework has been drawn out and questionnaire was designed based on the factors chosen. The entire hypotheses were successfully tested with SPSS and some hypotheses were accepted.

Keywords: corporate social responsibility, startup ecosystem, startup performance, SMEs

NECESSARY CONDITIONS TO DEVELOP ENERGY SERVICE COMPANY (ESCO) MARKET IN VIETNAM

MA. Phan Thi Trang, *phantranghl@gmail.com*

*Green Growth Strategy Facility,
Ministry of Planning and Investment, Hanoi, Vietnam*

Dr. Nguyen Quynh Hoa, *quynhhoa@neu.edu.vn*

Faculty of Planning and Development, National Economics University

The ESCO concept has been implemented in Vietnam since the beginning of 2000s, up to now there are 17 ESCOs however there is no an official ESCO market in Vietnam so far. By applying in deep interview method, the study finds out that difficulty in financial access, weak legal framework for ESCO contract implementation and lack of government supportive measures are the three common barriers for ESCO market development in the country. These lessons learned in government regulations and supportive measures were considered appropriate in Vietnam to first establish a formal ESCO market in the country and then expand and develop a market commensurate with the potential. Accordingly, the first step the Government should do is to shape the market through legal documents and guidelines for implementation. Vietnamese government should play a role in managing the quality of ESCO projects and providing financial support to ESCO enterprises and energy users, especially in the early stages of market entry.

Keywords: Barriers of Development, Energy Service Company (ESCO), Necessary Conditions

ANTECEDENTS OF GREEN PURCHASE INTENTION: A CASE IN VIETNAM

Dr. Nguyen Binh Minh, *binhminh279@gmail.com*

Le Bao Ngoc, *lebaongoc.tuti@gmail.com*

Nguyen Bao Ngoc, *nguyebaongoc23091991@gmail.com*

Nguyen Viet Dung, *vietdungptit@gmail.com*

Faculty of Marketing, Post and Telecommunication Institute of Technology

The last few years have witnessed a phenomenon growth in the green consumption industry. Yet, relative few studies have been performed in this domain in developing countries. The purpose of this study is to investigate the influence of materialism, perceived risk, trust, corporate environmental advertising, and environmental concern on the willingness to purchase green products in Vietnam. A conceptual model was developed to represent the proposed relationships among the related variables. An online survey was conducted, and 133 valid surveys were collected. This research shed some light on green consumption behavior of consumers in Vietnam. Materialism (centrality), environmental concern, perceived risk and trust were all reported denoting significant influence on consumers' willingness to purchase green products in Vietnam. Limitations for this study mainly come from the representativeness of the sample, which was restricted to consumers in Hanoi. This paper provides a conceptual framework to explain green consumption and its motives.

Keywords: consumer behavior, green consumption, risk, trust, Vietnam

PARTY LEADERSHIP FOR ENVIRONMENTAL PROTECTION IN SUSTAINABLE DEVELOPMENT IN VIETNAM

M.S Phi Thi Lan Phuong, *phuongpl@neu.edu.vn*

Dr. Nguyen Hong Son, *hongson_24771@yahoo.com*

Faculty of Political theories, National Economics University, Viet Nam

The development of the economy is increasingly strong, people use natural resources indiscriminately not only make these resources become exhausted quickly but also make the environment polluted, serious crisis. Recognizing the impact of the environment on sustainable development, the Communist Party of Vietnam has many points of view to direct environmental protection. "Economic development associated with environmental protection" ... is the correct revolutionary perspective that the Party has persevered in pursuing and implementing throughout the process of Vietnam's revolutionary leadership. Consistent views throughout the leadership documents and the Party's direction on environmental protection are: "environmental protection is one of the vital problems of mankind; is a factor to ensure people's health and quality of life; make an important contribution to socio-economic development, political stability, national security and to promote our country's international economic integration". Our Party affirms, harmoniously combining socio-economic development with environmental protection and improvement towards sustainable development.

Keywords: Environmental protection, Communist Party, environment, Sustainable development

IMPACT OF INCREASING POPULATION TO THE ENVIRONMENTAL PROBLEMS IN VIETNAM

M.Sc. La Ngoc Mai, *mailn@neu.edu.vn*

Faculty of Human Resources Economics and Management,

National Economics University, Hanoi Vietnam

The dramatic growth of human population is putting a substantial stain on our environment. The increase of population forced construction, transportation, industrial production, agriculture, and mineral resource exploitation to increase to serve human needs. These are also the main emission sources causing environmental pollution in general and air pollution in particular. The authors collected data analyzing the changes in air pollutants in the 2007-2016 period, from which to analyze the sources of pollution and the results of the paper contribute to improving people's awareness of environmental protection and also offer some solutions to reduce environmental pollution in Vietnam

Keywords: Air and water pollution, Physical environment, Population and environment

IS INCOME FROM FOREST ENOUGH TO ENCOURAGE LOCAL COMMUNE BEHAVIOR TOWARDS NATURAL FOREST PROTECTION?

Dr. Nguyen Thi Thanh Ha, *hanguyen@tnut.edu.vn*

Faculty of Industrial Economics, Thai Nguyen University of Technology

Setting up protected areas in order to combat tropical deforestation and biodiversity conservation has been widely practiced. In order to balance individual well-being and habitat preservation and to encourage the involvement of local people in protecting natural resources, the right of benefit from forest and direct payment are effective way to compensate the cost of resource maintenance. However, the income from forest for local people, especial minority ethnic people is insufficient to fully compensate opportunity costs of forest management and thus, does not motivate the households to manage forest in a sustainable way. In a case study in Dinh Hoa district, we have undertaken a Participatory Rural Appraisal (PRA) exercise to understand the local social patterns and income structures that are decisive on developing an influencing incentive regime for natural forest protection.

Key words: Income, Natural forest protection, Local commune, PRA

THE RELATIONSHIP BETWEEN FOREST RESTORATION AND ECONOMIC DEVELOPMENT IN VIETNAM: EVIDENCE AND POLICY IMPLICATION

Luu Tien Dung, *dunglt@lhu.edu.vn*

Tran Hoang Minh, *minhth@lhu.edu.vn*

Lac Hong University

Protection, development and recovery of forest are vital strategies for developing countries to achieve sustainable development. Since the 1990s, Vietnam has been interested in restoring forests in the face of severe forest degradation. Understanding the relationship between forest cover and economic development is a challenge for researchers and policymakers in Vietnam. Based on the framework of economic theory and practice in Vietnam, the study used a multivariate linear regression model to assess the economic factors affecting forest cover. The study uses the secondary data period 1990-2017 in Vietnam. Research results confirmed: Rural population and GDP per capita (Low / High economic development level) have an impact on forest cover and these relationships following the shape of Kuznets environmental curves.

Keywords: Forest degradation; Forest restoration; Economic development; The environmental Kuznets curve (EKC).

DEVELOPING THE SUSTAINABLE AGRICULTURE IN VIETNAM IN THE CONTEXT OF THE INTERNATIONAL INTEGRATION

Truong Thi Thuy Lien, *thuyliektcn@gmail.com*

Thai Nguyen University of Technology

During the past, Vietnamese agriculture has played a fundamental role in reducing poverty and ensuring social stability as well as national food security. On the contrary, the agriculture has not yet developed sustainably when the competitiveness of some agricultural products is not high, the consumption market is unstable, it has not yet formed an effective agricultural value chain and farmers' income is still low. Towards the sustainable development in the context of international integration, there is a big question for theoretical researchers, policy makers and practitioners: What are solutions for the national agricultural development?

Key words: agriculture, food security, international integration.

RESEARCH AND PROPOSE A LEGAL FRAMEWORK FOR STAKEHOLDERS IN THE NATIONAL MRV SYSTEM IN VIETNAM

Pham Thanh Long¹, Doan Quang Tri^{2*},

Vuong Xuan Hoa³, Ngo Thanh Tam²

¹ *Sub-Institute of Hydrometeorology and Climate Change*

² *Viet Nam Meteorological and Hydrological Administration*

³ *Institute of Hydrometeorology and Climate Change*

**doanquangtrikttv@gmail.com*

In order to develop and complete the legal framework for the national MRV system, a number of prerequisites need to be taken such as: defining the roles and positions of stakeholders and implementing agencies with human necessary resources; identify national processes, procedures and policies for management and implementation of greenhouse gas emission reductions. The establishment of a national system of greenhouse gas inventories is the first step in developing a national MRV system. Some proposals and recommendations on MRV in this study are based on the views of the Ministry of Natural Resources and Environment and related parties. In particular, proposals on integrating issues of MRV into the framework of institutional climate change have been established with specific roles and positions of relevant ministries and sectors. The contact organizations for climate change and a number of relevant agencies are proposed for additional tasks on NAMAs/MRV. These agencies will work closely with NAMA implementers to carry out monitoring, reporting and verification. To complete the legal framework for the national MRV system, a number of legal documents that need to be issued by the Prime Minister, also the head of the National Committee on Climate Change. These documents need to specify the roles and responsibilities, as well as the cooperation mechanism among the ministries and relevant departments in the MRV system.

Keywords: Monitoring-Reporting-Verification (MRV), Climate change response, MRV National system.

A CHOICE EXPERIMENT TO ESTIMATE WILLINGNESS-TO-PAY FOR AIR QUALITY IMPROVEMENTS IN HANOI CITY: RESULTS OF A PILOT STUDY

Nguyen Cong Thanh, *thanhnc@neu.edu.vn*

Le Ha Thanh, *lehathanhneu@gmail.com*

*Faculty of Environmental, Climate Change and Urban Studies,
National Economics University, Vietnam*

Air pollution has been a major concern for people around the world, especially in urban areas of developing countries, such as Hanoi city. Based on the choice experiment approach, this paper presents estimates of residents' willingness-to-pay (WTP) for improving air quality of Hanoi. Hanoi residents expressed their strong preferences for increase of green spaces and reduction of air pollution-related deaths. The mean marginal WTP for the increase of 1 m² in per-capita tree cover is estimated at 2,256 VND per month; and for the reduction of 1 in 100,000 death related air pollution is about 1,865 VND per month. Hanoi residents appear to be willing to pay monthly 70,591 VND for the maximal improvements in air quality. This maximum amount of WTP accounts for about 0.5% of household income. The information on residents' WTP for improving air quality would be useful for policy makers in investing effectively in controlling air pollution given the budget limitation.

Keywords: Air pollution, Choice experiment, Hanoi

MAINSTREAMING GREEN HOUSE GAS (GHG) EMISSION REDUCTION ASSESSMENT INTO GREEN GROWTH ACTION PLAN (GGAP) IN QUANG NINH PROVINCE

Assoc. Prof. Dr Le Thu Hoa, *hoalethu@neu.edu.vn*

*Faculty of Environmental, Climate Change and Urban Studies,
National Economics University, Hanoi, Vietnam*

PhD Candidate Nguyen Thi Dieu Trinh, *trinh4mpi@gmail.com*

*Department of Science, Education, Natural Resources & Environment,
Ministry of Planning & Investment, Hanoi, Vietnam*

This paper combines the methodologies of green-house-gases (GHG) emission inventories, emission factors by the Inter-governmental Panel on Climate Change (IPCC) and specific emission factors for Vietnam to assess GHG emission, reduction potentials and costs in Quang Ninh province. GHG emissions from sectors of energy, transportation, agriculture, forest and land use (AFOLU) in Quang Ninh have a tendency to increase fast up to approximately 29.25 – 31.55 million tons of CO₂ equivalent (CO_{2e}) in 2020 and around 32.90 – 35.13 million tons of CO_{2e} in 2030. With 16 opportunities in industries and energy, 7 opportunities in AFOLU, the potentials of GHG reduction towards 2020 respectively are 3.03 and 2.22 million tons of CO_{2e}; for 2030 respectively 4.34 and 2.38 million tons of CO_{2e}, with the total costs respectively at 1,671 billion VND and 578 billion VND (exchange rate at VND 23,000 = USD 1). Quang Ninh province needs to complete and announce the provincial green growth action plan (PGGAP) with the list and information of GHG reduction opportunities to create consensus as well as attract investments from private sector and the community; review financial policy framework and other related policies to promote the GGAP implementation.

Keywords: Green House Gas (GHG); Emission Reduction; Green Growth Action Plan (GGAP); Quang Ninh province.

ESTIMATES AND PREDICTIONS OF GREENHOUSE GASES EMISSIONS FROM OPEN RICE STRAW BURNING IN QUANG NINH DISTRICT, QUANG BINH PROVINCE

MSc. Hoang Anh Vu, *vuhoang304@gmail.com*
MSc. Vo Thi Nho, *ngocnho256@gmail.com*
*The faculty of Agriculture, Forestry and Fisheries,
Quang Binh University, Quang Binh, Viet Nam.*

Quang Ninh district, Quang Binh province is an agricultural district, which workers in the agricultural sector accounted for more than 60%. In 2018, the quantity of rice straw in Quang Ninh district was approximated of about 74,103tons. In the summer-autumn season, the quantity of rice straw was about 43,853 tons (account 59% of the year). The result of 200 local farmers showed that open rice straw burning is the most common activity in the summer-autumn season (73%). In the winter-spring crop, 60% of rice straw is used for animal husbandry, 13% of rice straw is mixed with cow dung, manure... for composting. Based on the quantity of rice straw burning on the fields, the greenhouse gas emissions CO₂, CH₄, CO, PM₁₀... was estimated by using research results of Gadde B et al 2009 and the ABC EIM guidelines. The results using research results of Gadde B et al 2009 show that CO₂ emissions are the largest with 44,405.9 tons/year (accounting for 96.2% of total emissions). In addition, there are small quantities of other gases such as CO (1055.4 tons/year), CH₄ (36.5tons/year), PM₁₀(112.5tons/year). The total emissions from open rice straw burning in Quang Ninh district by using research results of Gadde B et al 2009 have similar values by using the ABC EIM guidelines on case of average emissions. Utilizations of rice straw to produce microbiological organic compost is suitable practices that need to study to reduce rice straw open burning activity in the next time.

Keywords: Quang Ninh district; air pollution; green house gas emissions; rice straw.

ASSESSMENT OF COASTAL SEA WATER QUALITY FOLLOW THE SPACE AND PERIOD FROM 2013-2017 IN QUANG BINH TOURISM BEACHES

MSc. Vo Thi Nho, *ngocnho256@gmail.com*

MSc. Hoang Anh Vu, *vuhoang304@gmail.com*

*The faculty of Agriculture, Forestry and Fisheries,
Quang Binh University, Quang Binh, Viet Nam.*

This study focuses on accessing the status and changes of coastal sea water quality in Hai Ninh and Nhat Le Beach in Quang Binh province from 2013-2017. According to monitoring results in 2017, generally, the sea water quality in Hai Ninh and Nhat Le Beach in dry and rain seasons was pretty good; all of the values of parameters were much lower than the standard. The values of the monitoring parameters vary between the observation periods in the year. TSS content tend to be higher in the first survey, lower in the third survey. Heavy metals such as Cd, Hg, As were relatively stable. Coliform densities in Nhat Le beach increased by 4 observation periods in the year. While coliform density in Hai Ninh beach changed unevenly. The average content of TSS, NH_4^+ , Fe and coliform in Nhat Le and Hai Ninh beach from 2013 to 2017 tend to be decrease. In period from 2013-2017, almost of the values of monitoring parameters were much lower than the standard. There was not the sign of coastal sea water quality degradation in the Hai Ninh and Nhat Le Beach from 2013 to 2017.

Keywords: Coastal sea water quality; Quang Binh province; Tourism beaches.

BUILDING SCALE FACTORS IN THE BUSINESS ENVIRONMENT AFFECT ASSET INVESTMENT OF SON LA'S ENTERPRISES

MSc. Dao Thi Van Anh, *daovananh1987@gmail.com*

Department of Economics, Tay Bac University, Son La, Vietnam

Asset investment is a period which decides business results of enterprises. In addition, the business environment is also important for enterprises. In order to accurately determine the impact of factors in the business environment on the assets investment, especially the qualitative factors, the development of a measure of factors with measurement indicators is really needed. By combining qualitative and quantitative methods with 107 questionnaires in Son La, Vietnam, the author develops a scale that measures three groups of qualitative factors in the business environment that influence the asset investment of Enterprises, include: infrastructure and technology factors, local incentive factors and socio-cultural factors of the locality.

Keywords: Enterprise, factor, investment decision, scale.

GROUND CLEARANCE: FACTORS INFLUENCING AFFECTED LAND USERS AND SOLUTIONS IN VIETNAM

Le Nguyen Hong Phuong, *hphuongtuan123@gmail.com*

Real Estate Research & Development Institute

This research analyzes factors which influence land users whose land is acquired for public purposes, therefore, proposes a number of solutions to improve compulsory land acquisition (CLA) in Vietnam. The supposed factors include legal basis on CLA, the attitude of affected land users towards projects, the knowledge level of land users in law, Disagreement between the Government and the land users (price and other factors). The solutions include both longterm and shortterms ones to better land acquisition progress.

Key words: Compulsory land acquisition, ground clearance, compensation

THE IMPACTS OF VIETNAM SOCIO-ECONOMIC DEVELOPMENT ON THE ENVIRONMENT

Assoc Prof. Dr Ngo Thi Phuong Thao, *phuongthaoneu@gmail.com*

*Faculty of Real Estate and Natural Economics,
National Economics University, Ha Noi, Vietnam*

MBA Nguyen Le Dieu Linh, *nguyenledieulinh93@gmail.com*

*Faculty of Land Management,
Hanoi University of Natural Resources and Environment, Vietnam*

The current socio-economic development is the process of improving the physical and spiritual living conditions for people through the production of material wealth and the improvement of social relations as well as the improvement of cultural quality. In recent years, Vietnam showed robust growth in terms of economic development, along with the fast pace of urbanization and population increase. However, the economic growth has led to serious problems relating to the environment, such as the pollution of the air, water and soil, which hugely affected the quality of human life. Environmental Kuznets Curve (EKC) implied that a country with strong economic background shifting to industrialization or mechanization of agriculture will have positive GDP and the environmental damage level will decrease. The analysis and assessment showed that the environmental problems caused by economic activities are: air pollution in the urban area still maintained at high level; water pollution in rivers and limited fresh water supply; the soil pollution and declining water supply underneath soil are prevailing

Key words: socio-economic development, EKC, air, water, soil, air pollution, water pollution, soil pollution

