

The UEB News



NEWS OF RESEARCH AND EDUCATION

☛ The project "Entrepreneur personality and business culture in Vietnam in the renovation process and international economic integration" led by Prof. Phung Xuan Nha has been adopted by the Vietnam Chamber of Commerce and Industry to build the "Resolution of the Ministry of Politics to develop the body of Vietnamese Businessmen in the Renovation Period."

☛ The research results of the Project "Scientific Foundations of Services Sector Development in Vietnam to 2020" led by Prof. Nguyen Hong Son have been handed over to the Department of Service Economy - Ministry of Planning and Investment and used to design a strategy of Vietnam's services sector development to 2020.

☛ A number of research results of the project "Socialist-oriented economic market in Vietnam" chaired by Prof. Pham Van Dung has been transferred to the Central Theoretical Council to support the documentation for the XI Communist Party Congress.

Up to now, these three Projects have been examined and approved at the State-level as excellent and highly practical.

Deputy P.M. Nguyen Thien Nhan urged the UEB to become an important link chains...

On September 24, Deputy Prime Minister Nguyen Thien Nhan paid a working visit to the University of Economics and Business and the University of Natural Sciences - VNU opening his survey to evaluate the management, the investment and the role of these two as well as other secondary universities in Vietnam.

Assoc. Prof. Dr Phung Xuan Nha - Rector said the University of Economics and Business was assigned to provide high quality human resources in the fields of economics and business administration to meet the requirements of international economic integration. To do it, the School has been creative and dynamic in suggesting ideas and new resolutions and transfer the research results to solve theoretical and practical problems related to economics and business administration. The School has a strategy to build it a highly ranked research university in Asia and the world by 2030.

Speaking with the UEB's key staffs, Deputy Prime Minister made a noteworthy statement: "Although the University of Economics and

Business was newly established three years ago but it has made outstanding achievements in providing human resources in the fields of economics and business. Therefore, the School should continue to improve the quality of teaching and studying, and take responsibility to contribute actively to the socio-economic policy



Deputy Prime Minister Nguyen Thien Nhan expressed his willingness to encourage the board of director and faculty of the University of Economics and Business, Vietnam National University, Ha Noi

planning and the development of Vietnamese enterprises.

Deputy Prime Minister also urged the School to invest in competence building for young lecturers so they can innovate teaching methods, nurture leading scientists and conduct highly practical studies that will be recognized by Vietnamese and international scientists. Hence, the School may become an important link chains in the domestic and international research network of economics and business administration.

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BUSINESS NEWS

▶ **PetroVietnam Gas** Corporation, one of the three leading affiliates of State-owned oil giant PetroVietnam, plans to auction nearly 95 million shares in its initial public offering next month on the HCM City Stock Exchange, the company announced.

▶ A rebound in blue chips in the final minutes of yesterday's session on the HCM City Stock Exchange helped saved the market from a steeper decline and allowed the VN-Index to close off just 0.69% to 450.77 points – after falling to as low as 447 earlier in the day.

▶ **Importing chicken wings and feet** into China is big business for several US companies. China's government says it will impose import duties on US chicken products it says are being unfairly dumped on the Chinese market.

▶ Preliminary statistics show that the total debts incurred by the Vietnam Shipbuilding Industry Group (Vinashin) have reached 86 trillion dong and the interest the group has to pay annually is 10 trillion dong.

▶ **Electricity of Viet Nam (EVN)** has supplied nearly 912 million kWh of power over the past 16 months to Cambodia.

3rd ASEAN Education Forum: Green Education for Sustainable Development

On August 19, the University of Economics and Business, in cooperation with the Asia Strategy and Leadership Institute organized the 3rd ASEAN Education Forum 2010 titled "Green Education for Sustainable Development" with the participation of over a hundred of delegates from ten Asian and ASEAN countries.

As ASEAN enters into a renewed phase of economic growth, education for sustainable development needs to be a fore running thoughts in the minds of ASEAN educators.

Hence, the 3rd ASEAN Education Forum was to boost partnership between public and private universities and to establish a system of green education towards environmental

recommended strategy and policy of green education, established a basis of green education in the ASEAN region, proposed measures to build competency for ASEAN country members, and try to answer the question what new motivations for the higher education system of the ASEAN region are and how to utilize advantages of green education.

At the university-level meeting, the delegates exchanged ideas of "Green Education – A Future Education Model" to clarify the core values, ground, and technology for research, needed infrastructures, supportive methods and a number of case

studies related to green education in the ASEAN region.

In the afternoon, they went on discussing the subjects of "The Expansion of Private Sector for Sustainable Development: Motivations, Challenges and Opportunities" and "The Start of ASEAN Towards Green Education: The Role of Higher Education and Vocational Training."

The Forum was concluded with the Joint Declaration of Green Education.



Prof. Mai Trong Nhuon, President of the Viet Nam National University, Ha Noi, gave a welcome word to the Forum

protection and sustainable development in Asia and ASEAN. Today, it is a must for legislation and curricula to be designed toward green education as all countries around the world have been impacted by the global climate change and environmental degradation. So, the Forum offered an opportunity for policy makers, university managers and enterprise leaders from the ASEAN countries to exchange ideas, propose a basis and enhance the role of green education for sustainable development.

The Forum has run through a number of specific discussion subjects with the active involvement of the participants. Specifically, at the ministerial-level meeting titled "A New Strategy and Policy for Green Education," they

BUSINESS NEWS

✦ The HCM City Stock Exchange will extend the continuous order matching phase of its daily trading sessions on September 13, in a bid to improve transaction volumes.

✦ The top 10 included Thaco Group, Tien Phong Plastics Co, Viet Tien Joint Stock Co, PetroVietnam Construction Joint Stock Corporation, HANAKA Corporation, and Trung Nguyen Joint Stock Co.

✦ Certain economy class airfare prices ceilings increased from VND2.1 million (US\$132) to VND2.5 million (\$128) on Thursday, according to the Ministry of Finance and the Ministry of Transport.

✦ The amount of investment capital for construction of the biggest-ever power plant projects in Viet Nam totalled VND202.1 trillion (US\$10.4 billion) from 2006-2010, according to Electricity of Viet Nam.

✦ The government has announced it will stop licensing steel projects using outdated technology, following complaints of inordinate power consumption by local steel producers.

✦ Thirty-five bankers and trainers from 15 institutions in Cambodia, Laos and Vietnam yesterday participated in a training programme on building sustainable small and medium-sized banking operations in HCM City.

The UEB received the VNU flag of leading emulation organization



On August 16, the Vietnam National University, Hanoi held the meeting to review the implementation of school year 2009-2010 and set goals for 2010-2011. The delegates of the

University of Economics and Business led by the School's Board of Directors, Head of Trade Union, Secretary of Youth Union and others attended the meeting. On this occasion, the School was awarded the flag of the leading emulation unit and the certificate of merit for being at the top among the VNU university members with regards to its high achievements concerning many aspects of operation and contributions to task implementation promoted by the VNU in 2009-2010.

New Zealand Ambassador visited the UEB

On August 15, New Zealand Ambassador Heather Mhairi Riddle and Head of Department of Economics and Finance, Massey University (New Zealand) Prof. Martin Young visited the University of Economics and Business. On behalf of the University, Assoc.Prof.Dr. Nguyen Hong Son, Vice Rector welcomed and discussed with them on cooperation possibilities. He especially encouraged Heather Mhairi Riddle to further facilitate cultural and academic exchanges between his students and their counterparts from New Zealand. In responding him, Heather Mhairi Riddle said she was very willing to support and create opportunities for students to join in exchanging events within her ability and right. At the event, Prof. Martin Young highly appreciated the chance to visit the University of Economics and

Business. He affirmed that the growing number of collaborative activities between the University of Economics and Business and the Department of Economics and Finance show a bright and long lasting relations for the two Universities.



Before leaving the University, Heather Mhairi Riddle and Prof. Martin Young had taken part in the Information Day of Bachelor Business 2+2 Program which was jointly conducted by the UEB and the Massey University. Heather Riddle did introduce the students and their parents about New Zealand, its culture and educational systems.

BUSINESS NEWS

A new school year of 2010-2011 started

On September 16, the University of Economics and Business organized the opening ceremony of the academic year 2010-2011 at the December 10 Meeting Hall.

Attending the ceremony were the University of Economics and Business's leaders, faculty, staff, students and their parents. Dr. Pham Quang Hung – Vice President and other representatives of VNU, and enterprises were present at the ceremony, too. Especially, the School was honored to receive the attendance of Mr. Alistair Crozier, New Zealand Deputy Ambassador and Mr. David Moyer, Acting Counselor of Culture and Information, U.S Embassy.

Addressing at the ceremony, Assoc.Prof.Dr. Phung Xuan Nha - Rector reviewed the achievements that the University of Economics and Business gained in the previous academic year and stated the target missions for the coming term. He congratulated the commencing students and affirmed: "The students who are attending this opening are all excellent for having passed the harsh entrance examination to start a new life, a life of a student." He mentioned the efforts that the School has made and hoped he could see the sharing of and best efforts by the students, too.

Dr. Pham Quang Hung told the students that: "For you who have become students of the University of Economics and Business, a prestigious institute, it is an honor. You should be proud as students of the Vietnam National University, Hanoi a leading center education and research. I hope you take opportunities, do your best in study and research, enhance your self-esteem, and satisfy the expectations of your families and the requirements of the society..."

Mr. Alistair Crozier appreciated the wonderful relationship between Vietnam and New Zealand and the joint academic programs between the University of Economics and Business and the institutes from New Zealand.

"The University of Economics and Business has set up good relations with the US Embassy and universities from US such as Benedictine, North Central and Troy in joint academic programs at bachelor, master and doctor levels. The US embassy has always supported educational collaborations and honored to be a



partner of the School.

On this occasion, the School awarded the Tran Van Tho Scholarship, the certificates of merit and several presents to the students who achieved top entrance scores, or gained excellent results in academic or social activities, or made efforts in study despite their disadvantaged circumstances.

The School's partners included Saigon Securities Inc., ACCA Vietnam Representative Office, Sacombank, and Hanoi Technology Institute JCS. also gave many scholarships to the students worth 149 millions VND.

- Vietnamese firms are unhappy that new food safety rules that took effect early this month have made it difficult for them to obtain seafood import licenses.
- Hanoi's trade deficit reaches nearly 10 billion USD, while HCM City reaps a trade surplus of about 300 million USD in the first nine months of this year, statistics offices in the two cities stated.
- The Thai scholar circle has extolled Vietnam as a country with favourable investment environment, saying they believed in further development of the bilateral cooperative relationship, despite challenges.
- Financial institutions must play a more active role in promoting sustainable hydropower development in the lower Mekong river basin, the World Wide Fund for Nature (WWF) has said.
- The negotiations and signing of the Free Trade Agreement (FTA) between Vietnam and the European Free Trade Association (EFTA) are a foundation for enhancing bilateral trade ties, said a seminar in the central coastal city of Nha Trang on Sept. 23.
- Top ten young entrepreneurs of the city will receive the "Best young businessman" award 2010 at a ceremony on October 1, announced the Ho Chi Minh City Young Business Association.

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The UEB's Communist Party Congress

The U.E.B.'s fourth Communist Party Congress of 2010-2015 term, summoned on 26/5/2010 was a success. The attendants were reviewing the University's developments during the foregoing term (2005-2010) and were setting goals for the next term of 2010-2015.

The U.E.B.'s Communist Party is to uphold the spirit of unity and democracy. With all members' strong determination, the Party has been successful in making it a highly responsible organization. The U.E.B.'s Communist Party has been awarded the most excellent Party unit within The Vietnam National University, Hanoi.

The Party has played a highly important role in



Prof. Phung Xuan Nha congratulated the Party Committee for having accomplished successfully the term 2005 - 2010

running the University of Economics and Business. It has reviewed and assessed the University's progress, issued timely resolutions and outlined plans for major issues such as human resources, staff and lecturers' level of competency, scientific researches, international relation development, as well as academic programs. There has been a clear-cut allocation of responsibilities for the Party members which has encouraged them to take initiatives in professional and management activities. The Party members have been exemplary in upholding a good moral and healthy lifestyle. They have been proven to be free from corruption, bureaucracy, and authority abuse.

Addressing at the Congress, Mr. Pham Trong Quat, General-General Secretary and Vice President, VNU, Hanoi, made a noteworthy statement: "Though a young university member at the V.N.U. Hanoi, the U.E.B. has

been able to claim its prestige in the education system of Vietnam. The U.E.B. has been known for its high quality in providing human resources in the field of economics and business. The U.E.B. has been making constant efforts in renewing its operation and organization. It has been noted that the leaders at the U.E.B. as well as its staff and faculty have been doing their best to successfully implement top priority tasks and to secure sustainable developments. During the past years, the U.E.B. has proven to be at the top among the VNU university members with regard to its high achievements concerning creative ideas, and task implementations promoted by the VNU. Under the Party's leadership, the U.E.B. has achieved its ranking as an excellently advanced university".

For the forthcoming term of 2010-2015, the Party has come up with a motto for the UEB to follow: "Keep renovating the UEB's operation to utilize all available resources in order to make breakthroughs in quality improvement, academic and scientific research programs".

It has been the Party's plan to make the U.E.B. not only a research university with several specialized disciplines approved by the MOET but also a highly ranked one among advanced universities in Asia as well as a world-class prestigious university.

BUSINESS NEWS

✓ Vietnam's largest industrial gas plant operational: An industrial gas plant with capacity of 8,500 N cu.m per hour, the largest of its kind in Vietnam, was put into operation on October 6 at the Hoa Phat Steel Complex in the northern province of Hai Duong by the Messer Hai Phong Industrial Gas Company Ltd.

✓ Italian investors keen on Vietnam's infrastructure: Italian enterprises are interested in infrastructure investment in form of public-private partnership (PPP) model in Vietnam, especially in developing highways.

✓ Foreign firms look to raise city investment: Small- and medium-sized foreign firms in HCM City are looking to increase their capital because they see potential for expansion and growth.

✓ High gold price fails to deter shoppers: Demand for gold jewellery on the domestic market has not significantly changed despite the fact that the cost of gold has climbed to its highest ever level, according to industry experts.

✓ Free trade advantages for Vietnam, RoK firms: RoK Ambassador in Vietnam Park Suk-hwan has urged businesses of both countries to take advantage of preferences from the ASEAN-Korea Free Trade Agreement (AKFTA).

Students from leading Asian universities gathered in Hanoi at GPAC 2010

On August 24-26, over 150 students from the University of Economics and Business - VNU (Vietnam); Keio University, Chiba University of Commerce and Meio University (Japan); Seoul National University (South Korea); and National Chengchi University (Taiwan) gathered in Hanoi to attend the Global Partnership of Asian Colleges 2010 (GPAC 2010). The GPAC 2010 entitled "The Road to the Recovery and Development of Asia" was hosted by the University of Economics and Business for the first time.



Prof. Nguyen Hong Son, Vice Rector of the University of Economics and Business had a friendship hand shake with Prof. Haruo Shimada (Sika University)

"The past few months have seen a constant news reporting on the recovery of the global economy and finance, some countries even some in Asia however are still struggling to overcome the consequences of the financial crisis developed in 2007. In light of these events, the GPAC 2010 is focusing on the gains and proposing the resolutions to tackle the remaining problems of the world economy" Assoc.Prof.Dr. Phung Xuan Nha, Rector of the University of Economics and Business stated in his welcoming message.

Hence, ten professors from the aforementioned universities presented about "What should Asian countries do to maintain their self-sustaining development?" Besides their reviews on the world economy, they encouraged all the students to broaden their awareness of the world economic, social and cultural features and pay special attention to those of the Asian countries. They emphasized if the student master a good command of foreign languages, they are likely to find a key to open door of study and research. Furthermore, the students should train themselves to enhance self-esteem in efforts to prepare for their future as an economist or a businessman. According to the professors, Asian countries as very young and dynamic economies can offer unique advantages for the students of the Asian universities to study.

The event also provided an opportunity for

the students to present in small groups their studies of macro economics, environmental economics, international finance, international trade, challenges for managers...towards the topic "the Road to the Recovery and Development of Asia" chosen by the GPAC 2010.

In addition to the sessions, a wide range of activities was arranged for the participants to promote friendships such as sports, games and sight seeing to the Ethnographic Museum, several tourist sites in Hanoi and Ha Long Bay which is a world natural heritage.

It is important to underline the panel discussion chaired by Assoc.Prof.Dr Nguyen Hong Son - Vice Rector of the University of Economics and Business in order to introduce of the historical development process of the Vietnam National University and the University of Economics and Business. Dr. Nguyen Hong Son was open about the quality of academic programs, the quality of the students... as possibilities that the University of Economics and Business want to cooperate with the Asian universities.

"Hanoi is a beautiful place. This City has a thousand year old history and culture. It is very new to us. I have been to the previous GPAC meetings and visited many cities, each left me with unique memories. I am very impressed with what is going on in the GPAC 2010. It is really a wonderful chance for interactions, both academically and culturally. I would thank the 2010 GPAC Organization Committee for having offered us an opportunity to gain such impressions" said Junichi Namaita, who was the leader of the Keio University's student delegation. "In the GPAC 2010, we had a very worthy chance to express our passion of economics" he emphasized.

Next year, GPAC will be held at the National Chengchi University in Taiwan.

BUSINESS NEWS

Garments continue topping list of exports: Posting an export turnover of 8 billion USD in the first nine months of this year, garments continued taking the lead amongst export staples since the beginning of 2009

Footwear industry submits strategy: The Vietnam Leather and Footwear Association (Lefaso) has submitted to the Government a strategy to develop the sector from now till 2020 with a vision to 2015 which focuses on the support and material industries.

Vietnam calls on US to reduce trade barriers: Vietnam hopes that the US will check investigations on imposing anti-subsidy and anti-dumping taxes so as not to cause losses to WTO members.

Vietnam and RoK discuss tax policy: More than 118 businesses from the Republic of Korea attended a dialogue on Vietnam's tax and customs policies on October 1.

US reduces anti-dumping tariff on Vietnamese shrimp: The US Department of Commerce (DOC) has announced the final adjustment for the anti-dumping tariff on Vietnamese frozen shrimp from February 1, 2008 to January 21, 2009.

City company signs Japan partner deal: The Japan Pile Corporation has entered a strategic partnership with local firm Phan Vu Investment Corporation, concluding its contract on September 30 in HCM City.

Prof. Phung Xuan Nha promoted to be a new Vice President of the VNU



*Prof. Phung Xuan Nha
New Vice President of Vietnam
National University, Ha Noi*

Vietnam National University. The Vietnam National University, Hanoi has had five deputy presidents so far.

Prof. Phung Xuan Nha was born in 1963. He received his doctoral degree in 1999 and the associate professor title in 2004.

Regarding his working process, Prof. Phung Xuan

Prime Minister of the Socialist Republic of Vietnam signed Decision No 1729/QĐ-TTg appointing Assoc.Prof.Dr Phung Xuan Nha, Deputy Secretary of Party Committee of the Vietnam National University, Rector of the University of Economics and Business to be vice president of the

Nha was deputy director of the Department of Administrative and Foreign Affairs, University of Social Science and Humanities - Vietnam National University, Hanoi. In 1997 - 2000, he was deputy director of the Center for Asia-Pacific Studies, University of Social Science and Humanities.

In 2003 - 2007, he was director of the Center for Development Economics Studies, Vietnam National University, Hanoi. In 2005 - 2007, he was deputy dean of the Faculty of Economics, Vietnam National University, Hanoi.

From 2007 to now, he has been rector and secretary of Party Committee, University of Economics and Business, Vietnam National University, Hanoi. Prof. Phung Xuan Nha was recipient of the scientific research projects at the Vietnam National University, Hanoi level and a Fulbright grant for post graduate education at Georgetown University, US.

PUBLICATIONS

Marketing: Theoretical Basis and Practices

Author: Nguyen Manh Tuan,
Publisher: VNU's Publishing House



In responding to the regional door-open trend and world economic integration, following the spirit of the Party and State's renewal, Vietnamese enterprises have expanded themselves into the domestic and foreign markets. This expansion seems objectively indispensable with various opportunities and challenges set for both the enterprises and the

national economy of Vietnam as well. The "marketing" term first appeared in America since the early 20th century meaning 'to market'. Throughout the 20th century, it evolved into a science in all countries included Vietnam. In order to equip students of the undergraduate and graduate academic programs with the knowledge of economics and modern marketing theory in particular, we would like to introduce to you the book "Marketing: Theoretical Basis and Practices."

This monographic book covered very basic and modern marketing theories and practices. At the end of each chapter, a set of questions was designed for readers to deepen their understanding, practice quick reaction skills, and learn to solve problems effectively.

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Services Sector Development: International Trends and Practices

Authors: Nguyen Hong Son – Nguyen Manh Hung, Publisher: VNU's Publishing House



PHÁT TRIỂN

NGÀNH DỊCH VỤ

• Nguyễn Hồng Sơn • Nguyễn Mạnh Hùng

Nhà xuất bản Đại học Quốc gia Hà Nội

Started in the late 20th century and throughout the early 21st century, the service-led-growth became a popular trend all over the world. The services sector development was considered the fender for the world to against the global economic crisis. After the Asian financial crisis occurred in 1997-

1998, the "industrialized tigers" such as Singapore and South Korea shifted into "serviced tigers." Similarly, Vietnam made constant efforts to promote the development of the services sector with an ambition that it would become a new Asian tiger in the 21st century. The book "Services Sector Development: International Trends and Practices" was to increase public awareness of the services sector development and provide a comprehensive reference for managers and policy makers who work in the field of services sector as well as lecturers of international economics.

Strategic Management

Author: Prof. Dr. Hoang Van Hai, Publisher: VNU's Publishing House



QUẢN TRỊ CHIẾN LƯỢC

HOANG VĂN HẢI - TS. NGUYỄN VĂN ĐÌNH

Nhà xuất bản Đại học Quốc gia Hà Nội

We know the existence of successful and unsuccessful companies although they are acting in the same nature of activities, using advanced technologies, automation system and others. Why? Many would mention strategic management as a tool to explain the sustainable growth of the successful companies especially in this fast changing world.

are more preferential in the Western countries, the strategic management small in terms of scope but highly effective are much more appreciated by Vietnamese strategists.

The outstanding feature of this book is that both the Western and Eastern strategic thinking was introduced in a harmonious way. Besides the strategic management technologies from the Western, the book covered the Eastern strategies and Vietnamese contexts. The necessary interference between the two distinct regions, the East and the West, helped to create optimal strategic management.

The strategic management form habitually observed in Vietnam is unique since it is based on the economic, social and cultural conditions of Vietnam. While the strategic management using competitive advantages

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